

THE UNIVERSITY OF OKLAHOMA

Student Affairs

2017 – 2018 Assessment Report

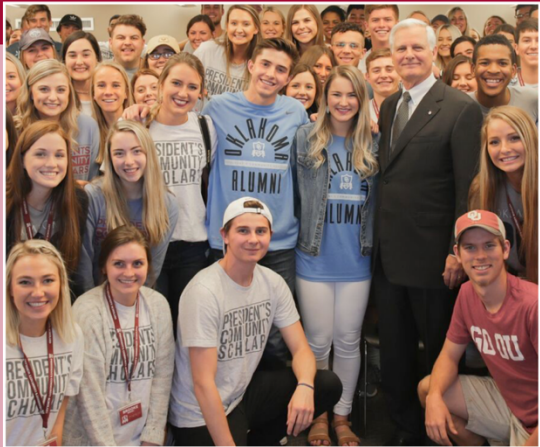


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STUDENT AFFAIRS ASSESSMENT, 2017-18

Introduction

Education at the University of Oklahoma takes place both in and beyond the classroom. Student Affairs is integral to out-of-the-classroom experiences, which assists students in developing attributes employers seek after college and enables positive contributions to society. This is accomplished through the mission of Student Affairs, to enhance students' academic success by developing student skills, cultivating diverse, campus life experiences, and enriching the university community through programs and services. The mission is driven by five goals:

1. Assist students in realizing their goals – academic, personal, and professional,
2. Provide diverse cultural experiences to the University community,
3. Offer programs designed to enhance the academic experience,
4. Provide leadership development opportunities, and
5. Create a safe, healthy environment in which students may live, study, socialize, and work.

Assessing the outcomes of activities and services provided through Student Affairs has evolved since 2010 by the Student Affairs Assessment Committee (SAAC). SAAC continues to review and develop updates for reporting and recording assessment. For the academic year 2017-2018, SAAC consisted of the following staff members.

Amy Davenport, Fitness and Recreation/Student Affairs Assessment (chair)
Steve Hixon, Fitness and Recreation/Student Affairs Assessment (GA)
Nichelle Johns, Fitness and Recreation/Student Affairs Assessment (GA)
Kye LeBeouf, Health Services
Matt Nash, Oklahoma Memorial Union
Taylor Phoumivong, Student Life
Carlos Rodriguez, Health Sciences Center Student Affairs
Erin Simpson, Residence Life

Reporting and Benchmarking Updates

SAAC makes continuous effort to review the assessment process and training methods. Periodically, an update is identified to improve the overall assessment process. For 2017-18, the reporting form was updated to create an easier way for departments to report their end of the year highlights. The Council for the Advancement of Standards designations for domains are abbreviated within the reporting form. The domains and their associated dimensions are outlined below.

Knowledge Acquisition, Integration, Construction, and Application Dimensions (KA):

understanding knowledge from a range of disciplines; connecting knowledge to other knowledge, ideas, and experiences; constructing knowledge; and relating knowledge to daily life

Cognitive Complexity Dimensions (CC):

critical thinking; reflective thinking; effective reasoning; and creativity

Intrapersonal Development Dimensions (IC):

realistic self-appraisal, self-understanding, and self-respect; identity development; commitment to ethics and integrity; and spiritual awareness

Interpersonal Competence Dimensions (IC):

meaningful relationships; interdependence; collaboration; and effective leadership

Humanitarianism and Civic Engagement Dimensions (HCE):

understanding and appreciation of cultural and human differences; social responsibility; global perspective; and sense of civic responsibility

Practical Competence Dimensions (PC):

pursuing goals; communicating effectively; technical competence; managing personal affairs; managing career development; demonstrating professionalism; maintaining health and wellness; and living a purposeful and satisfying life

Further, departments are asked to reflect on not only the information received through the assessment, but also on the future and how the information may be utilized.

Further, departments have designated years for specific benchmarks associated with the NASPA Consortium and Campus Labs. The NASPA Assessment and Consortium recommended cycle for benchmarks is 2-4 years or after a major area or campus change. For this reason, Student Affairs rolls each department's benchmark every third year using the schedule below.

2018-19	Student Union Programming, Campus Recreation, Mental Health and Counseling
2019-20	Orientation, Fraternity and Sorority Life, H&F, Student Conduct
2020-21	Campus Activities, Career and Professional Aspirations, H&F

For 2017-18, benchmarks were completed for Project CEO, Campus Activities, Career and Professional Aspirations, and Housing and Food. Departments, such as Student Media, for which no benchmark is currently a part of the consortium, rely on other methods of benchmarking, such as through annual awards.

Project CEO Benchmark Review

According to the *Job Outlook 2018* survey administered by the National Association of Colleges and Employers (NACE), top attributes employers seek in new college graduates include: work experiences, problem-solving skills, teamwork, written communication, and leadership. NACE reports that when employers seek to distinguish between two equally qualified applicants who possess both the appropriate academic major and high GPA, employers tend to use work experience and/or co-curricular experience to make the hiring decision (NACE, *Job Outlook 2018*).

OU-Norman Campus participated in the Project Co-Curricular Experience Outcomes Survey (Project CEO Survey) hosted by Campus Labs in spring 2018. The survey defines co-curricular experiences as experiences in which students are engaged and working in partnership with curriculum. These experiences are meaningful and contribute to students' overall learning and development in college (Griffin, 2016). Peer institutions with which the University of Oklahoma was benchmarked include Auburn University, Texas Christian University, and the University of Missouri.

Project CEO measured the extent students believed they gained the skills identified as desirable by employers for new college graduates. Students indicated they believed they gained these skills from involvement in co-curricular activities, from the classroom, and/or from employment off campus. The

Project CEO survey defined co-curricular activities as involvement in student organizations, campus publications, student government, Greek life, intercollegiate or intramural sports, or academic groups.

At the University of Oklahoma, 501 students participated in Project CEO. Nationwide, the total number of participants was 6,260. Of the OU participants, over 85 percent reported participating in co-curricular activities, with 77 percent reporting a weekly time commitment of 1-15 hours.

	2017		2018	
Hours	National	OU	National	OU
Zero	3%	.5%	6%	3%
<15	86%	81%	85%	83%
>15	11%	18%	9%	14%

Nearly 50 percent of OU respondents reported having served in a leadership or officer position in their organization, while across the nation, the average was 46 percent.

	National	OU
Leadership	46%	50%
Co-curricular Activities	64%	86%
Multiple Organization Involvement (2017)	22%	29%
Multiple Organization Involvement (2018)	22%	28%

Further, OU students reported almost 42 percent worked on campus and 28 percent worked off campus while nationally 26 percent respondents worked on campus and 47 percent worked off campus.

In the following chart, data was analyzed for skills in which students self-reported as being competent, advanced, or experts. Because Student Affairs has a primary responsibility of extracurricular activities and employs nearly one-third of all on-campus student employees, two areas were chosen to focus the Project CEO data to highlight Student Affairs programs and events: Co-Curricular Activities and On-Campus Employment.

For Project CEO 2018, Fitness and Recreation student employees took the survey prior to the survey opening to all students, collecting department-specific data. For most skills, OU students aligned with the national averages for feeling, at a minimum, competent in the area. Overall, Fitness and Recreation student employees had a higher rating of competency in the NACE skills. Training and development of Fit+Rec student employees often centers on these skills. For example, all student employees are coached on verbal and written communication and receive training for creating inclusive environments. Further, training provided through the American Heart Association and American Red Cross that all Fit+Rec employees must complete include the development of skills in teamwork, problem solving, and professionalism.

OU students, overall, reported significantly higher than the national averages that the skills were gained through co-curricular experiences. The vast experiences provided through Student Affairs compound with one-another creating a strong environment for student involvement, grounding through challenge

and support (Sanford, 1968). Further, culminating opportunities for student involvement not only provide students with the NACE skills, but, also, with the benefits of involvement including a positive correlation to academic success and retention (Astin, 1996; Kuh & Pike, 2005).

Also, on-campus employment was another contributing factor. The University of Oklahoma hosted 6,848 student employees in September 2017. Of those student employees, 2,170 reported to departments in Student Affairs, nearly one-third of all on-campus student employees. In reviewing the data, it is important to continue to include the NACE topics in training and development sessions for on-campus student employment. Overall, OU ranked much higher among student employees in nearly all of the NACE skills. This is further evidence of training and development, such as that through Housing and Food Services and Fitness and Recreation, created to target such topics in order to provide a better student experience for all students.

This data will guide future student employee training and development. Further, this information will be shared with each department to encourage concentrated efforts in assisting students with these skills, particularly the skills that are near or below the national average.

Attribute	National Average	OU Average	Fit+Rec
Teamwork			
Competent/Advanced/Expert	88.51%	86.65%	95.45%
Co-Curricular Activities	47.95%	71.24%	70.45%
On-Campus Employment	19.81%	29.02%	79.55%
Verbal Communication			
Competent/Advanced/Expert	68.10%	68.69%	72.73%
Co-Curricular Activities	39.94%	57.45%	47.73%
On-Campus Employment	18.27%	26.83%	68.18%
Intercultural Competence			
Competent/Advanced/Expert	81.89%	85.43%	95.92%
Co-Curricular Activities	41.52%	64.01%	56.52%
On-Campus Employment	17.23%	27.76%	65.22%
Problem Solving and Decision Making			
Competent/Advanced/Expert	82.75%	80.89%	88.63%
Co-Curricular Activities	38.07%	56.88%	56.82%
On-Campus Employment	20.25%	30.69%	75%
Career Management			
Competent/Advanced/Expert	60.94%	59.02%	64.45%
Co-Curricular Activities	31.53%	44.59%	40.91%
On-Campus Employment	17.87%	28.38%	65.91%
Influencing			
Competent/Advanced/Expert	70.73%	66.48%	81.81%
Co-Curricular Activities	41.02%	64.15%	63.64%
On-Campus Employment	15.15%	23.25%	59.09%
Professionalism and Work Ethic			
Competent/Advanced/Expert	83.10%	77.02%	90.91%
Co-Curricular Activities	34.41%	55.10%	40.91%
On-Campus Employment	35.54%	35.54%	93.18%
Workflow Planning			
Competent/Advanced/Expert	74.96%	72.63%	86.36%
Co-Curricular Activities	34.26%	54.84%	52.27%
On-Campus Employment	18.71%	30.65%	72.73%
Critical Thinking			
Competent/Advanced/Expert	80.07%	78.54%	81.82%
Co-Curricular Activities	30.63%	44.72%	45.45%
On-Campus Employment	13.14%	18.16%	45.45%
Digital Technology			
Competent/Advanced/Expert	69.17%	66.40%	77.27%
Co-Curricular Activities	20.63%	30.11%	22.73%
On-Campus Employment	14.27%	19.89%	38.64%
Written Communication			
Competent/Advanced/Expert	78.80%	78.65%	84.10%
Co-Curricular Activities	19.54%	30.22%	20.45%
On-Campus Employment	10.88%	14.29%	22.73%
Leadership			
Competent/Advanced/Expert	70.59%	70.53%	72.28%
Co-Curricular Activities	46.43%	69.70%	75.00%
On-Campus Employment	17.24%	25.90%	63.64%

2017-18 Benchmark Review

Campus Activities

In the spring of 2018, the Office of Student Life, participated in a national benchmarking survey administered through Campus Labs Baseline and part of the NASPA (Student Affairs Administrators in Higher Education) Assessment and Knowledge Consortium. The survey assessed the level of engagement of students and the learning outcomes stemming from campus involvement. Twelve universities participated in the national assessment ranging from small regional universities to large public institutions. The survey was sent to all students on the University of Oklahoma Norman campus. Of the 6,000 respondents nationally, the University of Oklahoma had over 2,000 respondents submit information for the survey.

Participating Universities:

- Clarion University
- Fort Hays State University
- Kalamazoo College
- New England College
- University of Memphis
- University of Nebraska-Lincoln
- University of Nevada, Las Vegas
- University of New Haven
- University of Oklahoma
- University of South Florida- St. Petersburg
- University of Vermont
- Vanguard University

Overall, responses regarding level of campus involvement affirmed the importance of campus involvement to the development of students. Data provided by the survey shows a higher level of campus engagement at OU compared to their peers nationally.

Campus Involvement

Of the students that took the survey, 75.78% of OU students stated they were a member of at least one student club or organization during the spring semester. The data also corroborates the data that 70.16% of respondents felt there were student activities on campus that interested them, compared to 63.78% nationally. With over 500 groups on campus and over 4,000 leadership positions on campus, the ability for students at OU to connect with their peers through a shared interest has helped to increase the level of engagement.

Learning Outcomes

As a result of being involved with campus activities, OU performs in a statistically significant manner compared to the national benchmarks in terms of learning outcomes. A few themes emerge from the national benchmarking survey in terms of learning outcomes.

Leadership Development

- Involvement with campus activities have helped students become better leaders in terms of self-development and awareness in addition to working with others. Seventy-eight percent of students have seen their confidence increase because of participating in campus activities. Eighty-six percent of students have improved their communication skills and 84 percent of OU

student respondents stated their ability to work in a team has improved because of campus activities.

Diversity

- Of the students surveyed, the ability to appreciate diversity in terms of perspectives and interest was increased due to the participation in campus activities. Eighty-one percent of respondents reported a greater understanding of diverse perspectives and 83.63 percent of OU students were able to meet individuals with different interest from their own.

Connection to Campus

- Research supports the importance of involvement and the connection it creates for students on campus. Over 74 percent of students who were involved with campus activities felt part of the campus. These same students also stated a higher satisfaction level with campus compared to their peers nationally because of their campus involvement. Sixty-five percent of students feel that they have been able to make a difference on campus and 68 percent have been able to make a difference in the community, both figures higher than the national average.

As a result of participating in campus activities...	National Average (agree/strongly agree)	OU Average (agree/strongly agree)
I have been able to meet individuals with different interests from my own	80.44%	83.63%*
I have been able to meet individuals with similar interests to my own	86.66%	88.57%*
I have been able to interact with faculty	64.61%	63.73%
I have been able to interact with staff members/administrators	59.46%	60.52%
I feel part of the campus community	71.30%	74.73%*
I have become involved with additional campus activities	59.66%	62.21%
My satisfaction with my collegiate experience has improved	70.76%	73.89%*
I am more likely to donate to my college after I graduate	39.29%	45.81%*
I am more likely to participate in alumni events after graduation	49.36%	53.06%*
My academic and grades have improved greatly/improved somewhat	26.75%	25.14%*
I have been provided with skills and abilities that I will use after college	70.16%	74.68%*
My self-confidence has increased	74.73%	78.32%*
My stress-management skills have improved	55.68%	57.65%*
My time-management skills have improved	67.25%	72.02%*
My communication skills have improved	83.26%	86.07%*
My critical thinking/problem-solving skills have improved	70.24%	74.11%*
My leadership skills have improved	77.08%	80.58%*
I am better able to manage conflict	68.80%	71.34%
I have gained experience/skills relevant to my academic major	68.57%	69.53%
My ability to work in a team has improved	79.91%	84.96%*
I have learned to balance social activities with academic obligations	77.42%	78.76%
I have become more knowledgeable about the campus community	82.77%	85.61%*
I have a greater understanding of diverse perspectives	78.32%	81.88%*
I have been able to make a difference on campus	61.01%	65.89%*
I have been able to make a difference in the community	62.15%	68.09%*

*indicates statistical significance, $p < .05$

Life After OU

The benchmark survey shows the high level of engagement of OU students because of campus activities. Aside from the various learning outcomes mentioned above, a highlight in terms of being able to show a return on investment is the ability to create an engaging and rich campus involvement atmosphere for current students to create a more engaged alumni and donor base in the future. This study further highlighted how campus activities create a sense of connection to the campus community and a desire to give back to the institution. OU students are more likely to give back to the institution compared to their peer institutions. OU students are also more likely to give back to the institution and to participate in alumni events after graduation compared to their peer institutions.

Career & Professional Aspirations Benchmark Overview

The NASPA Assessment and Knowledge Consortium showed that students are satisfied with most aspects of the Career Services department and its resources. In fact, 79 percent of students indicated that overall, they are satisfied with the assistance their Career Advisers provide. Of this 79 percent, 51 percent indicated they were very satisfied. Additionally, students rated the usefulness of resume assistance provided by Career Services at 89 percent, and mock interview practice at 85 percent. NACE (*National Association of Colleges and Employers*), states that, “Career readiness is the attainment and demonstration of requisite competencies that broadly prepare college graduates for a successful transition into the workplace.” The Benchmark shows that 72 percent of students indicated feeling confident in landing a job upon graduation because of career advice and counseling, therefore fulfilling the Career Management competency set by NACE for new college graduate career readiness.

According to the survey, more than 80 percent of students indicated they plan to continue their education: MBA, master’s degree (not an MBA), JD/law degree, MD/medical degree, Ph.D./Doctorate. Therefore, this is an area where Career Services will work to define what their role is in assisting these students. Additional results indicate that students do not schedule individual appointments with Career Advisers or visit Career Services during walk-in hours on a regular basis during the semester or year, indicating a need to increase one-on-one student engagement. Although 79 percent of students attend career readiness workshops, they would like to see more of the following on-campus programs and resources: a mentor in their field (including faculty and alumni), services for students 25 and older, on-site tours of companies, and more graduate student outreach.

NACE suggests that nontraditional students ages 25 and older can benefit from “Leveraging technology to better scale resources, breaking content into smaller modules, applying an educational approach to career counseling, and partnering with other members of the institution so they are also invested in the career success of the students.” Moving forward, establishing these practices would help Career Services improve initiatives for students 25 and older, as well as those continuing education after completing their bachelor’s degree.

This data will also be shared within the Career Services department to encourage concentrated efforts in assisting students engage in career readiness services and resources that are in alignment with national career readiness competencies defined by NACE.

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Housing and Food Benchmark Overview

The Educational Benchmarking Instrument (EBI) from Skyfactor is a nationally benchmarked assessment tool developed in partnership with Association of College and University Housing Officers-International (ACUHO-I). The suite is designed to measure the impact of the residence life experience on Council for the Advancement of Standards based learning outcomes. The ACUHO- I/Benchworks suite leverages nearly 20 years of research and includes residence hall and apartment assessment instruments.

Housing and Food Services administers EBI Benchworks suite every other year in the fall semester. This allows staff to respond to data with thoughtful and purposeful interventions designed to enhance the experience of all on-campus residents. The 2017-2018 data reflects the results of our residential curriculum and efforts to contribute to student learning on campus.

In the 2017-2018 school year we administered the EBI survey in November 2017. The residence halls had 1,254 residents respond to the survey, a response rate of 36 percent. We selected six schools to benchmark our scores against, as well as our entire Carnegie Class of institutions that take this survey. This year we selected all of the Big 12 schools available: Kansas State University, Oklahoma State University, Texas Christian University, University of Texas at Austin, and the University of Kansas. We also selected the University of Central Oklahoma as a regional counterpart.

The apartment communities (Traditions Square East and Traditions Square West) received the survey in the same time frame. 386 residents responded to the survey, a 38 percent response rate. The schools chosen to benchmark against were schools of similar size and structure, those with an implemented residential curriculum for upper year students, and Big 12 schools. The chosen benchmarking institutions were: Central Michigan University, Indiana State University, Texas Tech University, Kansas State University, University of Michigan, and University of Texas at Arlington.

The scores presented in this executive summary reflect the factors that contribute to student satisfaction and learning. They have been clustered together by area of Housing and Food Services to better understand how the department functions as a whole. The factor scores are presented as mean scores on a scale of seven. The internal institutional goals are mean score of 5.5 on all factors.

The annual benchmarking data reflects that living on campus has contributed to a student's commitment to the institution (93 percent of students in the residence halls responded affirmatively) and their likelihood to return to campus (88 percent of students in the residence halls indicated that living on campus contributed positively to this decision). The core purpose of Housing and Food Services is to bring life to the University. The University of Oklahoma is proud of this purpose and the work of the department to keep students at the center of our mission.

Student Media

Student Media lacks a nationally recognized benchmarking framework through NASPA, so it does its own benchmarking using a combination of (a) national and regional awards recognition relative to peers, (b) digital audience data provided by web analytics software, and (c) peer data from the Western Association of University Publications Managers, an invitation-only organization of 35 of the nation's top student media programs which share detailed audience and financial data among themselves.

Most notably in 2017-18, the *OU Daily* multimedia student news organization was named the Four-Year College Media Outlet of the Year in the national Pinnacle Awards, given by the College Media Association. *OU Daily*, *Sooner* yearbook and the Student Media advertising operation brought home more than 50 other awards for the academic year, including finalist awards for the Pacemaker, an award from the Associated Collegiate Press widely recognized as “the Pulitzer Prize of college journalism,” and the Silver Crown from the Columbia Scholastic Press Association, representing the second tier of excellence in student media nationally. *OU Daily* also won the Sequoyah Award from the Oklahoma Press Association, recognizing the top college news organization in the state. The Student Media advertising operation placed in six categories in College Media Business and Advertising Managers’ national awards, including first place for Best Self-Promotion Print Ad Campaign.

OU Daily and Student Media have also excelled in cultivating a digital audience. Digital advertising revenue was up 90 percent year-over-year for 2017-18, and *OU Daily* generated 4.5 million page views. In 2016-17, the most recent year that peer data is available, *OU Daily* generated just 3.8 million page views, placing it well ahead of best-in-class programs at Texas, North Carolina and Arizona State.

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CAREER SERVICES

Mission Statement

The mission of Career Services is to enhance the career development of students by teaching career planning and job search skills and by facilitating the exchange of information among students, alumni, faculty, administrators, and employers. Career Services supports the academic mission of the University, providing information and resources related to the success of students after graduation. These services provide a link between the University and the organizations that hire OU graduates.

2017-18 Initiative Highlight, *Athletic Departments' Playbook Assistance*

Program Outcome – Through staff training, one-on-one assistance will be provided after each resume or mock interview workshop to enable student athletes to compose a useful resume or enhance their interview skills.

Results Summary – Career Services facilitated a variety of resources to all students. In the past year, great strides were made to reach the Student Athlete population. Through collaborative efforts with Athletics Student Life, over 250 student athletes participated in resume writing and mock interview workshops.

This was accomplished through training over two dozen athletic academic counselors and student support services staff in resume and mock interview practices, techniques, and strategies. Each workshop was facilitated by a Career Adviser, then each student athlete was provided one-on-one assistance and practice to ensure they were able to apply these skills to their career readiness.

Key Points

- More than two dozen athletic academic counselors and student support services staff provided one-on-one assistance to over 250 student athletes with career readiness.
- The inaugural year, FA17/SP18, of this initiative reached twice as many students than originally planned for. Additionally, every OU football player attended both sessions, resulting in each player composing a resume and practicing interview skills.

Learning Outcome

Learning Outcome As a result of meeting with a Career Adviser, students were able to identify two additional resources that supported their career readiness.	Use of Results To increase students' engagement with additional resources that enhance their career readiness and expand their job and internship search.	
	Future Planning Career Services should continue to offer valuable resources that strengthen students' career preparation and exploration.	
	Measurement Handshake Survey	CAS Domains CC, IC, ID, KA, PC

Program Outcomes

Program Outcome Through increased Career Advising there will be a 50 percent increase in Alumni appointments.	Results Compared to 2016-2017 academic year, the number of Alumni making Career Advisement appointments increased by 64 percent.
	Future Planning Continue to promote and provide convenient resources that prepare and assist Alumni through numerous resources.
	Measurement Handshake Analytics
Program Outcome Career Advisers will expand their student outreach by 10 percent through classroom presentations, events, and information sessions.	Results Compared to 2016-2017 academic year, Career Advisers increased student outreach by more than 10 percent.
	Future Planning Through continued college, student organization, and department collaboration, Career Advisers will continue to expand their outreach.
	Measurement Internal Reporting

FITNESS AND RECREATION

Mission Statement

The Mission of Fitness and Recreation is to provide diverse programs, services, and educational opportunities to enhance the lifelong health and wellness of the university community. The mission is accomplished through providing opportunities and support to promote a healthy university community; benefiting the university community through health education; and developing university relations through health and wellness activities.

2017-18 Program Highlight, Intramural Student Supervisor Training

Learning Outcome – At least 75 percent of Intramural Student Supervisors will be able to identify at least one transferable skill they utilized while employed with Fitness and Recreation.

Learning Outcome – Over half of the Intramural Student Supervisors will better understand communication and their style as a result of peer supervision.

Learning Outcome – At least 75 percent of Intramural Student Supervisors will report feeling better equipped for future jobs as a result of serving as a peer supervisor.

Results Summary – Transferable skills were emphasized during Intramural Student Supervisor Training and throughout the year to assist students in discussing their on-campus employment experiences with potential, future employers. Student employees do not often identify the value of experiences in their on-campus jobs. Purposeful communication during training as well as through conversations throughout the year and opportunities presented for resume building and transferable skills conversations with the director and graduate assistants were provided. At the end of the academic year, 85 percent of Intramural Student Supervisor respondents agreed they gained at least one of the following transferable skills as a result of working in Intramural Sports: conflict management, time management, customer service, organization, written and oral communication, and/or the ability to create interpersonal relationships. Further, as a result of Intramural Sport employment, 77 percent of student supervisors reported a better understanding of communication styles and their own style as a result of their on-campus student employment. Finally, 92 percent of student supervisors agreed they are better equipped for future jobs as a result of supervising Intramural Sports.

Key Points

- 85 percent of student supervisors agreed that they gained at least one of the following transferable skills as a result of working in intramural sports: conflict management, time management, customer service, organization, written and oral communication and/or the ability to create interpersonal relationships.
- 77 percent of supervisors agreed they have a better understanding of their communication styles as a result of supervising the intramural sports program.
- 85 percent of supervisors agreed they have a better understanding of their leadership and management styles as a result of supervising the intramural sports program.
- 92 percent of supervisors agreed they are better equipped for future jobs as a result of supervising intramural sports.
- 77 percent of supervisors agreed that Fitness and Recreation professional staff, including Graduate Assistants, positively contributed to their overall personal and professional development.

Learning Outcomes

Learning Outcome As a result of serving as an Intramural Student Official, 83 percent of officials indicated they possess the abilities to train new officials in their sport(s).	Use of Results Encourage Intramural Student Officials to consider peer supervision as an Intramural Student Supervisor	
	Future Planning Concentrate on communication and call confidence through one-on-one reviews and further training	
	Measurement Survey	CAS Domains KA, CC, ID, IC, PC

Learning Outcome All Sarkeys Fitness Center student employees will identify at least one skill improved as a result of working for Fit+Rec that would be useful in their future endeavors.	Use of Results Working for Fit+Rec is often students' first employment experience. Staff take this responsibility seriously and purposely train students in skills and characteristics that will assist them in future employment opportunities.	
	Future Planning Training and development that focuses on skills that employers seek beyond college, like communication and problem-solving, will continue to be included in staff training.	
	Measurement Survey	CAS Domains KA, CC, ID, IC, PC

Learning Outcome Over 90 percent of the Sarkeys Spring Challenge participants were able to identify at least one skill or knowledge set to assist them in continuing regular physical activity on their own.	Use of Results The goal was achieved.	
	Future Planning Educational components will continue to be incorporated into physical activity programs such as the Sarkeys Spring Challenge.	
	Measurement Survey	CAS Domains KA, CC, ID, PC

Learning Outcome All of the 306 American Heart Association CPR/AED/First Aid participants demonstrated the necessary skills to perform lifesaving techniques during emergency situations and earn their certification.	Use of Results The American Heart Association materials and guidance provided by class instructors are effective.	
	Future Planning Continue with the current staffing for classes to ensure appropriate, hands-on instruction takes place.	
	Measurement American Heart Association written exam and skills demonstrations	CAS Domains KA, CC, ID, IC, PC

Program Outcomes

Program Outcome At least 75 percent of participants will agree that customer service from Intramural sports supervisors met or exceeded their expectations	Results Customer service from intramural sports staff met or exceeded 66 percent of participants' expectations
	Future Planning Investigate the numbers further through staff discussions and, potentially, additional surveys, as well as work with staff on how the number might be raised to 75 percent for the next year
	Measurement Survey
Program Outcome Through participation in the FIT Project, at least one-third of participants will a stronger ability to develop university connections.	Results Of the FIT Project participants, 55 percent of respondents indicated a stronger ability to develop connections with other people in the OU Community
	Future Planning Building campus connections is important as it can lead to greater campus productivity and teamwork; relationship building will continue to be built into Fit+Rec activities
	Measurement Survey
Program Outcome Increase the energy efficiency of the Sarkeys Fitness Center.	Results As bulbs have needed replacement, they have been changed to LEDs with 39, metal halide bulbs (400 watt), replaced with 130-watt LEDs. This is a reduction of 13 kWh, 234 kWh per 18-hour day. Adding in the previous year's LED savings, the total savings is 422 kWh per 18-hour day or 114,613 kWh per year. According to National Public Radio, the average household uses about 908 kWh per month. This savings equates to the power of over 10 average households annually.
	Future Planning LEDs will continue to be the replacement of choice. Although the upfront cost is more to utilize LEDs over other bulbs, savings are recognized over time through energy savings as well as personnel costs as LEDs have a 10-year life versus about one to two years for metal halide.
	Measurement Energy Analysis

GENDER AND EQUALITY CENTER

Mission Statement

The mission of the OU Gender + Equality Center is to foster social justice by advocating for the rights of women and LGBTQ students, empowering those without a voice, and challenging inequality.

2017-18 Program Highlight, Step Up Workshop

Program Outcome – During the 2017-2018 school year, develop and launch a sexual misconduct prevention training for Interfraternity Greek men living in-house.

Results Summary – Sexual Assault is a continuous problem on college campuses nationwide and is even more pervasive within Greek Life communities. National studies have found that sorority members are at a greater risk of experiencing a sexual assault (29 percent) than other college women (7 percent), and that 32 percent of campus sexual assaults occur at fraternity houses, making fraternity houses the second most common location for campus sexual assaults to occur. The demand for sexual violence prevention within fraternities is so great that last year, the students in leadership with the Interfraternity Council proposed an idea for a workshop designed specifically for IFC men living in-house. Men living in the fraternity house are in the best position to step up as active bystanders to help prevent sexual violence from occurring in the fraternity house. Additionally, in-house men are typically upperclassmen who serve as role models and influencers for new members.

In collaboration with the Interfraternity Council, the Gender + Equality Center, and the Sexual Misconduct Office, Step Up was developed and launched in August 2017. In its first year, the Step Up Workshop reached a total of 570 in-house fraternity men across 14 IFC Fraternity chapters. All 14 Chapters with houses participated. The workshops occurred within the week before Fall classes began. Step Up is a 3-part training that occurs in one sitting. Part 1, presented by each fraternity's president, reviewed each chapter's unique values and why working to prevent sexual violence benefits the fraternity. Part 2, facilitated by the Gender + Equality Center, emphasized how participants can "step up" to prevent sexual violence through active bystander intervention and creating a culture of consent. Part 3, led by an OU Sexual Misconduct Office Investigator, reviewed OU's sexual misconduct policy and investigation process, and allowed participants the opportunity to ask questions about the sexual misconduct policy in a judgement-free environment.

Key Points

- After completing the Step Up workshop, 95 percent of follow-up survey respondents reported feeling confident in their ability to identify when someone is incapacitated and therefore unable to consent.
- As a result of attending Step Up, 93 percent of follow-up survey respondents expressed that they are likely to intervene if they think someone is at risk for sexual assault.
- After completing the Step Up workshop, 94 percent of follow-up survey respondents were able to articulate three strategies for intervening when someone is at risk for sexual assault.
- Of follow-up survey respondents, 93 percent agreed that as a result of attending Step Up, they now have a better understanding of what can happen to someone who violates the Sexual Misconduct Policy, with 70 percent strongly agreeing.

Learning Outcomes

Learning Outcome After attending LGBTQ Ally 2.0, over 98 percent of participants agree they have a better understanding of the impact of microaggressions on the LGBTQ community and ways to intervene.	Use of Results Evaluation of the training indicates it was successful.	
	Future Planning Adjustments will be made to the program based on participant feedback.	
	Measurement Post-test	CAS Domains CC, HCE, PC

Learning Outcome After attending Greek Ally, 95 percent of participants report feeling better prepared to respond to instances of homonegativity and transnegativity when it presents in their community.	Use of Results The training was successful based on the high percentage of participants reporting feeling better prepared for responding to homonegativity and transnegativity in their community.	
	Future Planning Adjustments may be made to the program to improve it based on participant feedback.	
	Measurement Post-test	CAS Domains CC, HCE, IC

Learning Outcome In a three-month follow-up survey, participants in the <i>Step in, Speak out</i> sexual assault prevention program will be able to correctly identify signs of incapacitation 93 percent of the time.	Use of Results Evaluation of the results will be utilized to make changes to the training	
	Future Planning In the forthcoming post-survey, participants will be asked about the application of the knowledge in real-world situations.	
	Measurement Three-month Follow-up Survey	CAS Domains CC

Program Outcomes

Program Outcome Expand Ally 2.0 to the Tulsa campus to provide continuing education to Allies on that campus.	Results One Ally 2.0 training was held at the Tulsa campus reaching 20 participants.
	Future Planning The success of this training indicates a need for additional continuing education in Tulsa. The GEC will offer Ally 2.0 on the Tulsa campus in 2018-19 and expand to offer it at least once at the HSC campus.
	Measurement Outreach Tracker
Program Outcome The Gender + Equality Center will host at least one event covering a contemporary women's issue.	Results The Gender-based Violence Prevention intern planned a panel discussion on the current #MeToo Movement, exploring sexual harassment and assault. Four content experts provided valuable insights into the issues.
	Future Planning The discussion and information shared during this event will help to focus on additional issues to cover in the future such as the international impact of the #MeToo Movement. The Gender and Equality Center will continue to monitor current events and will highlight a different issue in 2018-19.
	Measurement Outreach Tracker
Program Outcome The Gender + Equality Center will integrate Facebook Live-streaming into one program to expand the reach of the program.	Results Live-streaming the #MeToo event on Facebook allowed us to reach an additional 200 people, increasing the number of viewers by 1000 percent.
	Future Planning Since the initial attempt to use Live-streaming, it has been utilized with two additional programs. Facebook Live-streaming will be used with at least 5 additional programs in 2018-19 and will become a part of the Social Media Intern's official responsibilities.
	Measurement Facebook Analytics

Program Outcome Host a university-sponsored drag show highlighting the unique culture of the LGBTQ community.	Results In collaboration with the Union Programming Board, the GEC hosted the first ever Crimson & Queens Drag Show with 300 audience members.
	Future Planning The success of this inaugural event has led the GEC to plan the second annual Crimson & Queens Drag Show for 2019. The small planning group responsible for the leadership of this event met post-event to discuss changes and improvements for next year.
	Measurement Outreach Tracker

HEALTH SERVICES

Mission Statement

The mission of Health Services is to maximize the health of the university community by providing high quality medical services, counseling services, and health education programs.

2017-18 Program Highlight, Peer Education Training

Program Outcome – Peer educators demonstrated competency in their ability to communicate accurate and engaging wellness information to their peers.

Results Summary – Research has consistently indicated that people hear a message and make behavior change if it comes from someone they believe is similar to them. Information is viewed as more relatable when the presenter was viewed as having similar life experiences. Based on this data, universities have used peer educators to promote positive health behavior. Health Services (OUHS) and the University Counseling Center (UCC) offered 20 peer educator positions this past year. Peer educators were trained to present on topics such as alcohol prevention issues, bystander awareness, and general health topics including STD prevention, contraception, time management, and stress reduction.

Key Points

- Peer education was shown to be an effective way to deliver health messages on campus as 95 percent of students reported the peer educators as knowledgeable and 90 percent reported the program was informative.
- Through survey data and direct observation, OUHS and UCC peer educators clearly demonstrated the ability to communicate accurate and engaging wellness information to their peers.

Learning Outcomes

Learning Outcome By participating in the First-Year Alcohol Program, 74 percent of participants reported an increased understanding of alcohol in the collegiate environment.	Use of Results The results supported the positive impact of the required alcohol training program. Of the 3,500 participants, 74 percent reported the program increased their understanding and only 8 percent disagreed.	
	Future Planning Survey data will be used to improve future programs.	
	Measurement Survey	CAS Domains CC, ID, KA, PC

Learning Outcome After receiving Health Services information in student groups, students were able to identify three resources available to them at the health center.	Use of Results 100 percent of students observed via an interactive game were able to identify three resources offered by Health Services.	
	Future Planning Presentations will continue to provide resources to students in the same format as this has shown to be an effective means of communication.	
	Measurement Direct Observation, Presentation	CAS Domains CC, ID, PC

Learning Outcome Peer educators demonstrated competency in their ability to communicate accurate and engaging wellness information to their peers as Currently, Health Services and the University Counseling Center utilize peer educators for general health and alcohol prevention. Health Services will expand the peer education services to include sexual health, stress management and time management.	Use of Results The data indicated that students related better to health information delivered by peers. As a result, Health Services and the University Counseling Center will continue to utilize peer educators to deliver health programming on campus.	
	Future Planning Currently, Health Services and the University Counseling Center utilize peer educators for general health and alcohol prevention. Health Services will expand the peer education services to include sexual health, stress management, and time management.	
	Measurement Direct Observation and Survey Results	CAS Domains CC, HCE, IC, ID, KA, PC

Program Outcomes

Program Outcome The University Counseling Center will prepare predoctoral interns for independent practice as psychologists through didactic training, practical experience and clinical supervision.	Results 100 percent of predoctoral interns were evaluated as ready for independent practice at the conclusion of the training program.	
	Future Planning Measurement results support the effectiveness of the internship's training experiences. Results from evaluations and intern oral exams will be reviewed for any gaps in experiences that can be added to the future didactic training schedule.	
	Measurement Observation and Pre/Post Test	

Program Outcome Health Services will reach or exceed the target pneumococcal vaccination rate	Results OUHS started at a baseline of 5 percent of the population in July 2017. Upon reassessment in December 2017, 36 percent of the population had received the pneumococcal vaccines which is still less than the target rate.
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(defined by Healthy People 2020) of 60 percent for people ages 19-64 with an asthma and/or diabetes diagnosis.	Future Planning In April of 2018, OUHS implemented an electronic health record protocol to alert providers of asthma and diabetes diagnosis. Final reassessment will occur in December 2018.
	Measurement EHR Analysis

Program Outcome Health Services wait times for appointments will not exceed twenty minutes for scheduled appointments and one hour for walk-in appointments.	Results In 2017, 81 percent of scheduled appointments were seen in 20 minutes and 75 percent of walk-in appointments were seen in less than one hour.
	Future Planning Continue to monitor wait times for appointments to improve access of care. Increasing utilization of walk-in appointments at the new Cross Clinic should alleviate scheduled appointments delays at Health Services.
	Measurement EHR Analysis

HENDERSON SCHOLARS PROGRAM

Mission Statement

The mission of Henderson Scholars Program is to competitively select 20 to 30 high seniors enrolling as full time first-year students. These scholars join an intellectual community encouraging them to participate in community service and leadership. Through these activities, the program strengthens critical thinking skills both independently and with their peers regarding a variety of issues on a global scale and within the University of Oklahoma community.

2017-18 Program Highlight, Service on Campus, Abroad, and in the Community

Program Outcome – In 2017-2018, Henderson Scholars Program (HSP) volunteering opportunity allows Henderson to connect with one another and in the community. Students are encouraged to directly connect with campus organizations and the community linked with service.

Results Summary – The Henderson Scholars Program have exemplified excellent leadership and service this year. Henderson Scholar Preziosita Crawford, Marika Barker, Alyssa Barber, Cassidy Kelley, and many others volunteered at the annual Cleveland County Christmas Store (they met several families that had relocated due to Hurricane Harvey) in all 480 families approximately 2,500 people received brand new pots, pans, sheets, towels, food, toiletries, toys, games, and so much more for the holiday season. Also, Henderson Scholars participated in the Soonerthon Campaign. In a campus wide effort over \$120k was raised in 24 hours for OKC Children's Hospital.

Many of the Henderson Scholars have experienced the life changing opportunity to study abroad and serve in other countries this year. Junior Scholar Solana Ceville had the opportunity to go abroad twice. She studied abroad in Scotland this pass June and then headed to Mexico in August where she spent the entire fall semester. While in Mexico Solana volunteered to tutor students in English each week. Henderson Scholar Kourtney Eyabi partnered with the NAACP campus organization to collect flu care items on behalf of New Birth Ministries & Senior Citizens of Norman.

The Big Event is the University of Oklahoma's official day of community service. The majority of Henderson Scholars participate in Big Event with various organization they are affiliated with on campus. However, this spring a small group of Henderson Scholars participated with one another. The Henderson Scholars have displayed leadership and service during this academic school year, both have been essential to the success and sustainability of the program.

Key Points

- High school of socio-economic, racial, and ethnically diverse backgrounds create the unique Henderson Scholars Program, developing the next generation of campus and community leaders.
- HSP funds all incoming first-year scholars attending Camp Crimson, where they receive diversity training certification.
- Through the OU Wellness Initiative, HSP Scholars learn about programs that foster mental and physical wellbeing.

Learning Outcomes

Learning Outcome Sarkeys Fit + Rec OU Wellness: Wellness Wheel provides tips on how to keep wheel in balance and increase more awareness on wellness in the 2017-2018 academic school year. Also consider healthier food options for college students during campus events, or meetings.	Use of Results 67 of 93 students in Fall 2017, or more than 70 percent Henderson Scholars engaged in the training/discussion and ate the healthy snacks provided during the meeting. Students would eat healthier once they graduated and could afford healthier food. Students ate healthier when those healthy items were provided for them.	
	Future Planning Further data will be considered and observed. These findings may influence additional training/discussion, promote OU Wellness more to students. May increase healthier environment. Also consider healthier food options during events or at meetings for students.	
	Measurement Sign-in record, survey, and self-report	CAS Domains CC, ID, KA, PC

Program Outcomes

Program Outcome Price College: Introduce MBA in OKC Gene Rainbolt School of Business Professional Program to the Henderson Scholars.	Results 60 of 88 students in Spring 2018 attended a lecture.	
	Future Planning Event assisted students in practical competence overall and some individuals both interpersonal competence and intrapersonal development regarding careers without an MBA, or postgraduation master programs.	
	Measurement survey, participant counts, and observation	
Program Outcome Introduce students to Dr. Henderson outside the classroom.	Results 18 of 21 in Fall 2017. Of the 3 that missed 2 were still able to hear Dr. Henderson speak in other scholarship programs.	
	Future Planning Evaluation will continue. Further data will be considered. The findings may influence Dr. Henderson to continue to accept invites to speak at trainings, freshman programs, as keynote address, and high school graduations.	
	Measurement 18 first year students participated	
Program Outcome Volunteer opportunity allows Henderson Scholars to connect with one another and in the community.	Results 30 Henderson Scholars and other current OU students were able to accept donations and supplies for 480 families in Fall 2017. Increased awareness of the Cleveland County Christmas Store with current students.	
	Future Planning With the increase in humanitarian and civic engagement of this event. Predictions that event promoted understanding and appreciation.	

	Measurement invites, observation, and data from the Cleveland County Christmas Store, OrgSync reported involvement hours
Program Outcome Career Services 101: Introduce Career Services and connect the students with a Director from Career Services.	Results 19 of 21 Henderson Scholar freshman connected with the Director from Career Services in fall 2017. One third of first year scholars have visited Career Services since attending the meeting.
	Future Planning Continue to track students completing their Handshake profiles, and follow up on visits to Career Service through their undergraduate experience. Also, small cohorts are more likely to engage while learning. Review other universities.
	Measurement observation, participant counts
Program Outcome HSP cover the expense to attend Camp Crimson. Students create relationships with other Incoming Freshman and connect with campus resources. Students also receive a Diversity Certificate.	Results 20 of 21 Henderson Scholars First Year, (Class of 2021) attended Camp Crimson. They met other first year students, upperclassman, faculty, and staff. Allowed students to get connected and become familiar with campus.
	Future Planning Assist in retention, community-building, through survey results. Allowed predictions for how well students interpersonal competence and intrapersonal skills connected first year students after they attended Camp Crimson.
	Measurement registration, Camp Session Dates, survey, and data system analytics

HOUSING AND FOOD SERVICES

Mission Statement

We bring life to the University Community.

2017-18 Program Highlight, The 11th Annual Residential Curriculum Institute

Program Outcome – Housing and Food Services will be selected to host the 11th Annual Residential Curriculum Institute.

Results Summary –Housing and Food Services hosted the international Residential Curriculum Institute in October of 2017. In conjunction with ACPA, College Educators International, Housing and Food Services welcomed hundreds of participants from over sixty institutions of higher education across the United States and Canada to Norman for three days of participant intensive curriculum development.

The Residential Curriculum Institute challenges participants to rethink the practices and grounding philosophies of the residential experience. A curriculum is an alternative approach to a traditional programming model; it uses clear learning outcomes and sequenced learning across time.

The Institute was chaired by Housing and Food Services; the planning and execution of the event was shared among a team of Residence Life staff. The host showcase was developed by the Assistant Director and the Resident Director for Curriculum. This event was a unique opportunity to for the Residence Life team to emphasize the good work of the University of Oklahoma's residential curriculum.

Key Points

- “The curriculum will redirect the way we execute our responsibilities, as well as emphasize the importance of our roles.” *participant response*
- 94% of respondents felt prepared to craft learning goals and outcomes aligned with educational priorities.
- 96% of respondents felt prepared to use learning outcomes to implement intentional strategies.
- 83% of respondents felt prepared to assess a residential curriculum.

Learning Outcomes

Learning Outcome Through participation in Residence Life's Intercultural Competence learning goal (programming, intentional interactions), 84 percent of residents in the residence halls were able to articulate three ways to help build inclusive communities.	Use of Results This data will be used to refine the Intercultural Competence learning goal and programmatic structure.	
	Future Planning Residence Life plans to work more closely with the Student Affairs Diversity Ally program to create more opportunities for growth and development around inclusion.	
	Measurement Benchmarking Survey, Intentional Interaction data	CAS Domains CC, HCE, IC, ID,

Learning Outcome 100 percent of Graduate assistants were able to create a unique, personalized professional development plan that articulated three professional goals and outlined two years of strategic development after participating in Resident Director spring training.	Use of Results This data helped inform the new graduate student community education plan for Residence Life.	
	Future Planning Residence Life will use this spring pilot to roll out a complete graduate student community education plan and strategies for learning for the 2018-19 school year.	
	Measurement One on Ones, Exit Interview	CAS Domains CC, ID, PC

Learning Outcome 90 percent of residents living in the residence halls indicated that they were more equipped to live cooperatively in a community (solve conflict, meet people, etc.) after participating in the residential curriculum.	Use of Results This data was collected in the fall and used to assist in spring community building programs.	
	Future Planning The community learning goal is one of the most important facets of Residence Life. This data will be used to help refine the roommate agreements and resident-led programming in the halls.	
	Measurement Benchmarking Survey	CAS Domains CC, IC, IA, PC

Program Outcomes

Program Outcome Residence Life will increase student satisfaction with roommates by 5 percent through the use of digital roommate agreements and new roommate conflict training for staff.	Results 90 percent of residents that participated in the benchmarking survey indicated satisfaction with their roommates; this is a 3 percent increase from the 2016 survey.	
	Future Planning The original goal of a 5 percent increase has not been met. Residence Life is very pleased at reaching the 90 percent mark and will retain a 5 percent increase as the goal.	
	Measurement Benchmarking Survey	

Program Outcome Residence Life will increase student satisfaction with Resident Advisers by	Results 91.4 percent of residents that participated in the survey indicated satisfaction with the Resident Adviser compared to 85 percent of students expressing satisfaction in the 2016 survey.
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percent through intentional interactions and sequenced programming.	Future Planning The original goal was met. The intentional interaction format will be reviewed and results themed and coded to assess if there are better questions to utilize with residents.
	Measurement Benchmarking Survey
Program Outcome Residence Life will increase student satisfaction with hall and community programming by 10 percent through the development of programming sequenced by learning across time.	Results 73.1 percent of residents that participated in the survey indicated satisfaction with hall programming compared to 60.8 percent of students expressing satisfaction in the 2016 survey.
	Future Planning The original goal was exceeded! The same goal will be in place for the 2018-19 school year as we continue to focus on student learning and engagement through programming.
	Measurement Benchmarking Survey

HSC STUDENT AFFAIRS

Mission Statement

The mission of HSC Student Affairs is to enrich students' academic experience by building a diverse and inclusive community, supporting emotional, intellectual and personal growth, facilitating professional development and providing guidance toward a professional health career.

2017-18 Program Highlight, HSC Writing Center: Project Publish

Program Outcome – Through participation in the HSC Writing Center's Project Publish, students will be able to better manage time, identify strategies that favor more productive writing, report confidence in the abilities, and complete multiple pages of writing.

Results Summary – The goal of Project Publish is to support those who are in the process of completing dissertations and theses by providing strategies, skills, and professional consultation.

Project Publish is a one-and-a-half-day workshop geared toward those who are working toward completing their theses and dissertations. It is comprised of 60-90-minute segments of presentations, activities, writing time, and one-to-one writing consultation. It is a fast-paced learning environment that focuses on helping participants developing their own “tool kit” of writing strategies to help overcome writer's block and be productive writers. Participants reported increased confidence in their ability to finish after completing Project Publish.

Key Points

- Six of six participants last year completed their thesis or dissertation.
- 100 percent of participants would recommend Project Publish to a fellow student or colleague.
- 100 percent of respondents agree they use the strategies presented in Project Publish to complete their dissertation.

Learning Outcomes

Learning Outcome Through participation in the HSC Writing Center's Project Publish, students will be able to better manage time, identify strategies that favor more productive writing, report confidence in the abilities, and complete multiple pages of writing.	Use of Results Participant feedback was used to gauge success of Project Publish and make changes to the following year's workshop.	
	Future Planning Per participant feedback, more time will be allotted to writing and working one-to-one with the facilitator.	
	Measurement Observation and self-reporting	CAS Domains CC, KA, PC

Learning Outcome Following participation in Our Voice Active Bystander Training, OUHSC students, faculty, and staff will be able to describe 3 out of 5 tools for intervention when they witness inappropriate behavior, and educates campus on Title IX policies.	Use of Results The results of the survey were used to evaluate the training methods and a report will be distributed to campus leaders. Resources and future trainings are given to the participants.	
	Future Planning The Our Voice training will use this material to revamp the material and continue educate to the campus through trainings and other outlets.	
	Measurement Survey	CAS Domains CC, IC, ID, KA

Learning Outcome As a result of participation in Healthy U, students will be able to recognize at least 2 strategies to creating a "healthier you."	Use of Results Healthy U is a direct academic collaboration. The feedback yielded topics relative to the need of the student population. The changes were incorporated into the College of Allied Health Nutritional Sciences curriculum.	
	Future Planning Strategies for increased engagement will be identified such as a guest chef and inclusion of additional health considerations (e.g. a pharmacist perception on medication associated with diets, etc.).	
	Measurement Survey and focus group	CAS Domains CC, KA, PC

Program Outcomes

Program Outcome DLB Student Union Operations, through increased communication of the services provided by Web EMS, will increase the number of unique registered student organizations actively utilizing Web EMS will increase by 15 percent.	Results The DLB Student Union continued to play a key role in facilitating space and needs for the student community, where 71.6 percent of all Registered Student Organizations booked one or multiple events at the DLB Student Union.	
	Future Planning Leveraging the splash page for additional information can be helpful in reaching out to student leadership, a primary target for Web EMS use. We may be able to identify areas we hope to improve upon – including form submission timeliness; communication/marketing of student event by Registered Student Organizations – and use the established culture of Web EMS to better direct them to regularly use other best practices. This is best achieved with a high concentration of registered student organizations already utilizing the system.	
	Measurement Data collection	

Program Outcome Through the initial phase of purchasing	Results The DLB Student Union is on track to save over \$100 per unit, each year, with its new technology purchase strategy. In addition, annual gross
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conference and user devices, instead of leasing, estimated lifetime costs for facility assets will decrease for a combined total of the cost of one individual asset.	sales for the DLB Student Union was \$24,385 for University and Non-University departments.
	Future Planning As technology evolves and compliance standards raise, costs and maintenance time increase. The DLB Student Union expects to retain a standard, conservative direction toward facility technology expenses as it continues to phase into purchasing over leasing items. The savings ensure basic conference facility needs are met to incentivize current and new potential booking groups. Looking forward, reducing maintenance time on devices, especially day-of troubleshooting, would greatly add value to the entire DLB Student Union operation. This may best be achieved through communication (facility collateral material; onboarding notes) and continued standardization (uniformity among devices).
	Measurement Expenditures

Program Outcome HSC Student Affairs will create engaging posts on all social media platforms at least 3 times a week in order to increase the visibility of HSC Student Affairs events and resources.	Results HSC Student Affairs accomplished a 32 percent growth rate with Twitter followers throughout the academic year.
	Future Planning HSC Student Affairs plans to continue reach more students through utilizing more social media campaigns and marketing plans.
	Measurement Social Media Statistics

LEADERSHIP AND VOLUNTEERISM

Mission Statement

The mission of Leadership and Volunteerism (L&V) is to empower students to become effective leaders and active community members through participation in varied experiences, programs and services. Leadership and Volunteerism provides educational programming and opportunities for students to “make a difference.” Through numerous programs and activities, L&V helps students further develop their leadership skills, assists with personal growth through student learning, and connects students to volunteer opportunities in the local community and beyond.

2017-18 Program Highlight, Leader Summit 2018

Program Outcome – The 13th Leader Summit held in 2018 was the largest Leader Summit to date with over 400 students registering and 93 percent of survey respondents (138) indicated they would like to attend next year’s event. The two keynote presenters, Jess Ekstrom and Jeff Kaylor, also received at least an 87 percent “excellent” rating by those completing the survey.

Results Summary – Leader Summit, founded in 1995, is the premier on-campus leadership conference experience providing 400+ students (current and aspiring leaders) the opportunity to enjoy keynote speakers, presentations and networking opportunities. The \$250,000 endowment from the Masonic Charity Foundation of Oklahoma in 2012 (one of the largest gifts ever given to the Division of Student Affairs) allows the Summit to include national speakers and create a more engaging atmosphere at the conference. Summit evaluations showed excellent results and recent Summit keynote speakers commented how special this program is and that the enthusiasm and engagement of our students on a Saturday morning at 9 a.m. is unmatched by any university they have visited.

Key Points

- Leader Summit participants shared what they learned by attending the conference as well as the messages that had the most staying power for them.
- The students were able to network with other peer students and Lead Team members serving as small group facilitators.

Learning Outcomes

Learning Outcome As a result of participating in the Read & Lead program, 92 percent of respondents shared at least one way they have incorporated the message of one or more of the books into their life, work, or school experience.	Use of Results Participant survey comments were reviewed.	
	Future Planning This information will assist with planning for next fall's program and provide support for future funding requests.	
	Measurement Qualtrics Survey	CAS Domains CC, IC, ID, KA, PC
Learning Outcome As a result of participating in Leader	Use of Results Participant survey comments were reviewed.	

Summit and completing a participant survey, 40 percent of the participants completed the survey and shared at least one lesson they learned via their attendance as well as described the speaker that had the most staying power for them and why.	Future Planning This information will assist with planning for next year's Leader Summit and provide support for future funding requests	
	Measurement Org Sync Survey	CAS Domains CC, IC, ID, KA, PC

Learning Outcome As a result of completing the Value Based Leadership Virtue assessment, PCS students were able to identify at least one of their personal strengths and understand how it affects their leadership style.	Use of Results This information helps PCS leadership to understand the impact of this tool and to create a sense of self awareness in the students as they continue to develop as leaders.	
	Future Planning PCS will continue to complete an assessment tool such as this	
	Measurement In-person Verbal Survey	CAS Domains IC, ID

Learning Outcome Through participation in the OrgSync online community service hour tracking system, participants were able to reflect on their volunteer experiences and articulate three learning outcomes.	Use of Results The learning outcomes and reflections reinforced the importance of volunteerism as a critical component of a student's wholistic learning experience and personal development.	
	Future Planning These learning outcomes and quotes taken from students' reflections will be used to encourage other students who are considering participating in community service efforts.	
	Measurement OrgSync service participation self-reporting	CAS Domains CC, IC, ID, KC, PC

Program Outcomes

Program Outcome Through increased programming awareness with the PCS community, a three-day winter retreat will be created for students to attend. At least 95 percent of PCS students will participate.	Results 98 percent of PCS students participated in the retreat conducting community service and creating a bond between one another.	
	Future Planning Next year's students will be challenged to create a retreat that submerges students in a learning experience that involves service and leadership growth opportunities.	
	Measurement OrgSync attendance	

Program Outcome At least 90 percent of PCS students will participate in the Big Event 2018.	Results 95 percent of PCS students participated in the Big Event 2018
	Future Planning PCS leadership will request to work at Roosevelt Elementary School again next year as one large group.
	Measurement Attendance

Program Outcome 400 students will register for Leader Summit 2018 via an improved registration process.	Results With limited publicity, registration capacity of 400 students signed up and paid the registration fee for Leader Summit 2018. OrgSync registration assisted with ease and accurate record keeping. Students registered online and picked up their shirt in the L&V office.
	Future Planning The registration process will continue to be improved and connect the L&V team with students and reinforce buy-in in order to increase growth in the number of participants showing up on Summit day.
	Measurement Registration records and attendance

Program Outcome The average number of service hours completed in a year by Sooner Standard Award recipients will increase by 50 percent in 2018.	Results The average number of service hours completed in a year by Sooner Standard Award recipients increased from 75 hours in 2017 to 122 hours in 2018.
	Future Planning Continue to raise the minimum requirement when confident that students will achieve at higher levels. For this program, an increase in service hours is an increase in benefit to the student and the community.
	Measurement OrgSync service tracking

Program Outcome Through participation in the PCS program, these students will be more knowledgeable about service opportunities and be more involved in community service efforts.	Results PCS students reported over 12,500 hours completed. 33 of 118 students preformed over 30 service hours.
	Future Planning Through weekly volunteer opportunities in an email newsletter, students should be able to increase their awareness to 90 percent.
	Measurement Survey results

OKLAHOMA MEMORIAL UNION

Mission Statement

The mission of the Oklahoma Memorial Union is to support the academic growth of students by enriching the university community through programs and services, building an inclusive community, and providing a clean, safe, and welcoming facility for diverse, campus life experiences to occur.

2017-18 Program Highlight, Union Wayfinding Kiosks

Program Outcome – Digital kiosks will be installed that are able to serve 100 percent of visitors in the building.

- Measurement: Completion Status
- Results: Three digital kiosks installed that fully met ADA standards for access

Results Summary – In an effort to make the Oklahoma Memorial Union more accessible to all visitors and students, the OMU staff completed a multi-year project to install digital way-finding kiosks at the building entrances. During this process, the OMU team worked with the technology partners to create a first of its kind wayfinding kiosk. These kiosks are able to offer full ADA compliance for all visitors to the Union. Until this point, an informational kiosk of this design had never been produced for a large public building. Each kiosk features an interactive map, the current event lists, and detailed directions to any room in the building. A total of three kiosks were installed at the main entrances to the building, creating a more welcoming building to all.

Key Points

- ☐ Provides access to all students and visitors.
- ☐ Creates guided access throughout the building.
- ☐ Kiosks were the first of its kind, fully ADA compliant wayfinding kiosks.
- ☐ Creates a more welcoming and informative building for visitors.

Learning Outcomes

Learning Outcome After serving on the Union Programming Board Executive committee, all students were able to design curriculum that educates peers on key components of an inclusive space.	Use of Results These results indicated training of our student leaders was effective in spaces designed for collaboration. This led to a more inclusive environment in group settings throughout the organization.	
	Future Planning The current curriculum is successful for our executive directors. Future implementation of curriculum will focus on how to ensure that larger portions of the membership are able to understand and create curriculum for an inclusive space.	
	Measurement Interviews	CAS Domains CC, ID, KA, PC
Learning Outcome After attending at least five Union Programming Board leadership core group meetings, 92 percent of respondents	Use of Results Methods used to plan programs in the Union are focused around four key elements. These results show that members are able to effectively identify these elements early on in the planning process. However, the final program planned does not always consider each of these four elements.	

were able to identify four elements of the event planning process.	Future Planning Current leadership core group can take the information about key event planning elements, by having members implement programming that adheres to each of the four key elements. This will be done through changes in meeting style and individual group roles.	
	Measurement Survey, observations	CAS Domains CC, KA

Learning Outcome By participating in Union Programming Board organization-wide meetings, 93.7 percent of executive directors were able to implement three (3) effective communication strategies.	Use of Results Interviews indicated that executive directors felt most equipped for interpersonal communication through leadership retreats and weekly advising meetings. This will inform future advising techniques and retreat curriculum.	
	Future Planning Advising techniques for executive directors will employ a 360-degree model in the upcoming year. This will encourage communications from executive directors at the beginning of their time in their leadership role.	
	Measurement Pre-post test, interviews	CAS Domains CC, IC, KA, PC

Program Outcomes

Program Outcome Through programming and the promotion of services and activities in the Union, the Union will achieve an average daily pedestrian count of 8,000.	Results The Oklahoma Memorial Union hosted an average of 12,200 individuals per day.	
	Future Planning The accurate daily visitor amount will help the Union in forecasting how often materials will have to be replaced throughout the building. This will ensure that every part of our building is able to better serve each of our visitors. By understanding the average number of daily visitors, the Union will focus on making sure the full visitor experience is a positive one. We will communicate with current vendors to see how best to accommodate this number of individuals, while ensuring that our programming body plans appropriately-sized events for the number of visitors.	
	Measurement Participant counts	

Program Outcome The Oklahoma Memorial Union will receive TheKnot.com's "Best of Weddings," award by receiving at least 10 positive reviews from wedding clients on the OMU's	Results The union received 12 positive reviews from wedding clients and received TheKnot.com's 2018 "Best of Weddings" and "Best of Weddings Hall of Fame," award. This was one more review than the OMU's profile received in FY 17.	
	Future Planning The OMU used these positive results and awards to publicize our building as a great wedding venue to future clients. This has resulted in more than 25 weddings being booked in first half of the 2018 calendar year. This was the second consecutive year that the OMU increased the	

TheKnow.com vendor profile.	number of positive wedding reviews. This has been accomplished through additional resources and effort dedicated to soliciting the reviews from our clients. This method will continue to be used in FY19 to maintain a substantial amount of current, positive reviews.
	Measurement Document analysis

Program Outcome The Union Programming Board will increase the total number of events hosted by 10 percent from the previous year.	Results There were 310 total events hosted by the Union Programming Board in the 2017-2018 year, a 9 percent increase from the previous year.
	Future Planning Although the 10 percent increase was not met, a marked increase in programs was seen over the 2017-2018 year. Two of the larger, afternoon program series, Mid-Day Music & UPB Hour Series, were not as prevalent in the 2017-2018 year as previous years, leading to the full 10 percent increase not being achieved. Increasing the number of Mid-Day Music performances and the number of UPB Hours will be a key focus in the programming schedule for the next year. An earlier start date and increased frequency for the programs will be utilized.
	Measurement Program reports

Program Outcome The Union Programming Board will decrease the total spent on printed materials by 7 percent from the previous year.	Results Printing costs from the Union Programming Board totaled at \$8,073 in the 2017-2018 year, a 46 percent decrease from the previous year.
	Future Planning Sustainability efforts were a focus during promotion of UPB activities in the FY18 year. Attendance numbers of events remained the same as previous years, indicating that a more environmentally conscious promotional tactic is still effective. The Union Programming Board will look for continued ways to decrease printing costs in FY19. An additional digital screen in the Union will be installed to further remove the need for printed materials in the building.
	Measurement Program reports, document analysis

Program Outcome The Union Programming Board will increase the financial support provided to registered student organizations by 5 percent.	Results Through the Room Sponsorship program and union programming grants, the Union Programming Board provided \$24,965 in funding to student organizations, a 13 percent increase from the 2016-2017 year.
	Future Planning The initial goal of 5 percent was met due in large part to an effort to better promote programming grants. There was a 60 percent increase in the number of programming grants awarded this year compared to the 2016-2017 year. Data did show a decrease in the number of room

	<p>sponsorship requests from student organizations compared to the 2016-2017 year. The increased publicity for programming grants will be continued in FY19 to continue the increase in awarded monetary funds. In the upcoming year, a greater focus will be placed on notifying the leadership of student organizations about the room sponsorship program. A UPB Executive Director position will be dedicated to increasing the knowledge of UPB funding opportunities throughout campus leadership.</p>
	<p>Measurement Program reports, document analysis</p>

OU-AREZZO, ITALY STUDENT AFFAIRS

Mission Statement

The mission of OU in Arezzo Student Affairs is to provide resources, support and services to OU students during their study abroad program and to offer cultural opportunities that will enrich their international experience.

2017-18 Program Highlight, Western Night 2017

Program Outcome – OU in Arezzo semester students participated in a community outreach project in October 2017 called ‘Western Night.’ This collaborative project was idealized, planned and carried out by OU in Arezzo students in the fall semester and open to local community members. Proceeds from the event were donated to a charity created for survivors of Hurricane Harvey. The organization was chosen by the students because several of them were from the Houston area and/or had relatives or friends directly affected by the flooding. The students explained the hurricane’s effects during the event and how the community at large had organized to help those in need.

Results Summary – OU in Arezzo students proposed the fund-raising project which gave them an opportunity to connect with peers and local community leaders. During the different stages of planning for the event, students and OUA staff worked together to give information about the project to Italians and to enhance the student’s communication skills. The students and staff of OUA acted as line dance leaders and taught guests how to line dance to country music songs from the USA.

Key Points

- The Western Night project was an opportunity for OU in Arezzo students to make a positive impact on the community and to demonstrate the OUA’s commitment to community outreach and service projects.
- This year’s event was more personal for many students as they had family and/or friends afflicted by the flooding and hurricane.

OU-TULSA STUDENT AFFAIRS

Mission Statement

The mission of OU-Tulsa Student Affairs is to provide resources and opportunities, unite a diverse student population, respect each student's experience and goals, and enhance the development of the whole student.

2017-18 Program Highlight, Cultural Night

Program Outcome – Achieve 50 percent of performances conducted by OU-Tulsa students.

75 percent of attendees will report that they would attend Cultural Night again in the future based on their experience.

Results Summary – Cultural Night returned in April 2018 after a brief hiatus in 2017. Cultural Night 2018 was an opportunity to gauge interest in this type of program among student participants and the OU-Tulsa community as a whole. OU-Tulsa Student Affairs collaborated with the International Student Organization to create an opportunity for students and community members to showcase their international cultures. The OU-Tulsa Student Affairs office provided guidance and resources to the International Student Organization in order to develop a successful program. Through assisting with event planning, the students were provided an opportunity to develop vital skills outside the classroom including organization, networking, and collaboration. Guided by two international student emcees, the program included nine performances featuring world cultures, a fashion show in which participants showcased international fashion, four international food vendors, and an opportunity for Abril Marshall, OU-Tulsa's new Director of Diversity & Inclusion, to introduce himself to the program attendees. OU-Tulsa students made up 55 percent of performances, compared to 10 percent in 2016.

Not only did this event engage students in global culture awareness, but it introduced global diversity to students' families and the Tulsa community as well. When asked their purpose for attending Cultural Night, attendees heavily favored international cuisine, entertainment, and campus involvement. However, the vast majority of attendees indicated that the event allowed them to learn something new about global cultures and meet new people from diverse backgrounds in addition to their intended purpose for attending. Similarly, all Cultural Night performers and participants indicated that the event successfully promoted diversity, and that it was a good opportunity to showcase their cultures. The vast majority (94 percent) of attendees are likely to attend Cultural Night in the future. ---

Prior to the event, Student Affairs, in partnership with the Director of Diversity and Inclusion, surveyed the OU-Tulsa community (students, faculty, and staff) on a variety of diversity topics. The responses confirmed community interest in Cultural Night. When asked "what suggestions do you have for improving diversity, equity, and inclusion on the OU-Tulsa campus," one respondent said, "Be more multi-cultural, each country is unique in its essence. I think the school is doing a good job in terms of inclusion in terms of minorities and its social barriers, but I think the cultural part is missing." When asked "what types of D&I events or programs would you like to see hosted on the OU-Tulsa campus or in the Tulsa community," responses included: "a multi-cultural fair, a student affairs international committee,"; "diversity education that will highlight different cultures in the community"; "food fairs"; "more cultural events would be great. OU-Tulsa is composed of students of different backgrounds, ethnicities, and religions"; "Multicultural night where different cultures present something special about their culture"; "Things that celebrate different cultures and are a fun way to introduce you to those cultures. Instead of always being about the hardships they face, also include the really great aspects of what makes that group awesome." Each of these suggestions were components of Cultural Night 2018. Led by a student international committee and Student Affairs, students and community members

showcased their cultures in celebration. The dinner portion of the event was a food fair of four different types of international cuisines. These survey responses and the Cultural Night 2018 survey indicate that the OU-Tulsa community is interested in this type of event, and that Cultural Night successfully provided learning opportunities.

Key Points

- Cultural Night 2018 was an opportunity for students and community members to showcase their international cultures with the OU-Tulsa campus and Tulsa community.
- Cultural Night 2018 gauged the level of interest in the continuation of this event.
- 80.6 percent of Cultural Night attendees indicated learning more about global cultures. Only 48.8 percent of attendees suggested that this was their intended purpose for attending.
- 100 percent of participants indicated that Cultural Night was a good opportunity to showcase their culture, and that the event successfully promoted diversity.
- 87 percent of attendees indicated that Cultural Night provided an opportunity to be more involved on campus, even though only 74 percent suggested that this was their intended purpose for attending.
- 93.5 percent of attendees enjoyed this event and indicated that they are likely to attend a Cultural Night in the future.
- 55% of Cultural Night performers were students, compared to 10 percent during the previous Cultural Night in 2016.

Learning Outcomes

Learning Outcome 82.8 percent of Sooner Standard participants indicated a deeper understanding of community needs through volunteerism	Use of Results Survey feedback was utilized by Student Affairs to identify community partners for future volunteer opportunities and shared with academic programs and Office of Community Engagement for research opportunities.	
	Future Planning Full program rollout in 2018-2019 academic year; Increased collaboration with academic programs in community-based volunteerism will provide more opportunities for students to apply their studies outside of the classroom and in the community, further developing knowledge integration and application.	
	Measurement Survey	CAS Domains CC, HCE, IC, ID, KA, PC
Learning Outcome 80 percent of Discussions on Diversity: DACA and the Immigrant Experience attendees participated in order to broaden their understanding of diversity issues. 82 percent of attendees	Use of Results Survey feedback was shared with the new Director of Diversity & Inclusion for partnerships on future diversity forums and further development of diversity programming.	
	Future Planning Increased frequency of these types of forum events in collaboration with Director of Diversity & Inclusion will continue to broaden students' understanding of diversity issues.	
	Measurement Survey	CAS Domains CC, HCE, IC, ID, KA, PC

agreed that this event succeeded in that goal.		
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Learning Outcome 75 percent of students who attended the <i>Te Ata</i> Film Screening indicated that this event provided an avenue to learn more about Native American history and the historical challenges that Native Americans face.	Use of Results Survey feedback was analyzed by Student Affairs staff and shared with the new Director of Diversity & Inclusion for future partnerships on diversity-related film showings.	
	Future Planning Diversity-related film showings will continue in partnership with the Director of Diversity & Inclusion, allowing students an opportunity to enhance their understanding of diverse cultures in a fun way.	
	Measurement Survey	CAS Domains CC, HCE, ID, KA

Learning Outcome 88 percent of students who participated in Welcome Week 2017 programming indicated an increased awareness/familiarity of campus services and resources.	Use of Results Survey was analyzed by Student Affairs staff. Qualitative data will help improve future programming.	
	Future Planning Increased communications regarding Student Affairs services and resources will be distributed throughout the academic year.	
	Measurement Survey	CAS Domains IC, KA, PC

Learning Outcome 80.6 percent of Cultural Night attendees indicated learning more about global cultures - only 48.4 percent of attendees suggested that this was their intended purpose for attending.	Use of Results Survey was utilized by Student Affairs staff to identify areas of future opportunity. Survey results indicate desire for more cultural events.	
	Future Planning Increased frequency of smaller-scale cultural events in the 2018-2019 academic year in collaboration with the International Student Organization will provide more opportunities for students to learn about global cultures.	
	Measurement Survey	CAS Domains CC, HCE, IC, KA, PC

Program Outcomes

Program Outcome Relocate the Student Health Clinic to the Student Affairs office suite for easier student access with increased visits by 10 percent.	Results Increase of visits by 42 visits during 2017-2018 academic year compared to 2016-2017; 93 percent satisfaction
	Future Planning Data will be analyzed by Student Affairs, particularly the Student Health Coordinator, to further increase student satisfaction and appointment accessibility. During the 2018-2019 academic year, promotion regarding the new Student Health Clinic location will continue increase awareness.
	Measurement Appointment counts, survey

Program Outcome Achieve 50 percent student participation in student organizations	Results 59 percent of students participated in student organizations during the 2017-2018 academic year.
	Future Planning Data will be analyzed by OU-Tulsa Student Affairs and shared with the OU-Tulsa Student Government Association to further expand student organization involvement and offerings. OU-Tulsa Student Affairs will collaborate with the OU-Tulsa Student Government Association to increase awareness of student organizations and their activities on campus. This will include a newsletter (Student Weekly Activities Guide, or "SWAG") delivered to students on a weekly basis. This will also reduce the oversaturation of student org-related emails throughout the year.
	Measurement Survey, participant counts

Program Outcome Achieve 80 percent satisfaction of Fitness Center users	Results Of the students who utilized the OU-Tulsa Fitness Center, only 71 percent were satisfied, short of our goal of 80 percent satisfaction. Of the dissatisfied users, 76 percent indicated that the fitness center is either too small or does not have enough equipment options.
	Future Planning Data will be shared with the OU-Tulsa President's Office in order to prioritize a Fitness Center expansion, allowing more space for users and a wider variety of exercise equipment. Because the majority of Fitness Center users are not satisfied with the amount of space and variety of equipment options, expansion is the only option to increase user satisfaction enough to reach the goal of 80 percent satisfaction. The data shows that the majority of users are otherwise satisfied with the Fitness Center. Plans for expansion include a stand-alone fitness center with new equipment options such as a squat rack, more free weight options, and enhanced amenities. Long-term expansion could also include space for collaboration with the OU-Tulsa Culinary Medicine program to promote healthy eating in conjunction with the fitness center.

	Measurement Survey
Program Outcome Establish the OU-Tulsa Sooner Standard program during the Spring 2018 semester with at least 20 student participants.	Results 24 students logged volunteer hours during the Spring 2018 soft launch of the OU-Tulsa Sooner Standard program. There were 83 total logs. However, 44 percent of students who indicated an interest in this volunteerism effort were unaware of the program.
	Future Planning Survey analysis will establish program gaps, particularly between students who are interested in the program and students who utilized the program and logged hours. Moving forward with the full launch of OU-Tulsa Sooner Standard in the 2018-2019 academic year, processes will be simplified to increase accessibility, and more volunteer opportunities will take place throughout the year. Program information will be promoted and distributed more thoroughly to reach a portion of the interested students who did not participate, with a goal of a 75 percent increase in participation.
	Measurement Participant counts, survey, volunteer log
Program Outcome Utilize new Stuart Square green space for student activities and events, increase participation of events previously held indoors by 15 percent.	Results 120 students attended the 2017 annual OUTSGA Halloween Happy Hour, taking place on Stuart Square, compared to 91 in 2016 (located in Founders Student Center).
	Future Planning Data will be shared with the OU-Tulsa President's Office in order to further enhance Stuart Square, and analyzed by Student Affairs in order to plan more successful outdoor events and activities. While events hosted on Stuart Square have been successful compared to the same indoor event from the previous year, the space will need to be further developed for increased day-to-day use (through collaboration with the OU-Tulsa President's Office), particularly seating options, allowing students to eat, network, and study without requiring the rental of tables/chairs.
	Measurement Survey, participant counts, observation
Program Outcome Achieve 80 percent satisfaction among Invest in You attendees.	Results 86 percent of students attending Invest in You indicated that they were satisfied with the program. However, 90 percent of students who were interested in the program indicated that their schedule did not allow to attend the lunch sessions.
	Future Planning Survey results indicate that while students are interested in attending Invest in You, the lunch-and-learn format does not align with their

	<p>schedules. This data is valuable in scheduling future events and finding more ways to make Invest in You accessible to a broader audience. While the majority of students who attend Invest in You are content with the timing and structure of the program, more students would be interested in participating if it is made more accessible. Many nontraditional students have a lunch break, but would need to commute to campus from work and back, which reduces the amount of time they can spend on campus. For future Invest in You events and other lunch hour programs, Student Affairs will utilize Facebook Live. This will allow students to livestream the event and will allow them to access the video when the event concludes.</p> <p>Measurement Survey, participant counts</p>
<p>Program Outcome Achieve 50 percent student participation in Cultural Night performances.</p>	<p>Results 55 percent of Cultural Night performances were OU-Tulsa students, compared to 10 percent at the previous Cultural Night in 2016.</p> <p>Future Planning The high rate of student participation is indicative of the efforts made by Student Affairs staff to provide opportunities for students to be involved in the planning process. This will continue in the future to further increase student participation. 2019 Cultural Night will continue to be planned by a committee of students, predominately international students. Students on the planning committee will be encouraged to perform and showcase their culture. Continuing this approach in the future will increase student participation even further.</p> <p>Measurement Participant counts</p>

SAFERIDE-STUDENT AFFAIRS

Mission Statement

The mission of SafeRide is to offer University of Oklahoma (OU) students, while actively enrolled with the university, safe, confidential and free transportation Thursday, Friday, and Saturday evenings.

2017-18 Program Highlight, Free SafeRide Airport Transportation

Results Summary – SafeRide provided free student shuttle service to and from the Will Rogers World Airport. By offering an alternate method of transportation, students were able to save on travel costs and meet their travel demands, even without a personal vehicle.

Key Points

- SafeRide partnered with OU Parking and Transportation Services to provide shuttle service between the Lloyd Noble Center and the Will Rogers World Airport during peak student travel times such as holidays.
- The SafeRide airport shuttle provided 520 rides to students, over 14 days during the following periods: August Move-In, November Thanksgiving Holiday, December Move-Out/Winter Break, March Spring Break, May Move-Out/Finals.

Learning Outcomes

Learning Outcome Under second year of the SafeRide app system, students found the service to be more accessible and user-friendly.	Use of Results 77.8 percent agreed that it was easy to request a SafeRide through the OU Innovate app.	
	Future Planning By continuing to operate SafeRide with the OU Innovate app and students' familiarity with how it works, there was a 10.4 percent increase in satisfaction in how easy it was to access SafeRide through the OU Innovate app.	
	Measurement Survey	CAS Domains CC, PC

Program Outcomes

Program Outcome SafeRide will increase ridership by contracting with a new vendor to provide student transportation	Results For FY18, SafeRide provided 3202 rides with 9595 riders. For FY17, SafeRide provided 2596 rides with 7658 riders. This was a 23.3 percent increase in individual rides and a 25.3 percent increase in the number of riders.	
	Future Planning With an increase in demand of SafeRide, students were able to get to their final destination safely, reliably, and at no cost to them. By using a new vendor, SafeRide was able to increase ridership for FY18. Further analysis will be done to determine other factors that may assist in increasing demand: extended days and/or hours, number of rides per weekend for each weekend.	

	Measurement Data system analytics
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Program Outcome In addition to the regular on-demand service, SafeRide will operate a shuttle service to the airport, during specified times of the academic year.	Results Over a period of 14 days, SafeRide provided rides to 520 students over the following periods: Move-In, Thanksgiving, Winter Break, Spring Break, and Finals Week.
	Future Planning This was the first year where the SafeRide airport shuttle operated for a full year. With this information, predictions can be made as to what future demand may look like. Analysis will be done to determine the feasibility of the airport shuttle in relation to student demand for the program.
	Measurement Data system analytics

STUDENT CONDUCT

Mission Statement

The mission of Student Conduct is to develop and enforce standards of conduct through educational experiences to foster student learning and development, while maintaining retention. Student Conduct oversees the University discipline system. This includes enforcement of the Student Rights and Responsibilities Code and the Housing Citation Process. During the 2017-2018 academic year, Student Conduct closed over 1350 cases involving violations of the Student Code, the majority of which required one or more educational meeting between the student and a Student Conduct staff member. Additionally, Student Conduct processed over 480 Housing Citations for various housing violations.

2017-18 Program Highlight, Risk Analysis

Program Outcome – During the past year, Student Conduct completed an assessment survey designed to determine the difference in certain risk-taking behaviors between Greek organizations and students not involved in Greek organizations. The survey results confirmed some factual basis for long held attitudes about the Greek community. According to the survey, Greek students are at a higher risk of violating the Student Rights and Responsibilities Code than non-Greek students in almost every category.

Results Summary – Nearly 90 percent of Greek students reported drinking alcohol in the past month, a rate over twenty percent higher than their non-Greek peers. Nearly 85 percent of Greek students had to care for an impaired individual at some point in college, compared to just over half of non-Greeks. A larger percentage of Greek students have smoked marijuana, have driven while intoxicated, have been insulted or humiliated by an intoxicated individual and were the victims of unwanted sexual advances, as well.

Student Conduct is using the data from the assessment to better target educational programs to the students most likely to be impacted the most. During the final quarter of this academic year, Student Conduct has initiated contact with the alumni advisors and presidents of the majority of chapters to share the data, and coordinate training in order to try to reduce risky behavior among Greek students. Follow-up conversations are planned for early next academic year, during recruitment, to educate Greek students on potential consequences, as well as alternatives to problematic or troubling activities.

Learning Outcomes

Learning Outcome Fraternities undertaking a member review process reduced code violations among members by over 70 percent	Use of Results Student Conduct identified as many at risk chapters as possible to initiate discussions among leadership and alumni regarding the potential benefit to the chapters of undertaking a member review.	
	Future Planning Once the Greek membership rosters are successfully loaded into Maxient, trends among chapters can be identified, providing the opportunity to intervene with educational programming before chapters become at risk.	
	Measurement Maxient analytics tool	CAS Domains HCE, IC, ID, PC

Program Outcomes

Program Outcome Student Conduct will work with OUIT and Maxient to identify, within the conduct management system, whether charged students are members of Greek organizations, in order to determine whether such membership is a valid predictor of risk-taking behavior and more efficiently allocate educational programming.	Results While OUIT has failed to complete the required data integration, Student Conduct completed an assessment survey that revealed membership in a Greek organization led to a statistically significant increase in Student Rights and Responsibilities Code violations.
	Future Planning Even though full data analysis must wait for the completion of OUIT data integration, the early results allowed Student Conduct to direct risk management programming to the leadership and alumni support of Greek organizations, in order to combat the tendency of these students to engage in risk-taking behavior. By working together with the Student Life office, Maxient and OUIT, Student Conduct hopes to complete the data integration prior to the Fall 2018 semester. Additionally, Student Conduct strives to identify and create relationships with several speakers of national note in the field of risk management for Greek organizations. By working with the governing councils of the Greek organizations to host such speakers, Student Conduct hopes to reduce Code violations among this population.
	Measurement Assessment surveys

Program Outcome Student Conduct will coordinate with the University's Sexual Misconduct Officer to facilitate transferring cases the SMO determines are not Title IX cases to Student Conduct for prompt action under the Code.	Results Regular communication with the SMO has significantly reduced case processing time by nearly 30 percent on cases with no pending criminal court case.
	Future Planning Student Conduct was able to provide more prompt resolution to referred cases, reducing the educational and life disruption for both Complainants and Respondents. Additional efficiencies should be possible for the non-criminal cases, but the processes should also be able to reduce at least the initial processing time for cases also going through the criminal court system.
	Measurement Maxient analytics tool

STUDENT LIFE

Mission Statement

The mission of Student Life is to guide students in realizing academic, professional, and personal goals as they progress toward graduation and beyond.

2017-18 Program Highlight, Stompdwn

Program Outcome – Stompdwn will increase attendance by 10 percent annually for the next 5 years. Through increased recruitment, Stompdwn will increase the number of acts performing by 50 percent.

Results Summary – In its 34th year, OU's annual step show, Stompdwn, is the longest running step show in the region. Stompdwn is an African American Programs and Services incentive planned by 2 student chairs representing the Black Student Association and the National Pan-Hellenic Council. The goal of Stompdwn is to provide cultural education and enrichment to the OU and surrounding communities, through the art and tradition of stepping.

Key Points

- This year Stompdwn was hosted in McCasland Field House. Our attendance reached approximately 600 people, which is significantly more than a 10 percent increase from last year's Stompdwn, where we had an attendance of about 300. We did not double the number of acts that participated in the show last year. Based on student feedback and word of mouth, those who attended learned new information about NPHC and its unique characteristics.

Learning Outcomes

Learning Outcome By participating in the Black Student Association Executive Board, students will be able to create unique programs that fit the need of the community.	Use of Results The results allowed the Black Student Association to determine a baseline of 11 events to aid in the planning of the next year's events.	
	Future Planning In the future, all programming will continue to be at the discretion of students with approval from advisors. The programming will fall into predetermined categories to ensure the productivity for students.	
	Measurement Year-end evaluation of events	CAS Domains CC, HCE, IC, ID, KA, PC
Learning Outcome Through participation in the 104th Annual Spring Contest Powwow, AISA Executive Board Members will learn how to identify at least 3 cultural practices relevant to planning the Powwow.	Use of Results The learned cultural practices allow students to take a more culturally-appropriate approach to planning events in the future.	
	Future Planning A more comprehensive planning guide with cultural explanations will be developed to allow students to have these practices in mind throughout the whole planning process.	
	Measurement Wrap-up meetings	CAS Domains CC, HCE, IC, ID, KA

Learning Outcome Through participation in our Fraternity & Sorority Student Life (FSSL) Leadership Retreat, participants feel better prepared to handle risk and emergency situations.	Use of Results The survey results provide a general understanding of students' preparedness to handle difficult situations.	
	Future Planning The FSSL staff will spend more in depth time on this area and ensure consistent information across our five councils is being shared.	
	Measurement Qualtrics survey	CAS Domains CC, HCE, ID, KA, PC

Learning Outcome Latino Flavor catered to 800 student, staff, and faculty attendees during the Spring of 2018. The OU community was exposed to a wide array of ethnically diverse cuisines and entertainment styles from a variety of cultures in South, Central, and North America and the Caribbean.	Use of Results The event, while entertaining, was not as educational as the student planning committee and Latino Student Life expected. The event was expanded and modified from the year before, to accommodate the crowd and demand, but left much to be desired regarding the educational purpose behind the event.	
	Future Planning More intentional programming is needed to spread awareness of the food that is being prepared and served. This includes additional workshops leading up to the event, informational presentations in between performances on the day of, and marketing material that includes the purpose and intent of the event aside from the free food and cultural performers.	
	Measurement Surveys and focus groups	CAS Domains CC, HCE, ID, KA

Learning Outcome Through participation in Camp Crimson, students were able to feel welcomed into OU through an inclusive and engaging environment	Use of Results The data that was collected was used to improve the schedule for the following year.	
	Future Planning Students indicated wanting less presentations and more interactions outside of their small group. The schedule has been modified to allow more programmed free time to increase interactions between campers. This will encourage an environment where they can make more connections.	
	Measurement Survey distributed on the last day	CAS Domains IC, ID, PC

Program Outcomes

Program Outcome As a result of serving on CAC, students will verbalize salient professional skills learned.	Results 85.71 percent of students in top leadership (CAC General Council) reported gains in effective communication and relationship building. Additionally, 71.42 percent reported gains in managing a budget.
	Future Planning These results confirm the notion that students involved in CAC event planning learn valuable skills to assist them post-graduation. In order to maintain and promote fiscal responsibility, students serving on General Council will be asked to evaluate their budget for the 2018-19 year and identify expense items which can be reduced and/or items which are not critical to carrying out the mission of their event.
	Measurement Self-assessment survey
Program Outcome African American Programs & Services will increase attendance at the Big XII Conference on Black Student Government by 10 percent every year for 2 years	Results 50 students to Big XII were able to participate in 2018, a 42 percent increase from the 35 students in 2017.
	Future Planning The 100 percent increase in applications between 2016-17 and 2017-18 demonstrates increased interest from the student community to participate and proves the need to increase funding to allow for more participants. Fundraising and sponsorship efforts will be increased in order to allow more students to participate. Student Life will also begin planning for OU's round to host the conference on our campus in 2020. Increased fundraising is necessary for both of these goals.
	Measurement Attendance counts
Program Outcome The 104th Annual Spring Contest Powwow (Spring 2018) will increase dancer participation by 10 percent from the 103rd Annual Spring Contest Powwow (Spring 2017).	Results Dancer participation increased by 62 percent from 275 dancers in Spring 2017 to 445 dancers in Spring 2018.
	Future Planning With the increase in participation, students can use the data to seek increased sponsorship and partnership opportunities with University and tribal organizations as one of the premier powwows in the state of Oklahoma. There will be a focus on increased fundraising for the event so that there can be more funding for contest prizes. This will help attract more dancer participants.
	Measurement Registration, participation data
Program Outcome As a result of attending the Fraternity & Sorority Student Life Leadership Retreat, participants will feel	Results 97.53 percent agreed that the retreat was beneficial for their future leadership roles within the community.
	Future Planning With the positive impact of these results, leadership development will continue to be a focal point of this retreat. Retreat activities will be

more prepared to lead their communities.	refined to continue providing this leadership development benefit to the community.
	Measurement Qualtrics survey

Program Outcome	Results There were 14 programs offered in 2018, an increase from the 10 events held in 2017.
Asian American Programs & Services will increase the number of programs offered within the second annual Heritage Month Celebration.	Future Planning With the increase in programs, more students will be able to benefit as a result of being able to offer more learning opportunities. The goal is to continue to increase program numbers each year for these events that speak to the intersectional identities found within the Asian-American Pacific Islander student population.
	Measurement Record review

STUDENT MEDIA

Mission Statement

The mission of Student Media is twofold: To administer publications, activities, and services that strengthen the educational experience for students interested in journalism and related fields, and to enhance the sense of community and the overall quality of campus life for a diverse student body by providing an unrestricted student forum for the exchange of ideas.

2017-18 Program Highlight, Peer Education Training

Program Outcome – Student Media will build an online audience to be among the top quarter of peer programs.

Results Summary – For years now, OU Daily has been shifting its focus from a print-centric operation to a hybrid print-online operation. Lately, we've increased the focus on online and de-emphasized the print operation. Our goal is to be among the university student media programs in the country with the most robust engagement with its digital audience. Data from the Western Association of University Publications Managers — which is an invitation-only group that includes three dozen of the largest and most well-regarded collegiate student media programs in the country — show that OU Daily is 7th among the 33 programs reporting online traffic, 3.8 million page views in the academic year 2016-17 (the most recent full year with comparative data available). This is ahead of marquee programs such as Texas, Arizona State and North Carolina.

Key Points

- OU Daily had 3.8 million page views in 2016-17, which is greater than 78 percent of peer programs.
- OU Daily had 4.5 million page views in 2017-18 (peer data for this year is not yet available).

Learning Outcomes

Learning Outcome OU Daily students participating in our spring pre-semester training were able to recall training information with 95 percent accuracy.	Use of Results The results suggest students are either successfully retaining information shared in our training -- or were already familiar with it.	
	Future Planning We will build training for future semesters that is more challenging.	
	Measurement Exit survey	CAS Domains CC, HCE, ID, KA, PC
Learning Outcome After participating in training on the university's sexual harassment and assault policies, 50 percent more OU Daily students were familiar with these	Use of Results Our pre-training survey suggested that on 50 percent of OU Daily students were familiar with the university's sexual misconduct policies. As a result, we invited Kristen Partridge to speak at training on these policies and students' responsibilities regarding them.	
	Future Planning We will build sexual misconduct training into the standard syllabus for pre-semester OU Daily training.	

policies, and 88 percent of OU Daily students said they knew how to file a sexual misconduct report.	Measurement Before and after surveys	CAS Domains HCE, IC, ID, KA
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Program Outcomes

Program Outcome Student Media will work to improve its standing by competing in competitions against peer programs.	Results The Oklahoma Daily was named College Media Outlet of the Year by the College Media Association, and it won the Pacemaker award from the Associated Collegiate Press this year. This places The Daily among the very best college student newspapers nationally.
	Future Planning Student Media will use these results to attract more student journalists to OU, and more talented OU students to Student Media. These results are significant accomplishment that enhances the university's national standing. Student Media will continue to enter the top national media competitions to maintain its standing among peer programs and to ensure the national-caliber experience for OU students in Student Media. The Daily is meeting our goal to win these competitions consistently, rather than every couple of years. Sooner yearbook -- which historically has been a more consistent winner -- did not take home any major awards in the past year, and we'll monitor Sooner's success and the evolution of that program.
	Measurement Self-report

Program Outcome Student Media will increase its online advertising revenue by 50 percent over FY2017.	Results Online advertising revenue is up about 90 percent over FY 2017.
	Future Planning Increased online advertising validates our strategy of shifting our focus from print to digital and suggests we need to stay this course. We will increase the price of online advertising in FY 2019 to maximize its revenue potential and to help the demand better match the limited supply.
	Measurement Financial data

Program Outcome Student Media will increase its online audience to be among the top quarter of peer programs.	Results OU Daily had 3.8 million page views in 2016-17 (the most recent full year available for peer data), which is seventh among 33 programs (78th percentile) reporting data to the Western Association of University Publications Managers, which represents the top student media programs at universities nationally. This is better than Texas (2.8 million), Michigan State (3.2 million) and North Carolina (3.7 million),
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	which are much larger universities. In 2017-18, OU Daily had 4.5 million page views, which is likely to result in a higher standing among peers.
	Future Planning This standing among peer institutions validates our strategies to engage the university community in online content. We can use this data to increase our sales of online advertising and attract new customers.
	Measurement Web analytics data