
MISSION

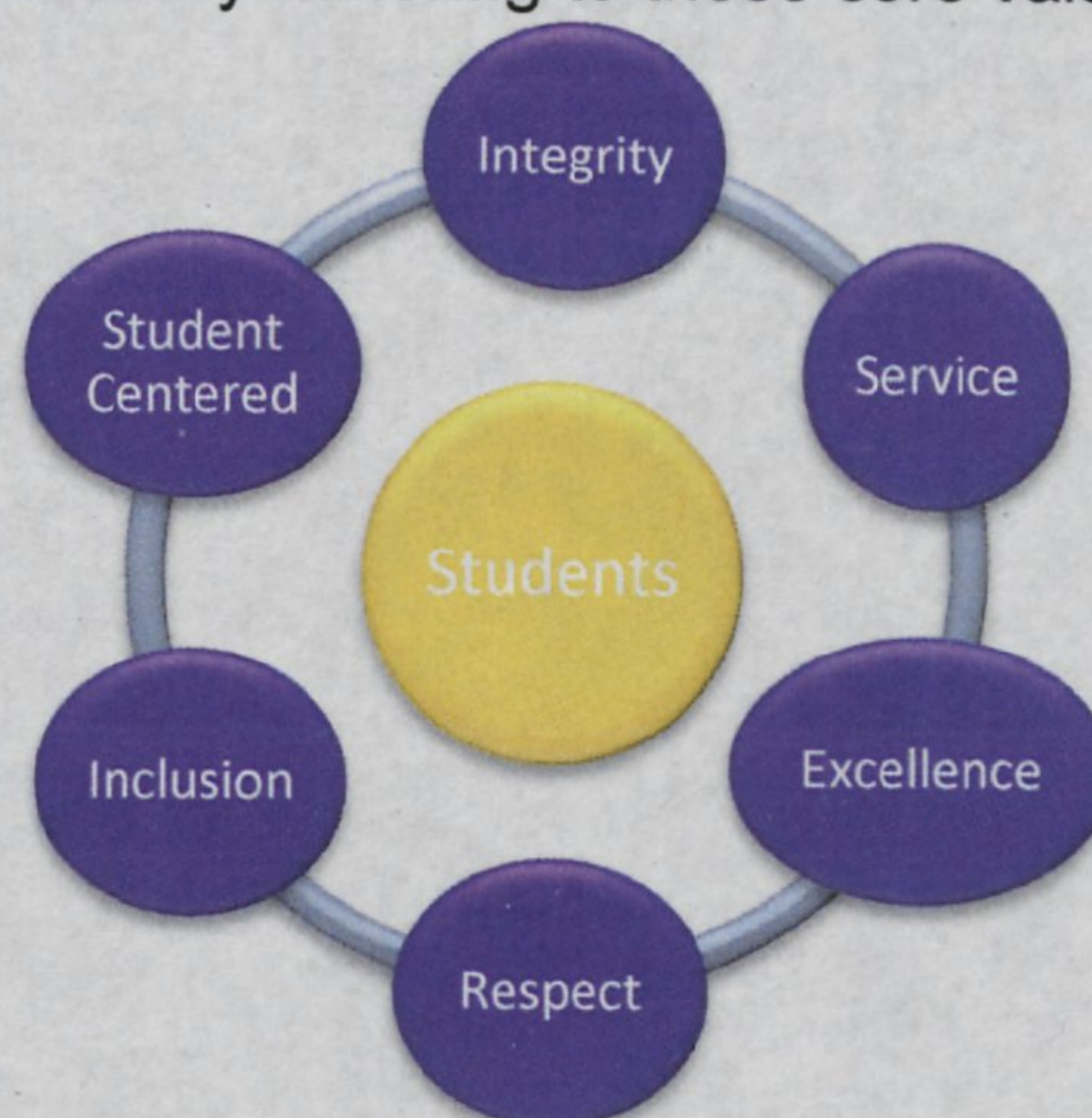
Student Affairs provides programs & services that optimize student learning and leadership, builds a safe, supportive and welcoming campus community, fosters the emotional growth and personal development of students, and makes a positive contribution to the overall student experience.

VISION

Student Affairs fosters an environment where all students achieve their academic and personal goals.

VALUES

Student Affairs achieves excellence by adhering to these core values.



OVERVIEW

There are 29 departments within Student Affairs and 260 employees. Eighty four of the Student Affairs educators have post-baccalaureate degrees: 25 with doctoral degrees (PhD; EdD; MD; JD), over 80 with Masters degrees, and quite a few currently enrolled in doctoral programs. Disciplines include, but are not limited to, business administration, counseling, higher education, psychology, medicine, educational leadership, health education/physical education, marketing. Student Affairs is the largest student employer on campus.

Student Affairs has oversight of most issues and resources related to student life. Student Affairs is a cluster of departments designed and devoted to serve all students, and to make sure that the learning and living environment on campus is conducive to attaining their academic and personal goals. Student Affairs is devoted to creating an integrated learning experience that

helps students reach their educational, personal, and professional aspirations. We help create a campus community where students are prepared to contribute to a changing world.

The Division of Student Affairs at East Carolina University provides guidance, support services, and a variety of programs and activities designed to maximize student learning. Because we know students are constantly learning beyond the classroom, our programs complement academic pursuits and promote student development. The focus of Student Affairs is on the individual student and their education. We seek to provide transformative learning experiences by collaborating and partnering with academic departments, deans, faculty and others.

WHO IS STUDENT AFFAIRS?

Student Affairs educators are a group of professional individuals committed to serving students from every school/college, division and each degree level – from undergraduate to doctorate. Our caring professionals are dedicated to assisting with student success, especially in regard to retention, persistence, and graduation. The departments within Student Affairs are:

Assessment, Research and Retention (SAARR) champions a culture of evidence and improvement within Student Affairs in support of student learning, development, and success. SAARR assists with increasing the institution's knowledge about students, the educational environment, and institutional effectiveness to continuously improve student programs and services, and does so through service in support of outcomes-based assessment, data-driven decision-making, strategic planning, student-focused research, and professional education.

Campus Dining provides a wide variety of menu options with quality food and services while also fostering a global community. Campus Dining strives to tailor programs, services and dining venues to meet the needs of campus constituents, to address changing trends in the food service industry and to further the educational mission of ECU.

Campus Living provides safe, clean, healthy and affordable living and learning facilities for students. Services in the residence halls are geared to support and nurture each person's experience at ECU. This mission includes providing a living/learning environment and related academic and co-curricular educational, personal development and social programs that support the student and institutional goals as well as nurtures the spirit and principles of community living.

- *Off Campus Student Services* develops programming to connect off-campus students to available university programs and services, promoting good citizenship and increasing student retention. The department connects off-campus students with affordable and safe housing options.

Campus Recreation & Wellness supports and encourages balanced, healthy lifestyles for the diverse ECU community by providing leadership development through educational and recreational programs. CRW offers a variety of programs, resources and services that are dedicated to improving the quality of life and the well being of the University community. CRW is comprised of

- *Adventure Program*
- *Campus Wellness*
- *Club Sports*

- *Health Promotion*
- *Leadership and Team Training Center*
- *Safety Services/Aquatics*
- *Youth and Family*

Facilities include a state of the art Student Recreation Center, Blount Recreational Sports Complex, the North Recreation Complex, Jones Fitness Point, an 80' Alpine Tower and a Team Training/Challenge Course.

Career Center provides information about the job market, facilitates career exploration, and provides access to practical work experience opportunities. Services are available to incoming students, current students, and alumni.

Center of Counseling & Student Development provides free, confidential counseling services to currently enrolled ECU students. The center also provides ongoing educational outreach services to numerous University groups (including students, faculty and staff) to encourage greater awareness of issues related to mental and emotional health of college students.

Dean of Students office is the central campus resource for addressing and responding to student issues and concerns. By connecting with other university departments and offices, the office supports the needs of students and student communities and identifies resources to respond to those needs.

Disability Support Services (DSS) determines reasonable accommodation and provides services for people with disabilities. The primary purpose is to ensure that individuals with academic, physical, medical, or psychological disabilities have equal access to university programs and services. DSS provides or coordinates a range of services and accommodations that meet the individual needs based on the impact of the specific disability.

Ledonia Wright Cultural Center provides comprehensive, culture-specific programming that serves students, faculty, staff, and the community. LWCC facilitates a campus-wide and sustained effort to support campus diversity, and to enrich student skill development through the design, implementation and promotion of cultural competence educational opportunities for all ECU students.

Marketing & Communication assists divisional units with market research, develops marketing frameworks, enhances social media presence and identifies opportunities to track and assess communication and marketing for program and/or event effectiveness. The services available include, but are not limited to graphic design, website development, videography, photography, marketing framework/planning, press releases and related training.

- *Student Affairs Technology Services* provides integrated, stable, and reliable technology based solutions that support the business needs of the Division of Student Affairs and East Carolina University through structured systems development and maintenance.
- *Student Media* serves as mechanism to inform the student body on up-to-date on campus news, events, and activities, as well as local, regional, national, and international, happenings. The communication vehicles include: The East Carolinian (student newspaper), Campus 31 (campus television), and WZMB 91.3 FM (campus radio station). These mainstays of campus information are complemented by the student literary and visual arts magazines, The Rebel and Expressions.

Office of Student Rights & Responsibilities promotes personal and academic integrity and a safe learning environment. The office strives to empower students to make ethical decisions and to become personally responsible citizens.

Office of Student Transitions and First Year Programs provides a coordinated, comprehensive approach to enhancing first year student success and beyond, by achieving four fundamental goals: developing a sense of belonging, collaborating with academic affairs, serving as a liaison for parents, and maintaining a sense of progression during the first year of college and beyond. These goals are accomplished through the following areas:

- *First Year Experiences*
 - *Orientation, Convocation, Freshmen Seminar, Pirate Read, Plunge into Purple*
- *Parent Services*
- *Student Transitions*
- *Transfer Student Services*

SA Development provides fundraising and development expertise to the various units within Student Affairs. The development component works to secure private funds through individual, corporate, and foundation donors in support of multiple objectives. The development arm articulates and supports the successful advancement of multiple scholarship and student service programs.

Student Health Services is a comprehensive medical facility available for the student's health care needs while at ECU. SHS attends to routine illness, injury or other non-urgent issues, issues that require more immediate medical attention, pharmacy, x-ray services, health and nutrition education, immunization services, massage therapy, laboratory and an allergy shot administration clinic.

Student Involvement & Leadership (Mendenhall Student Center) aims to enhance the overall educational experiences of ECU students and help build a sense of campus community through a wide range of programs and services. SIL recognizes that the development of the whole student is achieved through in-class and out-of-class learning opportunities and experiences provided through programs designed to enhance cultural, intellectual, leadership, personal, and professional development. SIL, through the implementation of student development theories in a variety of instructional settings, assists students in developing environments which enhance diversity, promote ethical and moral development, encourage civic engagement, promote the establishment of meaningful interpersonal relationships, and provide leadership and experiential learning opportunities. SIL encompasses:

- *Center for Student Leadership & Engagement*
- *Central Ticket Office*
- *Office of Event Planning and Conference Services*
- *Office of Greek Life*
- *Student Government Association*
- *Student Involvement and Activities*
- *Student Organization Center*

Student Legal Services is a legal advisory service for students. Some of the common issues that are addressed include lease contracts, city and county code violations, traffic or alcohol violations, domestic abuse, and victim's rights.

Student Transit provides a comprehensive, safe and reliable transit service to ECU students, faculty and staff. The bus service provides service to both on- and off-campus housing complexes, commuter park-and-ride lots, and specific shopping and service venues.

Volunteer & Service Learning Center engages students in effective volunteer and service-learning activities in order to strengthen communities, promote an enduring commitment to civic responsibility, and enhance the academic experience.

ASSESSMENT IN ACTION AROUND THE DIVISION OF STUDENT AFFAIRS

The Division of Student Affairs is committed to assessing the impact and significance of co-curricular and other Student Affairs activities on student development, retention, persistence and graduation. Here are some of the assessment initiatives currently underway. We will continue to share others throughout the year.

First Year Student Time Study

The Office of Campus Living and Dining Services has launched a study exploring how first year students at East Carolina spend their time outside of the classroom. During four specific weeks in the 2011 fall semester, the residents of four freshman residence halls (Aycok, Jones, Fletcher and Clement) were asked to complete a questionnaire detailing how they spent their out-of-class time the preceding week. It is anticipated that findings will provide insights on how students spend their time at college during their first months away from home and the relationship to academic success. Understanding student use-of-time patterns will inform the identification of successful behavior choices, which in turn will be used to identify strategies to: (1) educate students on the patterns of successful students, and (2) assist academically challenged students in making different choices as they manage their out-of-class experiences at East Carolina University. An intended outcome of the "time study" is to assist the university in increasing retention of first year students and improve academic performance.

Leadership Development Survey Pilot

Campus Recreation and Wellness (CRW) recognizes that our student employment opportunities and program participation can contribute to leadership development. Working with Dr. Nelson Cooper and Dr. Debra Jordan from the Department of Recreation & Leisure Studies, a leadership development survey instrument was created to test this hypothesis through two assessment projects:

- 1) Over 6,000 intramural sports participants were given this survey during the fall semester 2011 to determine how their participation has contributed to development of their perceived level of leadership skills. We will use the results to determine how to better meet the needs of students in future years as well as to improve the overall delivery of the intramural sports program.
- 2) CRW student employees were given this survey at the beginning of fall semester 2011, and it will be repeated at the end of spring semester 2012. We will use the results to determine what to offer and how to improve our leadership development opportunities.

This leadership development survey is also serving as a pilot to inform the development of a division-wide leadership development curriculum and assessment process for all student employees. More than 400 undergraduate students are employed by the Division of Student Affairs on an annual basis (Campus Living & Dining, Student Involvement & Leadership, Orientation, and Transit).

Secret Shopper

Campus Recreation & Wellness is committed to providing an enjoyable and enriching experience for both participants and employees. To measure quality of service and gather data for the purpose of improving services, the department has implemented a Secret Shopper program. The Secret Shoppers participate in various programs, utilize facilities, and interact with staff and subsequently submit an unbiased report of their experience. Working with Dr. Jin-Ae Kang from the School of Fine Art & Communication, a survey instrument was created using Qualtrics software to examine a number of variables related to the quality of the participation experience. Secret Shoppers consist of students from a Communications class and volunteers. We will use the results to identify strengths and areas for growth; make programming, service, and facility modifications; and to provide training for our staff. It is the department's intent to repeat this survey in future semesters.

peace.love.cancer.cure

In October 2011, Campus Recreation & Wellness evaluated the peace.love.cancer.cure program by asking participants if they will change a health behavior as a result of their learning experience. Positive intent to change health behavior is the primary learning outcome for all Campus Wellness events. The results were impressive with 92% of participants stating they will change a health behavior as a result of what they learned. In the past we have not had this information until the Wellness Passports were turned in to instructors at the end of a semester. It would then take several months to hand-calculate the information. New technologies were introduced this year through utilization of iPods and Qualtrics survey software, which facilitated immediate outcomes assessment results.

Campus Dining

Aramark and Campus Dining will conduct a comprehensive survey called MarketMatch. MarketMatch is part of the campus dining master planning process; it will take place during spring semester 2012. During this assessment process, on-campus market research will be conducted via interviews of various stakeholders (students, administrators, faculty/staff, etc.) traffic studies, and campus mapping techniques to identify recommendations that can be implemented within three to five years. It is anticipated that the results from this campus food service assessment process will impact the Dining Services capital project list and help design a "dining blueprint" that is alignment with strategic priorities of the university, division, and the department.