

OKLAHOMA STATE UNIVERSITY
DIVISION OF STUDENT AFFAIRS

Annual Impact Report

2020-2021



DIVISION OF
STUDENT AFFAIRS



Dear Colleagues and Friends,

What a remarkable journey this past year has been for the students and communities served by the Division of Student Affairs. Momentous efforts were made to prepare for a changed landscape impacted by a global pandemic. The year began with a flurry of actions, designed to create a safe environment. Policies to guide how we met and interacted with one another were developed and communicated. Supplies were purchased, and housing arrangements created. The COVID testing of campus and community continued. What began with far-reaching efforts to prepare for a year like no other ended on a promising note – with a flurry of vaccinations and in-person graduations.

In between those two bookends of experience came the important work of welcoming students to campus and providing for their engagement, learning, support, and wellbeing. Although it was not business as usual, with many student meetings and appointments occurring online, and a host of virtual career fairs and events – the connections were just as meaningful, and the pride that resulted in being a part of the Oklahoma State University family was just as real.

As we reflect on where we have been this past year, and where we have arrived, we salute our medical staff, standing in drive-through lines to deliver testing, and later immunizing the OSU family and greater community. We give thanks to those hundreds of others who prepared special meals and housing assignments, created in-person and online events, and found ways to provide encouragement in new ways, and with heart. As we prepare for a new year, we stand in gratitude for the staff, campus partners, and benefactors who work with us to provide a transformative student experience.

Sincerely,

A handwritten signature in black ink, appearing to read 'Doug Hallenbeck'.

Douglas A. Hallenbeck, Ph.D.
Vice President for Student Affairs

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Mission

To empower personal development and success through transformative experiences, services, and support

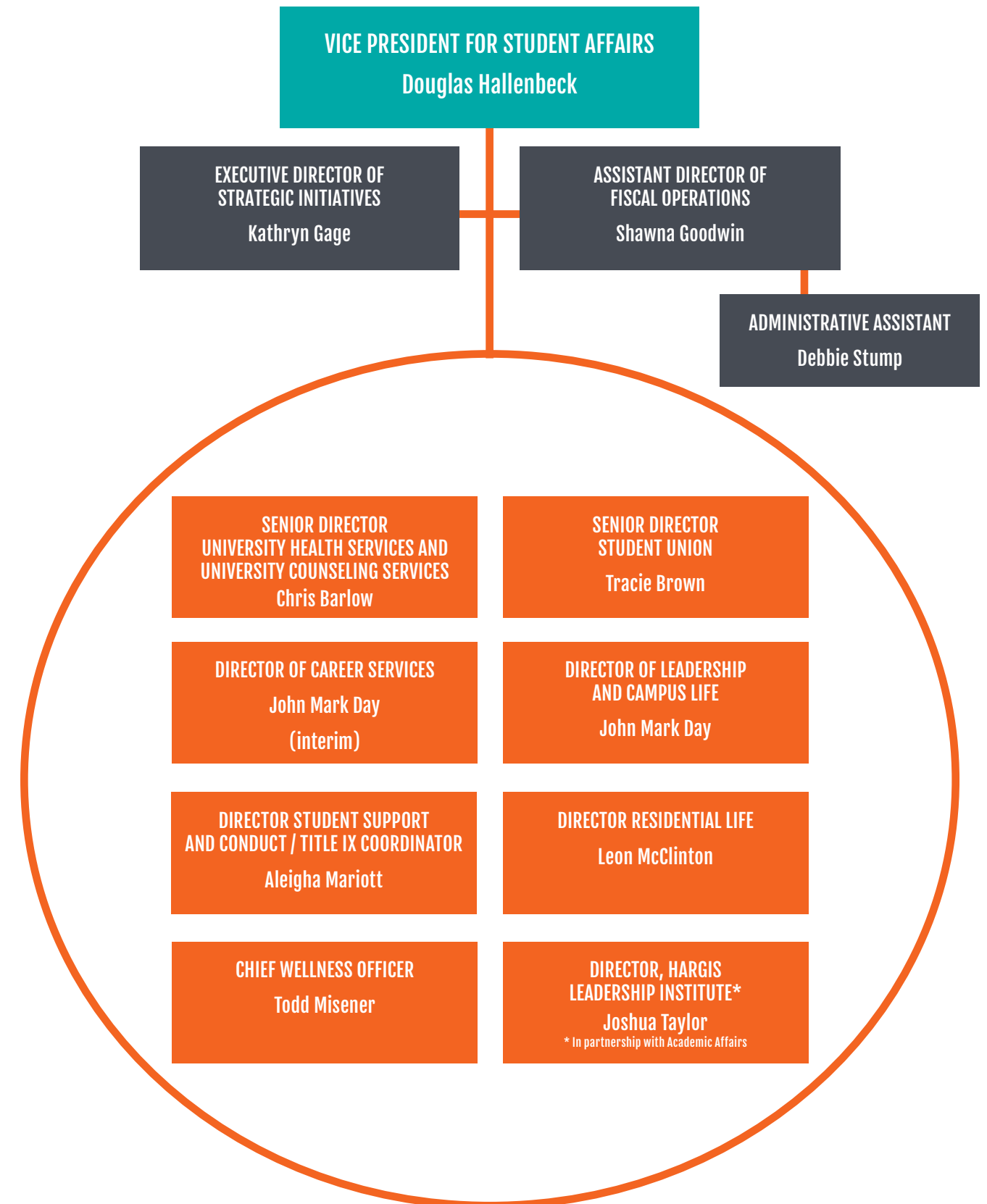
Vision

The Division of Student Affairs will be the model of excellence, inspiring a thriving student experience through innovation, engagement, and inclusivity.

Strategic Values



OSU DIVISION OF STUDENT AFFAIRS ORGANIZATIONAL CHART



MEETING THE MOMENT

The 2020-2021 academic year presented the moment for the Division of Student Affairs to live its values of community and collaboration. Messages on the new guidelines and procedures for navigating campus were communicated through town hall meetings and other online methods so that students, families, and the university community would know how to prepare for a different type of semester. Move-in days pivoted to scheduled sessions, and COVID testing pods were offered to students. As the year progressed, students were supported in countless ways, with individual contact, and new web resources to keep them informed and connected. A hybrid combination of in-person and online programs, events, and services kept students engaged in the life of the campus. Here are a select number of ways in which the Division of Student Affairs carried out its mission of empowering development and success through transformative experiences, services, and support during the past year.

RESPONSE TO COVID-19

- ❑ 27,349 COVID tests were administered by University Health Services (UHS).
- ❑ 20,018 COVID vaccines were administered by UHS.
- ❑ 51 vaccine clinics were sponsored by UHS in the spring semester.
- ❑ Over 6,000 vaccines were administered to OSU alumni, retirees, and Payne County residents.
- ❑ UHS partnered with the Payne County Health Department in a vaccine event at Gallagher-Iba Arena. UHS provided nursing, medical, and non-clinical staff in a partnership that provided over 2,000 vaccines to the community.
- ❑ A special calling program to provide personal contact to students who were quarantined or isolated due to COVID resulted in telephone and email outreach to 2,278 students.
- ❑ The Department of Wellness reconfigured 76,000 square feet of sports facilities to provide socially distanced classroom spaces, and hosted COVID testing sites.
- ❑ The Student Union’s Meeting and Conference Services unit collaborated with numerous campus constituents to adapt and provide 18,469 feet of space for safe classes, meetings, events, and activities.
- ❑ The Student Union distributed COVID safety items including 19,453 masks and 16,271 pocket hand sanitizers.
- ❑ Student Union staff hosted Welcome Week vaccinations at the Wes Watkins Center, and reconfigured 11,750 square feet in room capacities to adequately meet social distancing protocols for academic spaces as well as events.
- ❑ Student Union custodial staff made special efforts to keep the world’s largest Student Union cleaned and sanitized while maintenance crews built barriers and assisted with creating socially distanced seating spaces.



University Health Services Medical Team Provides Drive-Through COVID-19 Testing

- ❑ Housing and Residential Life leased a hotel for the first three months of the fall semester to isolate and quarantine students impacted by COVID.
- ❑ University Dining Services prepared 7,422 special meals and worked with Housing and Residential Life to deliver meals to students who were quarantined and isolated.
- ❑ University Dining Services developed a quarantine meal menu, website landing page, grab-and-go meals, and ordering link for students needing the meal delivery service.
- ❑ University Counseling Services and University Health Services reshaped telehealth platforms to provide ongoing counseling and health services visits.
- ❑ The Department of Wellness made all mental health training programs available online.
- ❑ Virtual events ran throughout the year, from Leadership and Campus Life’s online back-to-school Student Organization Fair featuring 155 organizations, to the 11 Career Fairs hosted by Career Services.



ENGAGEMENT:

Providing the opportunity for students to connect to interests and involvement, and feel valued. Facilitating a culture of positive and inclusive relationships that promote student success.

CALIEB BOOZE, INTERFRATERNITY PRESIDENT

Calieb Booze, Interfraternity President, delivers remarks at the MLK Day Celebration. 2021 events expanded to include essay scholarship and art contests, and community service project.

The Division of Student Affairs provides the heartbeat of campus by emphasizing engagement among students, and by striving to provide all students with a sense of belonging. Traditions, student organizations, hundreds of events and programs, and living groups are among the ways that students find friendships and become a part of the history of Oklahoma State University themselves.

Engagement experiences lead to positive outcomes like increased student persistence and academic performance, as well as acquisition of key competencies. The Student Affairs engagement strategy is designed to encourage the participation in campus life of all students throughout their time at OSU, and to provide a vibrant and meaningful experience.



ENGAGEMENT BY THE NUMBERS:

- ❑ First-year student persistence from fall 2020 to fall 2021 was **83.2%**.
- ❑ **16,617** students took part in Student Affairs events throughout the year, representing **67%** of all students.
- ❑ Students took part in Student Affairs programs or visited Student Affairs departments a total of **525,929** times.
- ❑ Over **90%** percent of first-time, full-time students engaged in Division of Student Affairs programs and facilities, resulting in **82,157** participations.
- ❑ Division of Student Affairs' student employees had a persistence rate of **97.91%** from spring 2021 to fall 2021. A special student employee supervisor outreach program increased the persistence of these students by **10.2%** throughout the duration of the program.
- ❑ First-year students residing in Living-Learning Programs demonstrated an **88%** spring 2021 to fall 2021 persistence rate. The persistence rate for all students residing in Living-Learning Programs was **81%** for the same timeframe.
- ❑ **609** active student organizations
- ❑ **806** student events registered through CampusLink
- ❑ **27,003** student attendance at events registered through CampusLink
- ❑ **32,005** student memberships in one or more student organizations
- ❑ There were **13,000** intentional conversations sessions with residents facilitated by Community Mentors in Single Student Housing, and **600** intentional conversations with residents in Family and Graduate Student Housing.
- ❑ **9,257** students attended **46** events hosted by the Student Union Activities Board.
- ❑ **2,384** students attended **25** events sponsored by the Student Arts Alliance.
- ❑ **9,957** students attended Career Services programs and events.
- ❑ **1,109** students interviewed with employers through Career Services at **11** career fairs and **45** connection sessions.
- ❑ **70** students took part in the new Martin Luther King, Jr. essay and art contests.
- ❑ Camp Cowboy welcomed **440** new students to learn more about life at OSU before the fall semester began.



The Student Union Activities Board celebrated its 70th year of providing creative and fun events.



Engagement as a student success strategy emphasizes the connection of each student to the people and places of Oklahoma State University. As students experience a sense of belonging and connect to their interests, the rate of students persisting towards graduation increases. By participating in the programs offered by Student Affairs, students and families reap the reward of their investment, and the impact to OSU is realized.

FY21 OSU FULL-TIME STUDENT STUDENT AFFAIRS ENGAGEMENT RETURN ON INVESTMENT							
Controlling for the influence of: Gender, Minority Status, First Generation Status, Financial Need Rank, On-Campus Housing Status, Greek Membership, Overall GPA, & Total Distinct Engagements in each area tracked. NOTE: Distinct Engagements are the number of unique events/programs engaged in each week regardless of number of times a student engaged in each event/program per week. For example, five visits to the Colvin Center by the same student in one week would be counted as one distinct engagement.							
1st Year Full-Time Freshman Cohort	B	Average Distinct Engagements	Additional % Retained	n	Additional Retained	Average Per Student Revenue	Revenue Retained
DOW***	0.015	2.2066	3%	3568	118.10	\$ 20,000.00	\$ 2,361,944.64
CAREER SERVICES	0.007	0.3599	0%	3568	8.99	\$ 20,000.00	\$ 179,777.25
CAMPUS LINK**	0.006	2.3582	1%	3568	50.48	\$ 20,000.00	\$ 1,009,686.91
						TOTAL	\$ 3,551,408.80
1st Year Full-Time	B	Average Distinct Engagements	Additional % Retained	n	Additional Retained	Average Per Student Revenue	Revenue Retained
DOW***	0.017	1.9825	3%	4393	148.06	\$ 20,000.00	\$ 2,961,101.65
CAREER SERVICES*	0.011	0.3608	0%	4393	17.43	\$ 20,000.00	\$ 348,698.77
CAMPUS LINK**	0.005	2.0255	1%	4393	44.49	\$ 20,000.00	\$ 889,802.15
						TOTAL	\$ 4,199,602.57
2nd Year Full-Time	B	Average Distinct Engagements	Additional % Retained	n	Additional Retained	Average Per Student Revenue	Revenue Retained
DOW***	0.023	1.4938	3%	3979	136.71	\$ 20,000.00	\$ 2,734,161.89
CAREER SERVICES	0.007	0.4546	0%	3979	12.66	\$ 20,000.00	\$ 253,239.48
CAMPUS LINK***	0.011	1.3566	1.5%	3979	59.38	\$ 20,000.00	\$ 1,187,540.51
						TOTAL	\$ 4,174,941.88
3rd Year Full-Time	B	Average Distinct Engagements	Additional % Retained	n	Additional Retained	Average Per Student Revenue	Revenue Retained
DOW***	0.026	1.3565	4%	3283	115.79	\$ 20,000.00	\$ 2,315,762.54
CAREER SERVICES	0.009	0.4414	0%	3283	13.04	\$ 20,000.00	\$ 260,840.92
CAMPUS LINK	0.006	1.2645	1%	3283	24.91	\$ 20,000.00	\$ 498,162.42
						TOTAL	\$ 3,074,765.88
4th Year Full-Time	B	Average Distinct Engagements	Additional % Retained	n	Additional Retained	Average Per Student Revenue	Revenue Retained
DOW**	0.014	1.2165	2%	2776	47.28	\$ 20,000.00	\$ 945,561.12
CAREER SERVICES	0.004	0.371	0%	2776	4.12	\$ 20,000.00	\$ 82,391.68
CAMPUS LINK	0.008	1.0274	1%	2776	22.82	\$ 20,000.00	\$ 456,329.98
						TOTAL	\$ 1,484,282.78
Additional 645 Students Retained					TOTAL = \$ 12,933,593.10		

First-year, full-time students (n=3566) engaged in an average of 5 distinct events during the FY 21 academic year. Calculating the average impact of engagement (5 x 0.01) in Student Affairs programs and activities on student retention as 0.05 or 5% (178 students), and assuming an average annual cost of attendance at \$20,000 to attend OSU, the resulting financial impact of 178 students retained (178 x \$20,000) provides \$3,566,000 in revenues.

Student Affairs continues to use technology to keep students informed and engaged by offering a variety of modes for students to choose in deciding how they will get involved and experience opportunities at Oklahoma State University (Strategic Plan 1.3.a).

SELECT ENGAGEMENT-THROUGH-TECHNOLOGY HIGHLIGHTS:

- There were 634,227 social media engagements (likes/comments/shares) throughout the year from Student Affairs' social media content. There were 8,300,519 displays of social media messages.
- Housing and Residential Life introduced OSU View, a new digital platform that spotlighted engagement opportunities by collecting and curating all social media, videos, and flyers, and then displaying them via a dedicated channel across residents' cable TV, IPTV, and digital signage.
- A new Portal X housing sign-up allowed students to combine application and room selection functions thereby expediting housing selections for residential students.
- Career Services utilized the 12Twenty Career Platform to reach students for virtual appointments and career programming.
- The Career Fair Plus platform enabled online career fairs, connecting employers with student applicants in real time.
- Focus 2 Career furnished a self-paced online, interactive, self-guided career and education planning system, offering students information on academic majors and careers that matched with their interests, personal preferences, and attributes.
- Career Services partnered with the OSU Alumni Association and Colleges to purchase Brazen, providing a one-on-one career networking event for students and alumni.
- Career Services created instructional videos using OSU's Canvas platform and redesigned webpages to support employer education and engagement.
- The Student Union used Biteable software and Tik Tok to make standout videos to engage students.



Career Services utilized technology to help students prepare for the workforce, and connect with employers. Social media campaigns, weekly e-newsletters, the hireosugrads.com portal, online appointment options, and virtual career fairs were some of the ways in which the department connected students to career readiness and employment opportunities.



University Dining Services offered online ordering available through GrubHub at nine campus dining locations.

ENGAGEMENT THROUGH PARTNERSHIPS

Student Affairs seeks partnerships across campus and throughout the state, to increase opportunities for students to discover Oklahoma State University, feel included, and support the academic mission. Here are select examples of partnerships established in the past year (Strategic Plan 1.1.b).

Career Services registered 688 employers for campus career fairs.

Career Services’ new Diversity, Equity and Inclusion initiative provided professional development and informational seminars to partners such as Institutional Diversity, National Pan-hellenic Council’s Delta Sigma Theta, Asian American Student Association, Native American Student Association, Center for Sovereign Nations, Black Faculty and Staff Association, Spears School of Business / Association of Black Professionals in Accounting, and Department of Psychology.

Career Services partnered with the Stillwater Chamber of Commerce on the Stillwater 360 internships program.

Housing and Residential Life partnered with the Higher Education Student Affairs (HESA) graduate program to establish a National Association of Student Personnel Administrators Undergraduate Fellow Program (NUFP) for underrepresented professionals in student affairs and higher education programs on the OSU campus.

Student Support and Conduct completed an assessment project in partnership with the HESA department to understand students’ perspectives on bias in the conduct process. An additional assessment project was completed in partnership to understand the needs of underrepresented students in the prevention and response to incidents of sexual violence (Strategic Plan 1.2.b).

The Student Union provided reduced parking garage rates year-round for New Student Orientation and Undergraduate Admissions.

The Student Union’s marketing team provided 332 print and social media pieces for student organizations and departments seeking to promote programs and events.

The Student Union partnered with the School of Entrepreneurship to provide space and marketing support for the “Happiest Color Corner” pop-up shop event benefitting Pete’s Pet Posse.

The Student Union worked with University IT to develop a mask and hand sanitizer distribution app and deployed hardware to support this huge initiative.

University Counseling Services developed a counseling liaison relationship with the Office of Multicultural Affairs.

The University Store had the biggest year yet for partnering with academic departments to offer inclusive access digital content to students for their course material needs. This partnership between the University Store, academic departments, and textbook publishers automatically offered students day-one access to their course materials at a significantly reduced price. During the fall semester, the University Store facilitated inclusive access for more than 100 courses.

(Strategic Plan 1.3.a)



LEADERSHIP

Leadership: Developing students as leaders who create positive change in their communities, their country, and their world. Increasing capacity for OSU faculty and staff to teach and model leadership and civic engagement.



SERAIAH COE

Winner of the Citizenship in Leadership Award at the President’s Celebration of Leadership.



LEADERSHIP BY THE NUMBERS:

223 high school students attended The Leadership Experience, hosted by the President's Leadership Council.

\$76,184 raised by CowboyThon for the Oklahoma Children's Hospital Foundation through in-person and virtual components.

45 active fraternity and sorority organizations with 4,274 members (fall 2020) achieved a 3.44 spring 2021 grade point average.

34,243 service hours were reported to the Student Volunteer Center by 3,790 students.

64 students completed the Leadership OSU Mentoring program.

21,444 service hours were contributed by fraternity and sorority members.

54 C.O.R.D recognitions were awarded to students achieving 400+ hours of service by graduation.

136 students completed the HESA 2191 leadership course offered by Housing and Residential Life.

(Strategic Plan 2.1; 2.2; and, 2.3)

LEADERSHIP IMPACTS AT A GLANCE:

- Efforts to increase student civic participation through voter registration drives yielded positive results in 2020.
Voting among OSU students increased 13.3% from the 2016 to the 2020 elections.
OSU was recognized by the Oklahoma State Regents for Higher Education and Campus Compact for registering the most university students to vote during the 2020 election season.
The Student Union Activities Board established the first Allied Arts Executive Board in 2020.
Three new organizations joined the Multicultural Greek Council.
The Angel Tree program provided gifts for 144 community children in need during the holidays.

Fraternity and Sorority Affairs offers multiple programs for student leaders. Students may explore the following leadership options:

- Interfraternity Council
Multicultural Greek Council
National Pan-Hellenic Council
Panhellenic Council
Greek 100
Junior Greek Leadership
Order of Omega



The Student Government Association, advised by Leadership and Campus Life, offers students numerous ways to get involved and practice their leadership skills.

- SGA's leadership and service programs include:
Cowboy Cousins
Pete's Pantry
CowboyThon
First Year Representative Council
Into the Streets
Oklahoma Intercollegiate Legislature
Speaker's Bureau
Sustainability Committee
The Rowdy

The Center for Ethical Leadership provided a variety of programs for students taking a journey of discovery to gain and practice leadership competencies.

- The Leadership Development Series
OSU Leads Living-Learning Program
Devon Ingenuity Leadership Scholars
President's Leadership Council
McKnight Scholars
Chinese Leadership Program



Service is one of the many ways in which students learn the lessons of leadership. Here students volunteer at the local Our Daily Bread food pantry.



Dr. Lex Smith Washington was recognized by the LeadOrange program as Faculty Leader of the Year. The LeadOrange program recognizes those who are working to create positive change at OSU.



LEARNING

Learning: Investing in the programs, people, and spaces that lead to demonstrated student learning. Advancing transformative and integrative student learning experiences.

LAUREN WILLIAMS, UNIVERSITY DINING SERVICES STUDENT EMPLOYEE

“Working for Celebrations Catering has shown me what it’s like to work in a flexible and inclusive environment. I get to meet and work with adults and students who enjoy their job and fellow coworkers. As a result, I always feel welcomed. I have learned how to lead others at my job and I am able to test my skills in communicating with others and becoming more confident in myself.”

The Division of Student Affairs provides opportunities for student learning experiences both inside and outside of the classroom. Guided by the five student learning competencies of Career Readiness, Critical Thinking, Intercultural and Global Fluency, Leadership, and Life Skills, the Division offers an array of programs and roles in which students learn about themselves and others while preparing to be contributing members of society.

To support the learning initiative, the Division of Student Affairs launched the OSU GROW (Guided Reflection on Work) program in the spring of 2020, fulfilling Strategic Plan goal 3.1.d. Patterned on a national model, OSU GROW encourages students to make connections between skills gained on the job, their academic majors, and future career plans by having intentional conversations with their campus employers.



GROW
GUIDED REFLECTION ON WORK

LEARNING BY THE NUMBERS:



The Greek 100 program is a series of student-led peer prevention programs for the fraternity and sorority community at Oklahoma State University which provides information on topics such as bystander intervention, alcohol and drug education, hazing, cultural competency, and sexual violence prevention.

Over **3,600** students completed the four-part Greek 100 series of trainings during the year.

The Family Resource Center provided **317** hours of after-school tutoring to residents’ children.

819 students participated in sexual violence prevention programs offered by Student Support and Conduct.

184 hours of adult, youth, and family programs were provided by the Family Resource Center.

1,256 students resided in 14 Living-Learning Programs.

159 students successfully completed the OSU GROW program, with plans to expand participation in the fall.

(Strategic Plan 2.1; 2.2; and, 2.3)



LEARNING IMPACTS AT A GLANCE:

- ❑ Career Services launched an online Faculty Tool Kit in August of 2020. This resource provided a library of 15 reference packets on subjects such as creating resumes and conducting job searches. The system had 3,223 views during the 2020-2021 academic year.
- ❑ Housing and Residential Life continued to grow Living-Learning Program (LLP) opportunities. A Communication Sciences Disorders LLP was added for students interested in the fields of speech pathology, audiology, or American Sign Language.
- ❑ Student Support and Conduct offered trainings that included the SMART alcohol responsibility training; sexual violence prevention trainings for NCAA requirements; and risk management training to fraternity and sorority advisors and house managers.
- ❑ The University Dining Services dietician served as preceptor for the Nutritional Sciences department's undergraduate and graduate students.
- ❑ University Health Services connected with University College Pre-Health Programs students and volunteers to assist with COVID vaccine administration during the year.
- ❑ Student Union Meeting and Conference Services; Student Union Building Operations; and University Dining Services collaborated with Fire Protection and Safety Engineering Technology's FPST 4683 class projects.
- ❑ Both University Dining Services and Meeting and Conference services provided a career path for students to move to supervisory roles after successful completion of a documented training program.
- ❑ University Health Services partnered with the Counseling and Counseling Psychology departments to provide embedded counselors through a practicum course.
- ❑ The Department of Wellness partnered with the Department of Kinesiology to provide applied personal training and coaching experience to program majors and graduate students.



Students show certificates earned from completing the 1is2Many Culture of Consent training.

LEARNING ABOUT LEADERSHIP

When students participate in leadership programs, they get to practice the competencies that help define the elements of leadership. Whether working on projects, performing as a team, or taking part in the camps, councils and classes offered by Student Affairs, students are invited to discover new insights about themselves and others. Program managers offering various lessons in leadership during 2020-2021 identified the competencies they incorporated into their programs:

- ❑ Camp Cowboy: Outcomes included learning about OSU's resources, history, traditions, and ethics. Relationship building. Understanding themselves and their communities. Cultural competence.
- ❑ Leadership Development Series: Outcomes included using storytelling as a communication strategy.
- ❑ OSU Leads Living-Learning Program: Outcomes included communication, servant leadership, and campus involvement opportunities.
- ❑ Devon Ingenuity Leadership Scholars: Outcomes included communication, dining etiquette, networking, and leading without a position/title.
- ❑ Allied Arts Executive Board: Outcomes included personal strengths, marketing, and goal-setting.
- ❑ Student Arts Alliance Executive Board: Outcomes included roles and responsibilities, marketing, and branding.
- ❑ Chinese Leadership Program: Outcomes included identifying personality types, positional leadership, leadership traits and skills, communication, goal-setting, and cultural competence.

The Division of Student Affairs contributes to scholarly activity through presentations at conferences, community engagement, and the acquisition of grants (see Operational Effectiveness and Wellness sections). In addition, 2020-2021 STAFF PUBLICATIONS INCLUDED:

- Gilley, E., Manning-Ouellette, A., & McClinton Jr., L. (April, 2021). The house that gen z built: Housing style, student success and community at a land grant university. *E-Source for College Transitions*, 18(2), 7-9. https://issuu.com/nrcpubs/docs/esource_18.2/s/11502932
- Gordon, S. R., Day, J.M., Gage, K., Jacobs, S. R., Yarbrough, M. (2020). "I feel like it made a difference": The experience of mentoring. *Journal of Student Affairs*, (24), 126-135. <https://sahe.colostate.edu/journal/current-edition/>
- Griffiths, F. & Hallenbeck, D. (2021). The historical developments of student affairs research and practice. In A. Manning-Ouellette & S. P. Wanger (Eds.). *Emerging International Issues in Student Affairs Research and Practice*. Information Age Publishing.
- Stokes, P. (2020, October). Human Resources. *Psychology Research*, (10), No. 10. DOI:10.17265/2159-5542/2020.10.001
- Stokes, P. (2020). Increasing sexual self-efficacy among college students through telehealth consultation: A case management approach. *Current Trends in Clinical and Medical Sciences* 2(1). CTCMS.MS.ID.000530. DOI: 10.33552/CTCMS.2020.02.000530
- Taylor, J. K. (2020). Classroom culture: Stories of empathy and belonging. In A. Ellsworth, *Cases on emotionally responsive teaching and mentoring*. IGI Global.



OPERATIONAL EFFECTIVENESS

Operational Effectiveness: Providing effective and ethical stewardship of resources. Communicating opportunities and achievement to stakeholders. Quantifying vision-to-action by measuring divisional and departmental needs and assessing progress towards goals.

Finding the pathway to connection and purpose requires imagining the spaces and enterprises that promote community and the opportunity to learn through discovery. Through the initiative of operational effectiveness, the Division of Student Affairs provides the resources by which students, campus, and community may explore and flourish. For the 596 full-time employees and the 1,216 student employees who form the eight departments of Student Affairs, operational effectiveness is the expectation of innovation and excellence in what we do, and how we are accountable to those we serve.

In the spring of 2020 a brand-new, state-of-the-art esports arena opened in the Student Union. With 40 high-powered PCs, a Twitch station, green screen and a slew of other amenities, the 1,690 square-foot arena is a gamers' paradise. The facility welcomes high school students who are considering OSU as their higher education destination, and is home to Gamers of OSU, the largest campus student organization. Approval of a new esports certificate program through academic partners in the OSU School of Media and Strategic Communication offers students a way to prepare for careers in the gaming industry.



The new eSports arena opens in the Student Union, welcoming current and prospective students to pursue their interests through recreation and intercollegiate competition.

KEY PERFORMANCE INDICATORS

Key Performance Indicators (KPIs) are the benchmarks of performance and effectiveness for each area in the Division (Strategic Plan 4.1). In 2020-2021, Student Affairs departments identified those metrics of performance that mark progress towards intended results for the year. See other sections of this report for additional information. Select KPIs not listed in other sections of this report include:

CAREER SERVICES

- ❑ Number of full-time jobs posted in the Hire System = 9,375
- ❑ Number of job applications submitted through the Hire System = 8,080
- ❑ Number of internship postings = 1,056
- ❑ Part-time job postings (on- and off-campus) = 932
- ❑ Work-Study job postings = 179

HOUSING AND RESIDENTIAL LIFE

- ❑ Number of residential students = 4,472
- ❑ Number of students residing in Living-Learning Programs = 769
- ❑ Number of residence halls = 27

STUDENT UNION

- ❑ Visitors to building per year = 776,240
- ❑ Visitors to the University Store per year = 123,601
- ❑ 221,691 users visited the Student Union's website a total of 357,495 times
- ❑ Meeting and Conference Services facilities or events booked (Student Union) = 5,335
- ❑ Wes Watkins outdoor, tabling and Bennet Chapel reservations = 664
- ❑ Outdoor events bookings = 2,058
- ❑ Tabling events bookings = 640
- ❑ Flyer postings = 155
- ❑ Parking garage customer cars = 120,878
- ❑ eCommerce revenue = 17.5% of total University Store sales
- ❑ Increase in University Store sales of 32% from previous year

UNIVERSITY DINING SERVICES

- ❑ Contracted meal plan holders = 4,220
- ❑ Non-contracted meal plan holders = 5,268
- ❑ Total dining transactions = 1,390,293



OPERATIONAL EFFECTIVENESS IMPACTS AT A GLANCE:

- ❑ A Division-wide programming calendar was instituted by the newly formed Programming Committee, providing both information and coordination of campus events (Strategic Plan 4.5.b).
- ❑ The Student Union's University Store and OSU Athletics partnered on apparel sales. Cowgirl Softball World Series shirts, Cheez-It Bowl Champion shirts, and Eddie Sutton tribute t-shirts were some of the ways the store gave fans a chance to wear their pride.
- ❑ The University Store brought smiles to the faces of more than 1,600 Oklahoma State students, faculty, staff and fans who came by for the first 40% off Cowboys Win, You Score sale of the season.
- ❑ The University Store operated textbook and general merchandise needs for students at OSU Tulsa and OSU Center for Health Sciences through shopokstate.com, with free delivery via the Big Orange Bus.
- ❑ OrangeTech in the University Store is part of the campus recycling effort, collecting used chargers, phones, and batteries for safe disposal.

GIFTS AND GRANTS (STRATEGIC PLAN 4.2.B).

- ❑ CAREER SERVICES received \$88,000 in gifts from the Corporate Sponsor Program, benefitting efforts to prepare students for internship and employment opportunities.
- ❑ LEADERSHIP AND CAMPUS LIFE received \$10,000 from the Women from the OSU's Partnering to Impact grant for basic needs security.
- ❑ STUDENT UNION received a \$37,500 gift to endow the Mercedier Cunningham scholarship, in honor of a former employee.
- ❑ UNIVERSITY DINING SERVICES received scholarship funding from U.S. Foods (\$2,500) and CoreMark (\$500).
- ❑ VICE PRESIDENT FOR STUDENT AFFAIRS was again allotted \$5,000 from the Women's Foundation of Oklahoma to provide support for single moms attending OSU.
- ❑ DEPARTMENT OF WELLNESS received a total of \$4,385,291.87 from federal and state grants, as well as private gifts. See the Wellness section of this report for more information on how these funds are used to benefit the citizens of Oklahoma.

HONORS, AWARDS, AND DISTINCTIONS



Emily Albiter, junior majoring in art, was recognized nationally as a top 3 student employee by the National Association of Student Employment Administrators (NASEA). The Department of Career Services sponsors the annual Student Employee of the Year Awards ceremony, a preliminary stage of the NASEA awards process.

CAREER SERVICES

- ❑ Chad Anglin, President, Oklahoma Association of Colleges and Employers
- ❑ Breanna Gallagher, National Career Development International Student Support Committee
- ❑ Alicia Low, Events Chair, Southern Association of Colleges and Employers

DIVISION OF STUDENT AFFAIRS

- ❑ 3 departments certified at the Gold, and 2 certified at the Silver level for Certified Healthy Departments through the Oklahoma State Department of Health

HOUSING AND RESIDENTIAL LIFE

- ❑ Shannon Baughman, inaugural class of the 2020 Association of Colleges and University Housing Officers Heroes Program
- ❑ Leon McClinton, Vice President, Association of College and University Housing Officers-International (ACUHO-I)
- ❑ OSU's Residence Hall Association's (RHA) National Residence Hall Honorary received an "Of the Month" recognition by the Southwest Affiliate of College and University Residence Halls. RHA also received the Commitment to Sustainability Award.
- ❑ The Housing and Residential Life Marketing Team won 2nd place for website design from ACUHO-I

LEADERSHIP AND CAMPUS LIFE

- ❑ John Mark Day, Pre-Conference and Extended Sessions Chair for the 2021 National Association of Student Personnel Administrators (NASPA) IV-W Regional Conference; and the Student Affairs Speaks/SA Unscripted Co-Chair for the 2022 NASPA National Conference; Board Member, United Way of Payne County
- ❑ Kayla Loper, Chair of the Research and Scholarship Group for the National Association of Campus Activities and will serve a two-year term 2021-2023
- ❑ Johnny Robinson, NASPA Region IV-West Conference Planning Committee and Graduate Symposium Co-Chair
- ❑ The Association of Fraternal Leadership and Values bestowed numerous awards on OSU's fraternities and sororities in the Division III region for the 2020-2021 year, including:
 - * Panhellenic Council captured the Sutherland Award, awarded to the top scoring sorority council, and was recognized with the 3-Star Innovation and 3-Star Collaboration designations
 - * Multicultural Greek Council was recognized with the 3-Star Innovation and 3-Star Collaboration designations
 - * Interfraternity Council was recognized with the 3-Star Accountability designation

STUDENT SUPPORT AND CONDUCT

- ❑ Ross McClure, Felice Dublon Award of Excellence from the Association of Student Conduct Administrators



STUDENT UNION

- ❑ Kailey Bookout, Honorable Mention, Promotional Products, Association of College Unions International (ACUI)
- ❑ Coleton Gambill, Honorable Mention, Video, ACUI
- ❑ Megan Germundson, Second Place, Brochure, ACUI
- ❑ Rachel Metzger, Third Place, Multi-Page Publications Category, ACUI

OFFICE OF THE VICE PRESIDENT FOR STUDENT AFFAIRS

- ❑ Kathryn Gage, Commissioner, AmeriCorps Oklahoma
- ❑ Douglas Hallenbeck, Vice Chair, Council on Student Affairs, Oklahoma State Regents for Higher Education; Fraternity and Sorority Life Communication Standards Committee, National Association of Student Personnel Administrators

UNIVERSITY DINING SERVICES

- ❑ Loyal E. Horton Dining Awards Silver Award – Special Catering Event, National Association of College and University Food Services
- ❑ Six dining concepts recognized as Certified Healthy Restaurants by the Oklahoma Department of Health: Bread & Beyond Deli, Country BBQ, Which Wich, The Natural, Zest, and B & B Co.

DEPARTMENT OF WELLNESS

- ❑ Jordan Benson, Oklahoma College Public Relations Association (OCPRA) Excellence Award for “Talk About It Tuesday” video series; OCPRA Honorable Mention for “When Life Sucks Series”
- ❑ Jo Anne Blades, Member, Individuals with Disabilities Education Act Panel B Advisory Council; Member, Oklahoma Assistive Technology Board
- ❑ Shannon Esmeyer, Special Education Resolution Center Advisory Board
- ❑ Shelley Gladden, gubernatorial appointment, Oklahoma Rehabilitation Council; Member, Volunteer Organizations Active in Disasters committee; Member, Oklahoma Health Care Authority Living Choice Committee; Board Member, The Hearing Loss Association of America; Council Member, Oklahoma Healthy Brain Initiative Advisory Council; Member, Money Follows the Person Advisory Council
- ❑ Linda Jaco, Co-Leader, Oklahoma’s Accessible Educational Materials Cohort State Initiative; Member, Oklahoma Assistive Technology Foundation Board; Chair, Individuals with Disabilities Education Act Panel B Advisory Council; Member, Special Education Resolution Center Advisory Council
- ❑ Chuck Lester, Board Member, Oklahoma Behavioral Health Association; Chairperson, Oklahoma Prevention Policy Association
- ❑ Todd Misener, Board Member, United Way of Payne County
- ❑ Katie Norris, Member, Pawnee County Healthy Coalition
- ❑ Lisa Prescott, Board Member, Caring Community Friends; Board Member, Creek County Community Partnership Coalition; Board Vice President, Creek County Literacy Program; Board Member, Med World Pharmacy Patient Education Advisory Board; Board Member, Cura for the World Clinic; Member, Sapulpa Chamber of Commerce; Committee Member, Youth Services of Creek County
- ❑ Kari Pratt, National Intramural-Recreational Sports Association’s National Mental Health Planning Committee
- ❑ Allyson Robinson, Co-Leader, Oklahoma’s Accessible Educational Materials Cohort State Initiative; Member, Leadership Education in Neurodevelopmental and Related Disabilities Consumer Advisory Council; Member, Governor’s Committee on the Employment of People with Disabilities; Member, State Leaders of Assistive Technology in Education

PROFESSIONAL DEVELOPMENT

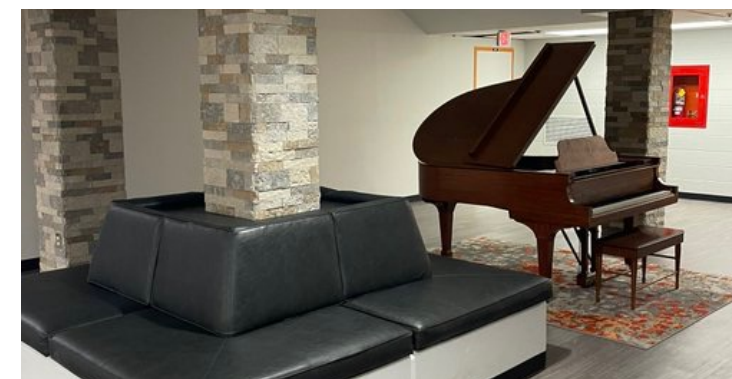
The Division of Student Affairs provides professional development opportunities for campus and beyond (Strategic Plan 4.4.d). The Assesstivus Conference was offered in a virtual format in spring 2021, providing sessions on cocurricular assessment to higher education practitioners across the state.

- ❑ Career Services provided a series of diversity, equity, and inclusion seminars for over 250 campus participants including sessions on “Moving from Conversation to Action” ... “What Asian American Students Need Right Now from Career Practitioners” ... “Diversity Talent Attraction” ... “Democratizing Recruitment in Higher Education” ... and “Retention Strategies for First-Year, First Generation College Students”.
- ❑ Student Support and Conduct offered monthly professional development opportunities for university employees through “Lunch and Learns” covering topics related to gender-based violence.
- ❑ University Dining Services offered the ServSafe food handler and management training classes and certification to the campus.
- ❑ The fourth annual Assesstivus conference welcomed 63 participants to a virtual gathering to learn about co-curricular assessment practices.

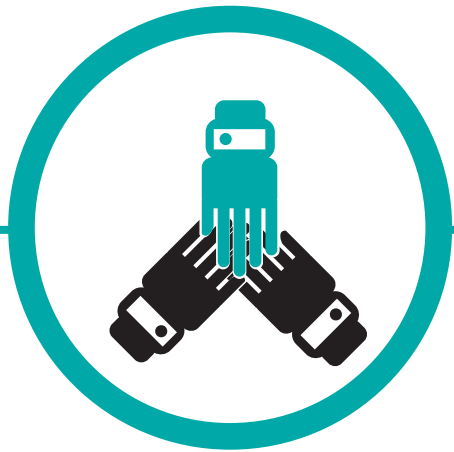


FACILITIES NEWS

- ❑ The Facilities Committee created a master sheets of all Division holdings, maintenance projects, and capital request priorities (Strategic Plan 4.3.a).
- ❑ Housing and Residential Life opened the Bennett basement renovation; and installed new living room furniture in suites and lounges.
- ❑ The Student Union opened the West Endzone store in the spring.
- ❑ The Student Union upgraded space for the Spear’s School of Business’ Sales and Service Excellence Lab.
- ❑ Student Union space opened for the Leadership Institute’s Endowed Chair offices.
- ❑ Student Union space opened for the Center for Pet Therapy.
- ❑ Construction of the Wes Watkins Center’s Congress Room was completed.
- ❑ The GameDay Store at O’Brate Baseball Stadium was completed.
- ❑ Space for the University Store at Cowgirl Stadium was doubled.
- ❑ The Department of Wellness refurbished the outdoor sand volleyball courts. The Multi-Activity Center was renovated to provide an indoor turf field to support indoor soccer and fitness programming needs.
- ❑ Two new dining concepts, Chophouse Taqueria and Shake Smart, opened in the Student Union.



The Bennett Hall basement level was remodeled to provide a comfortable and updated gathering spot for students.



SUPPORT

Support: Creating and sustaining the programs and services that drive student success. Fostering a university-wide collaboration to ensure alignment and continuous improvement in supporting students.

OLIVIA PENDLETON, STUDENT SUPPORT AND CONDUCT, AND AVERY

University Counseling Services is a proud partner of OSU's Pete's Pet Posse. Here, Olivia Pendleton of Student Support and Conduct and pup Avery join the ranks of these professionally trained and nationally certified pet therapy teams.



Building a culture of care involves developing the resources that provide the attention and support that students require to persist and thrive. From basic needs to specialized responses, Student Affairs has been building a network of information and connection that offers timely outreach and interventions. Students' input is assessed to identify the most pressing needs and issues. Seminars and online resources are offered to heighten awareness and responsiveness on a myriad of matters facing students, in order to develop a whole community solutions approach. Many innovations in student support were achieved during the 2020-2021 academic year.

SUPPORT IMPACTS AT A GLANCE

- ❑ The Bias Incident Response Team was constituted in spring 2021. An online reporting and resource page was created for individuals to report incidents of bias, which the team reviews and responds to, providing support and solutions (Strategic Plan 5.1.a)
- ❑ The Sexual Violence Campus Climate Survey was administered, with results identifying areas of success and growth for the university in supporting and responding to incidents of sexual violence. 77.4% of students feel that OSU students support student victims of sexual violence. 83.5% of students feel that university employees respect what students think.
- ❑ The U.S. Department of Education released new Title IX guidance that required significant changes in policy and procedures. Student Support and Conduct took the lead in making these changes, and in providing guidance to students when complaints are made.
- ❑ To respond to the loss of a member of the Cowboy student community, guidelines and procedures were developed to include family communication messages, emails to the campus community, a certificate of achievement and letter provided to the family, and guidance for student organizations on holding vigils.
- ❑ The first-ever Remembrance Service to honor the lives of students, faculty, and staff who were lost over the past year was conducted in the spring of 2021 (Strategic Plan 5.2.d).
- ❑ In collaboration with OState TV, a five-video series on resources and reporting options for incidents of sexual violence was created. Posters on sexual violence resources were designed and distributed. A "Supporting Students in Distress" handout and web resource were developed (Strategic Plan 5.2.a)
- ❑ A repository of support options was made available by website in the summer of 2020, joined by a new Canvas learning management system page in Spring 2021. Both have information on an array of topics including academic, mental health, and financial resources (Strategic Plan 5.2.a).
- ❑ A new online application process was developed for the Cowboy Strong (emergency) and Daybreak (serving former foster youth) funds, making information and access to these critical resources more accessible to students who need financial assistance. A handout resource on basic needs was created and is distributed in-person to students seeking funding (Strategic Plan 5.3.b).
- ❑ The Foster Youth Advocates organization led a first-ever luggage and clothing drive for children in the foster system. Students in the organization sponsored a poetry slam and panel discussion where they shared their personal experiences. A special Thanksgiving Meal was celebrated by the students. The Foster Advocates met twice monthly during the fall and spring semesters (Strategic Plan 5.3.c).



University Dining Services partnered with the Student Government Association to provide H2OSU water. A portion of the sales go towards food insecurity and basic needs.



Leadership and Campus Life opened a Red Pantry in the Student Union with a satellite location adjacent to the Family Resource Center. Funding from the Student Government Association, 1is2Many grant, and the Women's Foundation of Oklahoma made it possible to provide women with free menstrual hygiene products.



SUPPORT BY THE NUMBERS

- ❑ The Pete's Eats food recovery program redistributed meals to students on the list for those in need. Students were served 1,422 meals in Fall 2020 and 1,586 meals in Spring 2021 for a total of 3,068 recovered and distributed meals.
- ❑ The Cowboy Strong emergency fund distributed \$97,111.66 to 202 students during the year. These funds filled the gap for emergency needs such as medical or transportation costs and allowed students to continue their education uninterrupted.
- ❑ The Daybreak Fund provides financial assistance to former foster youth attending OSU. During the 2020-2021 academic year, six students were awarded a total of \$2,300 to assist in expenses related to rent, transportation, medical and dental, and supplemental educational costs.
- ❑ There were 10 visits of the Our Daily Bread mobile market between July 1, 2020 and June 30, 2021, providing students with food assistance.
- ❑ A total number of 635 campus students or staff were served by the Our Daily Bread mobile market.

Student Support and Conduct serves students experiencing challenges through a holistic approach of providing support services, administering the student conduct process, and addressing and preventing sexual violence. A few of the department's actions included:

- ❑ Case turnaround of admission clearance = 42 days
- ❑ Case turnaround for conduct meetings = 35.8 days
- ❑ Case turnaround for conduct hearings = 43 days
- ❑ Case turnaround for committee hearings = 107 days
- ❑ Number of admission clearance cases = 149
- ❑ Number of history checks = 420 days



Student Support and Conduct offered the first Remembrance Service for students and employees of OSU who lost their lives in the previous year, offering families and friends a symbolic gift of wheat.



WELLNESS

WELLNESS: Infusing wellness into everyday operations, business practices, and campus culture. Improving the health of the people who live, learn, work, and play on campus and in the community.

Student Affairs provided numerous programs and activities for the spring 2021 Wellness Days. Here the Department of Wellness leads a gathering for yoga on the Library Lawn.





WELLNESS AT-A-GLANCE

- ❑ The net of support provided to students was cast wide during the past year, as various training programs were launched or expanded to equip students, faculty, and staff to recognize signs of distress in others and prepare them to direct students to appropriate resources. The list of training series offered included: Mental Health First Aid, QPR Suicide Prevention Training, Talk Saves Lives, Suicide Prevention Training, OSU Faculty & Staff Mental Health Training, and Kognito.
- ❑ A new mental health website was developed for the campus, displaying an array of mental health trainings and support services at <https://wellness.okstate.edu/student-wellness/resources.html>.
- ❑ A variety of wellness videos and online training resources were produced. These included:
 - The “When Life Sucks” stories of resilience video series
 - The “Talk about it Tuesdays” student wellness video series
 - A library of online virtual Fitness Classes and Training Programs
 - The University Counseling podcast series on topics such as anxiety, coping skills, and relationships
- ❑ New software was added in Student Accessibility Services to provide faster access to accommodation requests and more timely distribution of information.
- ❑ See page 7 for more information on the expansive measures the Division of Student Affairs offered for COVID responses.



University Health Services' Employee Health clinic offers faculty and staff acute care services, nutritional consultations, and employee assistance psychologist.

WELLNESS BY THE NUMBERS

1,233 people
completed the QPR mental
health support training in
FY21.

11,794 students
took part in competitive
sports, outdoor adventure,
and wellness programs.
Students took part in
Wellness programs or visited
the Colvin Center a total of
472,274
times in FY 21.

The Department of Wellness offers year-round employee
wellness programs and resources to encourage physical
and mental wellbeing. In the past academic year there
were **1,451** faculty and staff members who
participated in **18,331** wellness programs.

803 faculty/staff
completed the OSU Mental
Health Training seminar

62 Completed a Kognito
Training session.

In Fall 2020, **1,345** OSU students
completed the National College Health
Assessment. The results from this survey
are used to inform efforts to improve the
health and wellness of OSU students.

159 completed the
Mental Health First Aid
program.

The Department of Wellness received **20** grants.
Total gifts and grants awarded:
\$4,385,291.87.

University Dining Services
offered several online
campaigns, including
the National Nutrition
Month promotion. Weekly
postings garnered a total of
7,163 impressions and
185 engagements.



THE DEPARTMENT OF WELLNESS

The Department of Wellness administers multiple private, state, and federally funded programs through grants and contracts to serve the needs of Oklahomans. These initiatives, known as Sponsored Programs, fulfill the outreach component of OSU's land grant mission by serving thousands of individuals across the state on an annual basis. The four areas of Sponsored Programs include: Community Wellness Programs (OSU-CWP); Oklahoma ABLE Tech; the Oklahoma Rehabilitation Council (ORC); and the Special Education Resolution Center (SERC)



ABLE TECH

ABLE Tech connects Oklahomans with disabilities to assistive technology. Oklahoma ABLE Tech's assistive device inventory offers over 3,000 devices in many assistive technology categories including devices and equipment for speech communication, computer access, hearing, vision, daily living, environmental adaptations, learning/development, recreation, mobility, seating, and positioning. In 2020, the ABLE Tech team created digital and on-demand resources across programs, including service and training videos, Frequently Asked Questions documents, and updated online resources. Guidance documents were created to support Oklahoma schools, as well as professionals in the workforce.

The federal investment to Oklahoma in ABLE Tech delivered services through Oklahoma State University totaled \$469,038 in 2020 and provided services to 31,613 citizens.

OSU COMMUNITY WELLNESS PROGRAMS

The OSU Community Wellness Programs provide healthy living and substance abuse prevention services to 7 counties in Northeast Oklahoma and support initiatives across the entire state. Community Partners include: Creek County Community Partnership; Creek County Substance Abuse Partnership; Kay County Healthy Living Coalition; Okmulgee County Consortium; Payne County Live Well Coalition; Pawnee County Healthy Coalition; and the Tobacco Settlement Endowment Trust (T.S.E.T.) Healthy Living Program.

IN 2020, PREVENTION PROGRAMS ASSOCIATED WITH OSU COMMUNITY WELLNESS PROGRAMS:

- ❑ Invested \$1,434,480 into Oklahoma Communities
- ❑ Partnered with OSU Cooperative extension and Stillwater Police to host a drug takeback day
- ❑ Established a memorandum of understanding with the Okmulgee County Sheriff's Office for alcohol enforcement efforts and data collection
- ❑ Partnered with Okmulgee County schools to participate in the Oklahoma Prevention Needs Assessment
- ❑ Facilitated ABLE commission training on preventing underage drinking for 40 officers
- ❑ T.S.E.T. assisted with the implementation of the first Community Garden in Kay County.
- ❑ T.S.E.T. worked with the City of Yale to secure funding to reopen the Yale City Pool.
- ❑ The T.S.E.T. Healthy Living Program worked with the City of Newkirk to secure a \$553,000 grant to improve sidewalks for a community walking path.
- ❑ The T.S.E.T. Healthy Living Program partnered with the Caring Community Friends food pantry in Creek County and Sapulpa Public Schools to provide a bookmobile that distributed books and healthy snacks to children during the summer months and school holidays.
- ❑ The Partnership for Success program facilitated Naloxone training for law enforcement officers, and the State Opioid Response program partnered with 12 pharmacies to distribute Naloxone information.

Objective Completed/Completed Ongoing

Objective Started

Objective to Be Initiated

Strategic Initiative 1: Engagement
Providing the opportunity for students to connect to interests and involvement, and feel valued. Facilitating a culture of positive and inclusive relationships that promote student success.
1.1 Goal: Create a comprehensive divisional engagement plan
a. Develop divisional strategies to engage students
b. Identify opportunities to collaborate with campus and community partners
1.2 Goal: Create a divisional diversity and inclusion plan
a. Collaboratively develop diversity and inclusion programming
b. Assess systemic barriers to engagement
1.3 Goal: Expand Student Communication
a. Leverage existing and new technology to communicate and connect with students and their communities

Strategic Initiative 2: Leadership
Developing students as leaders who create positive change in their communities, their country, and their world. Increasing capacity for OSU faculty and staff to teach and model leadership and civic engagement.
2.1 Goal: Promote student leadership development
a. Broaden leadership learning across campus
b. Collaborate with campus and community partners to provide training for faculty and staff on effective leadership development
2.2 Goal: Institutionalize service and civic engagement
a. Provide opportunities for service and civic engagement
b. Develop students as informed and engaged citizens of their communities
c. Broaden and deepen the lessons students learn through service
2.3 Goal: Develop positive change agents
a. Cultivate an awareness of one's own values, ethics, and purpose
b. Foster effective advocacy and civil discourse skills

Objective Completed/Completed Ongoing

Objective Started

Objective to Be Initiated

Strategic Initiative 3: Learning
Investing in the programs, people, and spaces that lead to demonstrated student learning. Advancing transformative and integrative student learning experiences.
3.1 Goal: Establish student learning plan
a. Identify division-wide student learning priorities/common learning outcomes
b. Develop and implement assessment plan
c. Establish and deploy Co-Curricular Map
d. Create framework to supplement in-class learning
e. Increase collaborations with graduate programs associated with the Division of Student Affairs
3.2 Goal: Partner with Academic Affairs on the Higher Learning Commission Quality Initiative Project
a. Collaborate with Academic Affairs in the institutional quality initiative component of the accreditation process

Strategic Initiative 4: Operational Effectiveness
Providing effective and ethical stewardship of resources. Communicating opportunities and achievement to stakeholders. Quantifying vision-to-action by measuring divisional and departmental needs and assessing progress towards goals.
4.1 Goal: Institute Divisional Performance Measurements
a. Develop Key Performance indicators for program effectiveness for the Division
b. Develop divisional document to report impacts of performance indicators
4.2 Goal: Promote Financial Stability and Sustainability
a. Develop a divisional financial and funding plan to include program and facility assessment
b. Strategically expand divisional revenues including an increase in gift and grant funding
4.3 Goal: Create Facilities Plan
a. Create long-term comprehensive facilities plan
4.4 Goal: Encourage Human Resource Capacity and Capability
a. Devise process to review staffing needs, and formulate solutions through position prioritization, reallocation of resources, or acquisition of additional resources
b. Conduct a staff talent inventory
c. Develop divisional staff recognition process and awards
d. Create staff development training plan and programs
4.5 Goal: Coordinate Divisional Marketing and Communications Strategies
a. Develop a divisional marketing and communications plan to engage and inform stakeholders
b. Foster internal communication among staff and departments
c. Share knowledge and expertise in student engagement and student affairs across campus to increase understanding of the impact of student affairs

Strategic Initiative 5: Support
Creating and sustaining the programs and services that drives student success. Fostering a University wide collaboration to ensure alignment and continuous improvement in supporting students.
5.1 Goal: Expound upon response in supporting students in need
a. Standardize and communicate protocols and procedures related to student incidents
b. Appoint an office and staff to oversee students in need
5.2 Goal: Enhance proactive avenues to support students
a. Develop a comprehensive depository of support options through a website and mobile accessible application
b. Develop and implement plan to market resources to students, campus community, and parents
c. Complete a bi-annual student assessment of support services
d. Establish division-wide awareness and prevention efforts in high-risk issues
5.3 Goal: Collaboratively evolve resources to address specific students' needs
a. Develop a formalized plan to address issues of food insecurity
b. Identify and communicate already established financial means to support students in need
c. Identify and address needs of various hidden populations
d. Research and develop an avenue to memorialize students

Objective Completed/Completed Ongoing

Objective Started

Objective to Be Initiated

Strategic Initiative 6: Wellness Strategic Initiative
Creating and sustaining the programs and services that drives student success. Fostering a University wide collaboration to ensure alignment and continuous improvement in supporting students.
6.1 Goal: Promote a dynamic culture of well-being across the OSU system and state of Oklahoma
a. Define the desired behaviors and values of a culture of well-being
b. Increase stakeholder ownership of the system-wide culture of well-being at all levels and in the community
c. In collaboration with OSU Brand Management, and within the overall Student Affairs marketing plan, create and implement a comprehensive and accessible health and well-being marketing and communications plan
6.2 Goal: Implement sustainable, evidence-based wellness strategies on Oklahoma State University system campuses to improve student retention, academic success, and overall quality of life.
a. Utilize relevant data to develop and implement evidence-based programming and services
b. Leverage evidence-based research to improve student retention and academic success through health and wellness programs, services, and facilities
c. Identify and propose grant funding and private donors to support sustainable campus and community wellness strategies and infrastructure
d. Deepen engagement of students, faculty, staff, and community members in wellness programs and services
6.3 Goal: Engage the broader academic community through integrated and collaborative research and scholarship
a. Develop and maintain collaborative data-driven projects between faculty, staff, and students and community organizations that advance the knowledge base of the respective areas



DIVISION OF
**STUDENT
AFFAIRS**

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