



The UNIVERSITY of OKLAHOMA.

Student Affairs

2014
Assessment Report



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STUDENT AFFAIRS ASSESSMENT

Student Affairs

The mission of Student Affairs is to enhance the students' academic success by developing student skills, cultivating diverse, campus life experiences, and enriching the university community through programs and services. The following five key goals accomplish this mission:

1. Assist students in realizing their goals—academic, personal, and professional.
2. Provide diverse cultural experiences to the university community.
3. Offer programs that are designed to enhance the academic experience.
4. Create a safe, healthy environment in which students may live, study, socialize, and work.

Activities for students and events provided through the division of Student Affairs are designed and presented with purpose. Assessment is critical in maintaining the direction of activities and their correlation to the mission and goals of the division. “Without assessment, Student Affairs is left only to logic, intuition, moral imperative, goodwill or serendipity” (Upcraft & Schuh, 1996, p. 12).

The purpose of all Student Affairs assessment activities at the University of Oklahoma is to carefully examine the services and programs as they relate directly or indirectly to student learning. As Student Affairs professionals we have the unique opportunity to lead the evaluative efforts of student learning in all domains.

As a division, we utilize practical assessment (versus formal research) methods. “Through practical inquiry, practitioners gather data about a specific aspect of their work with the goal of determining appropriate next steps to improve that work” (Yousey, 2006, p. 23). Our work is grounded in sense-making and focuses on continuously learning about our students, services, and programs.

The Student Affairs Assessment Committee (SAAC) provided additional training developmental opportunities throughout the academic year. For the academic year 2013-2014, SAAC consisted of:

Becky Barker, Leadership and Volunteerism
Jimmy Do, Fitness and Recreation
Amy Davenport, Fitness and Recreation (chair)
Michael Giesecke, Oklahoma Memorial Union
Scott Miller, Health Services
Kathy Moxley, Women's Outreach Center
Erin Simpson, Housing and Food Services
Lizzy Tahsuda, Career Services

This year SAAC prioritized graduate student development around assessment. The committee hosted specific Graduate Assistant trainings for outcome development. The newly developed Graduate Development Series provided a session on assessment and how to utilize the *Assessment Playbook* in Student Affairs. SAAC also committed to providing various opportunities

for assessment feedback. Walk-In sessions were available for any Student Affairs staff member working on an assessment project to seek assistance.

The Assessment Report

This assessment report utilizes the six broad categories or domains that The Council for the Advancement of Standards (CAS) associates with learning outcomes. Within the model, each domain is further defined by dimensions, which are outlined below.

Knowledge Acquisition, Integration, Construction, and Application

Dimensions: 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: critical thinking; reflective thinking; effective reasoning; and creativity

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

Interpersonal Competence Dimensions: meaningful relationships; interdependence; collaboration; and effective leadership

Humanitarianism and Civic Engagement Dimensions: understanding and appreciation of cultural and human differences; social responsibility; global perspective; and sense of civic responsibility

Practical Competence Dimensions: 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

The following chart illustrates the distribution of learning outcomes across CAS Domains within Student Affairs.

Department	Knowledge Acquisition	Cognitive Complexity	Intrapersonal Development	Interpersonal Competence	Humanitarianism and Civic Engagement	Practical Competence
Career Services	x	x	x	x		x
Fitness and Recreation	x	x	x	x	x	x
Health Services	x	x	x	x	x	x
Housing and Food Services	x	x	x	x		x
Leadership Development and Volunteerism	x	x	x	x	x	
Oklahoma Memorial Union	x	x	x	x	x	x
OU-HSC Student Affairs	x	x	x	x	x	x
OU-Tulsa Student Affairs	x	x	x	x	x	x
SafeRide-Student Affairs	x	x	x		x	
Student Conduct	x	x		x		
Student Life	x	x	x	x	x	x
Student Media	x	x	x	x		x
Women's Outreach Center	x		x	x		

CAREER SERVICES

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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.

CAS Learning Domains							
Learning Outcomes	Measurement	CC	HCE	IC	ID	KA	PC
After attending the Sooner Showcase Career Fair, 73 percent of students indicated that they learned more about potential employers in their field than they knew before attending the event.	Survey	X				X	X
As a result of attending the Sooner Showcase Career Fair, 75 percent of students reported feeling more confident in their ability to network with employers.	Survey	X			X	X	X
Students who visited HIREsooner.com at least three times during the Fall 2013 semester were able to identify at least two resources available through Career Services.	Focus Group CSO Analytics					X	X
Students who visited HIREsooner.com at least three times during the Fall 2013 semester were able to describe at least one interviewing strategy to assist them in their job search process.	Focus Group CSO Analytics					X	X

Targeted Program Outcomes	Measurement	Results
Career Services will receive a “strongly satisfied” or “satisfied” rating from students regarding the number of employers that attended the 2013 Sooner Showcase Career Fair.	Survey	Of 91 students who responded to the survey, 82 percent indicated they were strongly satisfied or satisfied by the number of employers that attended the 2013 Sooner Showcase Career Fair.
Of students surveyed, 80 percent will indicate that they have used the HIREsooner Job Board to look for internship opportunities.	Survey	Eighty-five percent of 84 students surveyed stated they have used the HIREsooner Job Board to look for internship opportunities. Seventy-four percent of those students indicated that they have applied for at least one internship through this resource.
Eighty percent of students surveyed will report that they would recommend the HIREsooner Job Board to their friends looking for internships.	Survey	Eighty-six percent of 66 students who responded that they have used the HIREsooner Job Board to look for internships reported they would recommend the HIREsooner Job Board to their friends looking for internships.
Career Services will gain 400 new FOCUS2 users between August 1, 2013 and May 31, 2014.	FOCUS2 Analytics	Career Services had 480 new FOCUS2 users between August 1, 2013 and May 31, 2014.
Career Services will gain 1,000 logins on FOCUS2 between August 1, 2013 and May 31, 2014.	FOCUS2 Analytics	Career Services had 1,067 logins on FOCUS2 between August 1, 2013 and May 31, 2014.

In the Spotlight

Event: Workshops on YouTube

Program Outcome

The Career Services YouTube Channel will have 8,000 views of archived webinars/workshops over topics such as resume writing, professional dress, and behavioral interviewing.

Summary

Career Services offered approximately 60 live webinars and workshops, but student attendance was low. After talking with students and assessing how to increase attendance, it seemed that students were interested in the topics of the workshops and live webinars, but often had schedule conflicts or were too busy to attend them when they were offered. In an attempt to provide important career-related information to students on their own schedule, Career Services created the Career

Services YouTube Channel. The channel features 15 different online presentations that cover a variety of job search and professional etiquette topics. These online presentations are archived webinars/workshops that Career Services has hosted in the past that were uploaded for 24/7 viewing. The Channel was launched in April 2012 and has since had over 16,000 views.

Key Points

- The number of views on the Career Services YouTube Channel has increased by 171 percent from 2012-2013 to 2013-2014.
- The number of subscribers to the Career Services YouTube Channel has increased 54 percent from 2012-2013 to 2013-2014.
- The Career Services YouTube Channel has reached 71 likes and 40 favorites.

FITNESS AND RECREATION

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Mission Statement

Fitness and Recreation provides diverse programs, services, and educational opportunities to enhance the lifelong health and wellness of the university community.

CAS Learning Domains							
Learning Outcomes	Measurement	CC	HCE	IC	ID	KA	PC
Over 90 percent of AHA/ARC class participants successfully demonstrated lifesaving skills.	Class passing rates	X	X			X	
Over 80 percent of The Healthy Sooners Garden participants without gardening experience acquired basic knowledge of growing and maintaining a garden.	Observation, Participant Feedback	X	X	X	X	X	X
Upon completion of the Full Plate Living program, all participants better understood how to make healthier eating choices by using power foods.	Evaluations, Surveys				X	X	X
Over 95 percent of Om: Find Your Calm survey participants reported an increased overall awareness of their mind and body relationship.	Campus Labs survey				X	X	X
Most student employees for Fitness and Recreation identified at least one teambuilding and one conflict-resolving skill as a result of working for the department.	Observations and Employee Discussions	X		X		X	

Targeted Program Outcomes	Measurement	Results
Fitness and Recreation will provide internship opportunities for students throughout the 2013-2014 academic year.	Review of internship program, Departmental Reports	Five interns assisted Fitness and Recreation with administration and programming.
Fitness and Recreation will partner with at least three other University of Oklahoma departments and/or organizations.	Program Reports	Fitness and family programming was provided by Fitness and Recreation in collaboration with Student Government Association, OU Tennis Club, OU Graduate College, Sam Noble Oklahoma Museum of Natural History, Women's Outreach Center, OUPD, and Healthy Sooners.
Fitness and Recreation will expand their outreach to faculty, staff, and students by 10 percent through utilizing social media platforms Facebook and Twitter.	Yearly comparison data of Facebook Likes and Twitter Followers	Facebook Likes increased from 769 to 1,309 between September 1, 2013 and June 1, 2014. The number of Twitter Followers increased from 363 to 838 between September 1, 2013 to June 1, 2014. The overall increase was 90 percent.
At least two programs put on by Fitness and Recreation will focus on different types of fitness.	Program Reports	What's All That Racquet?: Tennis Night, Get Outta Dodgeball Tournament, and Om: Find Your Calm were specifically designed to provide diverse fitness experiences and opportunities for the OU community and targeted tennis, dodgeball, and yoga for fitness.
Fitness and Recreation will increase the number of AHA/ARC participants as a result to offering courses to the university community and partnering with the Health Sciences Center academic programs.	Class Rosters	AHA/ARC participants increased by 7 percent from 2012-13 to 2013-14, from 354 to 382 participants.

In the Spotlight

Event: Lifesaving Skills Training Courses

Learning Outcome

Over 90 percent of AHA/ARC class participants successfully demonstrated lifesaving skills.

Program Outcome

Fitness and Recreation will increase the number of AHA/ARC participants as a result to offering courses to the university community and partnering with OU Health Sciences Center academic programs.

Summary

Over the course of the 2013-2014 academic year, Fitness and Recreation offered training in CPR, AED, First Aid, and Basic Life Support from the American Heart Association at the Huston Huffman Fitness Center and American Red Cross classes through the Murray Case Sells Swim Complex. Courses were once again offered to members of the OU community, as well as to the general public.

In addition to continuing training of employees and staff in Fitness and Recreation, departments and colleges from both the Norman and OU Health Sciences Center campuses took part in training sessions. Sixty-one American Heart Association (AHA) classes were taught to 382 students between July 1, 2013 and June 30, 2014. Further, the Department of Risk Management designated Fitness and Recreation as the on-campus training facility for AHA/ARC classes. These classes help members of the OU community achieve professional goals by teaching them this basic life saving skill.

Key Points

- Fitness and Recreation achieved a 100 percent pass rate for classes offered (382 participants passed out of 382 total participants).
- The number of AHA/ARC participants increased from the previous year by 7 percent.

HEALTH SERVICES

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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.

CAS Learning Domains							
Learning Outcomes	Measurement	CC	HCE	IC	ID	KA	PC
100 percent of psychology interns increased their sense of professional competence at the completion of the training program and were prepared for full-time professional employment.	Observations and Surveys	X	X	X	X	X	X
After attending the peer education training, 100 percent of peer educators had the requisite knowledge to facilitate campus alcohol education workshops.	Observations and Surveys	X		X	X	X	X
The Healthy Holidays program resulted in 100 percent of participants being able to identify 2 or more strategies for healthy snacking during the holidays.	Observations and Self-Reports	X				X	

Targeted Program Outcomes	Measurement	Results
Health Services will increase awareness of services offered and communicate health information by increasing followers on social media (Facebook and Twitter).	Social media feedback and use statistics	Facebook Likes increased from 980 to 1200 between 8/1/13 to 6/30/14. Number of Twitter Followers increased from 490 to 720 between 8/1/13 to 6/30/14.

Health Services will improve the appointment check-in process and reduce appointment wait time by using new self check-in technology.	Self-Reports	Ninety-eight percent of patients believed the self check-in technology improved the check-in process and reduced wait times.
Student assistant positions will provide undergraduates with valuable work experience in the health care field and prepare them for graduate school. Positions will be offered in the Pharmacy, Health Promotion and Medical Financial Services.	Number of student assistants and Interviews	Fifteen students worked for Health Services and all reported they received valuable work experience and were more prepared for graduate studies.

In the Spotlight

Event: Student Assistant Training Program

Program Outcome

Health Services will provide valuable training experience in the health care field for undergraduate students.

Summary

Health Services offered 15 student positions during the previous academic year. Student positions were available in the Pharmacy, Health Promotion and Financial Services departments. These opportunities allowed these students to apply information they learned in the classroom and provided them with applicable work experience. Students in the Pharmacy learned the process of maintaining inventory, communicating with both providers and patients, and gained experience with insurance billing and patient payment. Those working in Health Promotion learned to prepare, execute, and evaluate various health education programs. Finally, the students that worked with Financial Services learned about medical billing, account reconciliation, and health center financial controls.

Key Points

- All students who participated in these training experiences reported receiving valuable real-world experience, believed they received quality supervision, and saw themselves as being better prepared for advanced education.

HOUSING AND FOOD SERVICES

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Mission Statement

We bring life to the university community.

CAS Learning Domains							
Learning Outcomes	Measurement	CC	HCE	IC	ID	KA	PC
As a result of the Talent and Organizational Development New Employee Orientation courses and onboarding process, new employees were retained over a six month period at 13 percent higher rate than the previous six months.	Human Resources Document Analysis					X	X
Graduate Resident Directors completed an eight session Student Affairs Competency seminar series and were able to articulate an understanding of the ACPA/NASPA Student Affairs Competencies.	One-on-one interviews	X				X	X
Resident Advisers hosted 2,863 intentional interactions with residents, contributing to a statistically significant increase in residential perceptions of Residence Life overall program effectiveness.	Portfolios, document analysis			X	X		
Residence Life showed a statistically significant increase in resident satisfaction with hall staff as a result of an increase in student specific programming, intentional interactions, and a focus on individual students.	Surveys			X	X		

Targeted Program Outcomes	Measurement	Results
Talent and Organizational Development (TOD) will create new departmental training programs focusing on leadership, management and supervision, and the core purpose of Housing and Food Services.	Document analysis	TOD hosted over ten training sessions throughout the academic year including training all Food Service Supervisors and hosting the 2nd Annual State of the Department for over 300 full time employees.
Housing Operations will create and build a new platform within recently purchased housing software to maximize efficiency throughout all operations related processes, including housing assignments.	Observations, document analysis	Housing Operations sent over 5,400 housing assignments to on-campus residents with only a five percent residential concern rate.
Marketing and Communication will increase Housing and Food Services' social media presence, specifically followers on Facebook and Twitter, by 50 percent in order to better communicate with residents and other campus stakeholders.	Review of social media accounts	The Campus Dining and Housing and Residence Life Facebook pages received a combined total of 20,450 likes on posted photos, videos and statuses over the past year, an increase of approximately 109 percent.
Housing and Food Services Facilities team will maintain safe, clean, and enjoyable living spaces across all communities.	Software review	From May 2013 to May 2014, Housing and Food Services generated 16,740 maintenance and housekeeping requests and was able to respond to 100 percent of them.
Food Services will increase visibility and shared partnerships across campus through serving campus stakeholders as well as on-campus residents.	Micros tracking system	Catering held 5,000 events across campus, Concessions (football) saw two of the top five all game sales ever achieved in the fall.

In the Spotlight

Event: Applaud Employee Recognition Program

Learning Outcome

Housing and Food Services employees will be able to identify peers who enact the core purpose and values of Housing and Food Services and articulate the ways those employees have impacted their area of the department.

Program Outcome

Housing and Food Services will create an employee recognition program that emphasizes the core values and purpose of Housing and Food Services.

Summary

Recognition is an important part of any work culture, and OU Housing and Food Services offered an all-new program for spring/summer 2014. Applaud focused on congratulating a colleague for a job well done as guided by the departmental Core Values via a simple online form. The program was created by the Employee Advisory Committee (EAC) using the feedback gathered in the 2012-2013 Employee Satisfaction Survey.

Key Points

- 108 Applaud Nominations were received between February 2014 and July 2014, with more than 25 people receiving a tangible prize in addition to the Applaud Nomination.
- Efforts shifted from Directors voting on a quarterly winner from Housing and Food Services to peers at any level nominating any other employee from all parts of the department.
- The Applaud Nominations were transitioned from paper form to electronic form.
- Current program incorporates Employee Advisory Committee members, Talent and Organizational Development Team members, individual being nominated and that individual's immediate supervisor or manager. The previous program incorporated Manager and Director.

HSC STUDENT AFFAIRS

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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.

CAS Learning Domains							
Learning Outcomes	Measurement	CC	HCE	IC	ID	KA	PC
Ninety percent of prospective students in attendance at OUHSC Preview Day were able to identify health professional career options available on the OUHSC campus.	Survey	X				X	X
Following participation in the SGA Leadership Lunch Series, 100 percent of respondents were able to describe the significance of professional conduct in a social setting as it relates to a professional career.	Observations, Survey			X	X	X	X
Eighty percent of students participating in What's on Wednesday (WoW) increased awareness of services available on the OUHSC campus.	Survey			X		X	
As a result of participation in HSC Sooner Safety Week, 87 percent of attendees were able to identify safety resources on campus.	Observation, Survey	X	X	X		X	
Students who attended the SGA Student Leadership Retreat were able to define their role as a leader on the HSC campus.	Surveys, Observations		X			X	X

Targeted Program Outcomes	Measurement	Results
Through increased marketing of online reservation system and available space, there will be a 10 percent increase in utilization of meeting space in the DLB Student Union.	Reservation Software Data Analysis	The Union had a total of 980 bookings for Academic Year (AY)13, up 15 percent from AY12's 828 bookings.
HSC Read and Lead will distribute 80% of books during a two week sign up period for each session.	Document Analysis	100% of HSC Read and Lead books were distributed in each of the four sign up periods in AY13.
HSC student utilization of Optimal Resume services will increase by 10 percent in AY13 by implementing a comprehensive social media marketing plan.	Document Analysis	As of the spring semester, student accounts have increase from 627 to 750 accounts.
Intramural Sports will increase participation by 5 percent through expansion of single day sporting events.	Document Analysis	With the addition of six single day sporting events, AY13 reflected a 14 percent increase in overall IM Sports participation.

In the Spotlight

Event: OUHSC Preview Day

Learning Outcomes

Following participation in OUHSC Preview Day, prospective students were able to identify Health Professional Colleges available on the OUHSC campus.

As a result of participation in OUHSC Preview Day, prospective students understood the academic process of pursuing a health career.

Following participation in OUHSC Preview Day, prospective students were comfortable with who and how to contact OUHSC representatives.

Program Outcome

OUHSC Preview Day attendance will include students from each of the multicultural groups advised through the Office of Student Life.

Summary

HSC Preview Day, a new program hosted on Norman campus, represents collaboration across the Division of Student Affairs in service to prospective OU Health Sciences Center students. HSC

Student Affairs worked with Student Life, including multicultural communities, to attract a diverse student population. HSC Preview Day was attended by more than 60 Norman campus students who interacted with current health students and admission representative from each of OU's seven health professional colleges. The collaboration yielded attendance from many of the multicultural groups including African American Student Life, American Indian Student Life, Asian American Student Life and Latino Student Life. The program was an initial effort in a series of recruitment events designed to enable students in a successful transition to the OU Health Sciences Center.

Key Points

- More than 60 prospective students interacted with current OUHSC health professional students, staff and faculty.
- Every student who attended the event reported a better understanding of the academic process of pursuing a health career following the event.
- Admission representatives from each of the seven OUHSC health professional colleges attended the event as round table hosts.
- Ninety-four percent of students who attended reported the ability to identify health professional colleges available on the OUHSC campus.

LEADERSHIP AND VOLUNTEERISM

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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. L&V activities help students further develop their leadership skills, assist with personal growth through student learning, and connects students to volunteer opportunities in the local community and beyond. L&V additionally serves as the liaison to the Sooner Parents organization and provides communication pieces for all OU parents. Engaging the department academically also serves the OU community. The director is an adjunct assistant professor in Adult and Higher Education in the College of Education and Administrative Leadership in the College of Liberal Studies.

CAS Learning Domains							
Learning Outcomes	Measurement	CC	HCE	IC	ID	KA	PC
Via Strengthsfinder 2.0, President's Community Scholars (PCS) students identified one or more of their personal leadership strengths and how these strengths influenced their leadership.	Campus Labs Survey			X	X		
Sooner Service Saturday participants were able to describe the significance of community engagement through meaningful service projects.	Campus Labs Survey		X	X	X		
Through their membership in PCS, students identified with at least one service initiative or non-profit organization throughout the year.	Campus Labs Survey		X	X	X		

At least 90 percent of the Leader Summit survey respondents were able to discuss at least one lesson learned from their conference experience.	Campus Labs Survey	X					X	
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Targeted Program Outcomes	Measurement	Results
PCS will retain 93 percent of its members after one academic year.	Verify enrollment	96 percent of members were retained through May 2014.
85 percent of PCS members will participate in Big Event 2014.	Verify attendance	81 of 100 PCS members participated in Big Event 2014.
Sooner Service Saturdays will provide diverse community service programs at least two times per semester.	Verify by calendar and promotional materials	Sooner Service Saturdays were held two times in the fall (Habitat for Humanity and Regional Food Bank) and twice in the spring (OKC Zoo and YMCA Healthy Kids Day).
Leader Summit 2014 will maintain registration of over 330 students.	Verify registration records	357 students registered for Leader Summit 2014.
Leadership and Volunteerism will work collaboratively across campus to bring Kevin Carroll and his exhibit to campus.	Verify funds raised and promotional materials	Leadership and Volunteerism secured sponsorships across campus and a partnership with the Sam Noble Oklahoma Museum of Natural History to host Kevin Carroll and The Art of Sport + Play exhibit that started in October 2013 and lasted through January 2014. Kevin Carroll has returned twice since his original visit for additional programs.

In the Spotlight

Event: Kevin Carroll: The Art of Sport + Play

Program Outcome

Leadership and Volunteerism will work collaboratively across campus to bring Kevin Carroll and his exhibit to campus.

Summary

During fall 2013, L&V partnered with the Sam Noble Oklahoma Museum of Natural History to host Kevin Carroll's The Art of Sport + Play exhibit. Campus-wide sponsorships with OU Athletics Department, IT, Alumni, and Enrollment and Student Financial Services allowed Carroll's message to be heard across campus and beyond. Events surrounding "We All Speak Ball" included: Red Ball Blitz where 1,018 red balls were placed on the south oval representing the date of the opening, October 18th; outreach to the OKC Thunder, an exhibit community partner; programs with 300+ OU student athletes and all 8th graders in Norman Public Schools; and opportunities for sponsoring campus departments, students, and staff across campus to meet, hear, and visit with Kevin through presentations and the Read & Lead program.

Over 800 sports balls were collected/donated to elementary schools in Moore, middle schools in Norman, and the Boys & Girls Club of Oklahoma County. Carroll also returned for Leader Summit, TEDxOU, OU class visits and outreach programs for CCFI, and the Loveworks after school program.

Key Points

- A partnership on campus with the museum charted new territory.
- The outreach and impact of this program reached further than originally expected.
- Since his second visit, Carroll has already returned to work with two additional departments.

OKLAHOMA MEMORIAL UNION

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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.

CAS Learning Domains							
Learning Outcomes	Measurement	CC	HCE	IC	ID	KA	PC
Students identified the Oklahoma Memorial Union as a place they can go to experience out-of-classroom activities.	Program Reports, Union Pedestrian Counts, and Room Rental Records					X	
As a result of attending AED and CPR training, union maintenance crews were able to operate lifesaving AED devices located in the Union and administer CPR.	Tests		X			X	X
After serving on the Union Programming Board Executive committee, 90 percent of participants felt that they are able to better plan a program, and 82 percent increased their understanding of emotional intelligence.	Pre/Post Test	X		X	X	X	X
As a result of participating in member leadership retreats, UPB general members were able to identify personality strengths and how to apply them in leadership practices.	Surveys	X		X	X	X	

After attending a Union Programming Board member meeting, participants were able to demonstrate an understanding of the core values and the organizational mission.	Observations, Surveys					X	X
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Targeted Program Outcomes	Measurement	Results
The Oklahoma Memorial Union will serve as a superior Oklahoma wedding venue.	Document Analysis and Surveys	The union saw a 39 percent increase in wedding clients during FY14 and received the TheKnot.com and Wedding Channel's "Best of Weddings" award based on customer reviews for the second consecutive year—only a few businesses in the state received this honor.
The Oklahoma Memorial Union staff will provide a high level of customer service and satisfaction to clients booking events in the union.	Surveys	93 percent of customers surveyed after their events indicated they "were satisfied" to "highly satisfied" with the service provided by the union reservations team.
The Union Programming Board will increase the number of co-sponsored events by 10 percent allowing more student groups to host events on campus.	Document Analysis	The Union Programming Board increased the number of co-sponsored events by 17 percent.
75 percent of Union Programming Board Event attendees will rate events as superior.	Surveys	81 percent of students, who indicated that they had attended UPB events, rated the event quality as superior.
The Union Programming Board will increase the total annual attendance at UPB events by 10 percent.	Document Analysis	78,500 people attended the Union Programming Board's 385 events and activities during the 2013-2014 Academic Year—9 percent increase from the previous academic year. Though the goal of 10 percent was not met, there was still a substantial increase in event attendance.

In the Spotlight

Event: Must Stay Weekend Concert Series

Program Outcome

The Must Stay Weekend concert series will expand to a yearlong program and will increase student participation in the planning process.

Summary

Must Stay Weekend concert series hosted a large-scale concert in each of the summer, fall, and spring semesters of the 2013-2014 Academic Year. All three concerts were held on the East Lawn of the Oklahoma Memorial Union and were free to all attendees, with the underlying mission being to keep students on campus during the weekend. A concerted effort was made to make each show a different genre of music in order to appeal to the diverse student body. Together, the three concerts were able to have many different campus departments involved and had over 16,000 attendees.

The approach to the Must Stay Weekend concert series by organizing groups of Campus Activities Council, Union Programming Board, and OU Summer Session serves as a model for collaboration and student-run programming. The number of students helping to plan the concert rose from under 10 in the previous academic year to over 50 for each concert in 2013-2014. Students involved in the planning aspect of Must Stay Weekend were able to create a great event and in doing so were able to create a greater sense of ownership in their university.

Key Points

- Must Stay Weekend total attendance was over 16,000 throughout the academic year.
- Student participation on the planning side increased by 500 percent.
- Must Stay Weekend hosted a variety of musical acts from different genres to broaden appeal across campus.

OU-TULSA STUDENT AFFAIRS

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Mission Statement

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

CAS Learning Domains							
Learning Outcomes	Measurement	CC	HCE	IC	ID	KA	PC
As a result of participating in a Welcome Week activity, at least 9 out of 10 students reported that they were more informed about available Student Affairs services than they were prior to participating.	Surveys		X	X		X	
As a result of attending a Career Services presentation, students learned how to modernize their resume while still coming across as a professional and qualified applicant.	Surveys	X			X	X	X
As a result of the partnership with the Center for the Creation of Economic Wealth (CCEW) at OU-Tulsa, students gained insight into the skills that Tulsa-area employers are most interested.	Surveys			X	X	X	X

Targeted Program Outcomes	Measurement	Results
OU-Tulsa Student Affairs will achieve at least a 90 percent level of satisfaction regarding the Student Affairs portion of the New Student Orientation Session.	Surveys	A 96 percent satisfaction rate achieved for the combined Student Affairs, Student Health, and Student Counseling Services portions of the new student orientation sessions.
Student attendance at Career Services presentations in spring 2014 will increase by at least 50 percent, compared to spring 2013.	Observations, Document analysis	Workshop attendance increased 183 percent when comparing spring 2014 to spring 2013.
With steady student enrollment numbers, Student Health will increase student visits to the Clinic by 10 percent compared to the previous year.	Observations, Document analysis	Student Health registered 1,005 student visits during the 2013-2014 academic year, compared to 876 visits the previous year, marking nearly a 15 percent increase in use.
Student awareness of access to free (after paying Health Fee) basic health services in the Student Health Clinic increased by 15 percent when compared to the previous year.	Surveys	Seventy-two percent of OU-Tulsa students reported knowledge of free access to basic health services through the Student Health Clinic, an increase of 23 percent compared to 2012-2013.
The percentage of eligible students participating (percent of those actually walking versus eligible graduates) in the OU-Tulsa Convocation in May 2014 increased by 10 percent.	Document Analysis	In May 2014, 77.8 percent of OU-Tulsa graduates walked at Convocation, compared to only 56.4 percent in May 2013, an increase of 21.4 percent.

In the Spotlight

Event: Revitalization of Career Services Programming and Accessibility

Learning Outcomes

- 1) As a result of attending a Career Services presentation, students will learn how to modernize their resume while still coming across as a professional and qualified applicant.
- 2) As a result of the partnership with the Center for the Creation of Economic Wealth (CCEW) at OU-Tulsa, students will gain insight into the skills that Tulsa-area employers are most interested.

Program Outcomes

- 1) Student attendance at Career Services presentations in spring 2014 increased by at least 50 percent, compared to spring 2013.

- 2) Student awareness of one-on-one career consultation availability (for resume and cover letter reviews, mock interviews, and job search tips) increased by 10 percent, compared to previous year.

Summary

In January 2014, OU-Tulsa Student Affairs began revamping Career Services programming. These initiatives included the creation of relevant new workshops, collaboration with academic departments to meet the specific needs of students in different degree programs, and an increased focus on creative marketing of career-focused programs and events. All of these initiatives were launched as a result of a new full-time hire in the department and a renewed departmental emphasis on Career Services.

In just one semester, 49 students attended specialized degree-specific career development programs, and 29 students took advantage of resume reviews and other one-on-one career consultation services. A new workshop series was introduced beginning in February 2014, centered on networking and job search strategies; all other existing workshops were revamped with new material and insight, aided by the partnership established between Student Affairs staff and the Tulsa branch of the OU Center for the Creation of Economic Wealth (CCEW). Overall, OU-Tulsa Student Affairs saw a 183 percent increase in attendance at spring 2014 career services presentations (compared to spring 2013).

Key Points

- Student feedback: "Thank you again for having the networking event. I found it very helpful, especially as I am beginning to brave the networking world." - Education PhD student at OU-Tulsa
- Student feedback: "The resume workshop was a really good fire-starter. You had some very new and practical pieces I want to put in my resume." - Organizational Dynamics Masters student at OU-Tulsa.

SAFERIDE – STUDENT AFFAIRS

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Mission Statement

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

CAS Learning Domains							
Learning Outcomes	Measurement	CC	HCE	IC	ID	KA	PC
OU students demonstrated making smart and safe decisions by choosing SafeRide rather than driving.	Survey	X			X	X	
By using the OU SafeRide program, students understood the purpose of the program and recommended it to a friend.	Survey, Observation, Self-Reports	X	X			X	
As a result of OU students utilizing the SafeRide program, they reported they feel "safe" when taking an OU SafeRide.	Survey, Observation, Self-Report	X				X	

Targeted Program Outcomes	Measurement	Results
OU SafeRide will increase its ridership by at least five percent for 2013-2014.	Document Analysis, Tracking Statistical Data	Through tracking statistical data and document analysis, SafeRide increased its ridership by over nine percent.

In the Spotlight

Event: OU SafeRide Program

Learning Outcomes

OU students demonstrated making smart and safe decisions by choosing SafeRide rather than driving. Further, many students reported referring friends to the program as they felt “safe” using it themselves.

Program Outcome

OU SafeRide will increase its ridership by at least five percent for 2013-2014.

Summary

SafeRide was implemented in the Fall of 2004 to provide OU students with safe, free, and confidential taxi transportation anywhere within the Norman city limits. Students may pick up three vouchers each week. Each voucher provides students (and their friends) with a free ride to any one destination located within the city limits on Thursday, Friday, and Saturday evenings 10:00 p.m. to 3:00 a.m.

In 2004, when SafeRide was implemented, the program transported over 3,400 riders*. Today, in FY2014, SafeRide transported 44,200 riders* signifying major growth, popularity, and proficiency during the past 10 years. In October 2013, SafeRide experienced its highest, single month total in 10 years, providing transportation to over 5,300 riders*, and again in April 2014 with over 5,200 riders*.

The University of Oklahoma's SafeRide program is unique in the service it offers. Unlike other universities that rely on student volunteers and fundraising, limited transportation routes, or a cost to students, OU SafeRide is fully funded by the President's Office, coordinated by the Student Affairs administration, and offers transportation throughout the entire city of Norman, OK. Further, the University allows non-students to take advantage of the service when riding with a currently enrolled OU student, another characteristic that separates OU SafeRide from the rest.

Key Points

- Approximately 61 percent of survey respondents reported being moderately to very satisfied with the SafeRide program.
- Eighty percent of the respondents said they would recommend SafeRide to a friend.
- Approximately 68 percent said the process to pick up vouchers is fast and easy.
- Sixty-three percent strongly agreed feeling safe when using SafeRide.
- These are wonderful statistics considering the majority of users that responded to the survey were 21 and older and lived off-campus.

*The term "riders" includes students and non-students as well as repeat passengers.

STUDENT CONDUCT

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Mission Statement

The mission of Student Conduct is to develop and enforce standards of conduct through educational experiences that foster student learning and development, while maintaining retention.

CAS Learning Domains							
Learning Outcomes	Measurement	CC	HCE	IC	ID	KA	PC
After completing eCheckup to Go, 93 percent of students were able to identify 2 ways to lower the negative effects of alcohol consumption.	Student Voice Survey and eCheckup to Go responses					X	
As a result of the Student Conduct process, 98 percent of students better understood the implications of poor decision-making on their future success as a student.	Student Voice Survey and Reflection Paper	X		X			
As a result of the Student Conduct process, 82 percent of students were more likely to challenge the dangerous, uncivil or unjust behaviors of others.	Student Voice Survey					X	

Targeted Program Outcomes	Measurement	Results
Seventy percent of charged students will agree that the sanctions issued through the student conduct process are proportionate to their alleged violation.	Student Voice Survey	Sixty percent of students sanctioned by Student Conduct agreed that their sanctions were proportionate to their violation, while thirteen-percent were indifferent.
Eighty percent of charged students will report that the student conduct process is fair and reasonable.	Student Voice Survey and open-ended comments	Seventy-five percent of students sanctioned by Student Conduct reported that the process was conducted fairly, while eleven percent were indifferent.

Seventy percent of charged students will agree that the student conduct process will positively influence their future behavior choices as a student.	Student Voice Survey	Seventy-nine percent of students sanctioned by Student Conduct agreed that the process positively influenced their future behavior choices.
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In the Spotlight

Event: Student Conduct Meetings

Learning Outcome

As a result of the student conduct process, 98 percent of students understood the implications of poor decision-making on their future success as a student.

Summary

Students charged under the University’s Student Code must meet with a Student Conduct caseworker to discuss Code violations. In addition to discussing the current violation, the caseworker engages the student in critically thinking about the future implications of their behavior, not just the immediate consequences.

The purpose of helping students recognize the future consequences of engaging in prohibited conduct is to improve retention by preventing activities that are not conducive to learning and could lead to suspension (academic or conduct related) or expulsion, thus preventing or prolonging graduation.

At the conclusion of last year's assessment period, only 75 percent of students reported understanding the negative implications of poor decision-making on their future success. Over the past year, Student Conduct made coordinated efforts between caseworkers to send students a consistent message about the detrimental effects of making poor choices on their future success. As a result, recognition of the impact between behavior and future success by students has risen by 23 percent since the last reporting period.

Key Points

- Ninety-eight percent of sanctioned students, as a result of their involvement with the student conduct process, understand the importance of personal and academic integrity.
- Ninety-four percent of sanctioned students, as a result of the student conduct process report they will be less likely to violate the Student Code in the future.
- Seventy-eight percent of sanctioned students reported that their experience with the student conduct process will positively influence their future behavior choices.

STUDENT LIFE

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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.

CAS Learning Domains							
Learning Outcomes	Measurement	CC	HCE	IC	ID	KA	PC
After serving as officers in the Hispanic American Student Association and the Asian American Student Association, 100 percent of respondents felt more confident in setting meaningful goals.	Pre/Post Test and Interviews	X			X	X	X
Transfer Leadership Class students were able to list all five of their StrengthsFinder strengths and explain the usefulness of the Student Leadership Inventory.	Surveys and Self-Reports	X			X	X	X
As a result of participating in Campus Activities Council, 100 percent of General Council members felt more confident in their leadership abilities.	Pre/Post Test and Interviews	X	X		X		X
As a result of participating in OU Cousins, 69 percent of international students stated they had created "meaningful personal relationships at OU"—a 9 percent increase from the previous year.	Surveys			X	X		X
As a result of participating in summer programs, students engaged in activities promoting a healthy lifestyle.	Surveys, Self-Reports						X

Targeted Program Outcomes	Measurement	Results
OU Summer Session will increase the number of participants enrolled in summer classes by 5 percent in the 2013 session.	Document Analysis, Observations	OU Summer Session reached a total of 15,002 students who enrolled in classes during summer 2013—a 14 percent increase from summer 2012.
African American Student Life will recognize more students for their individual and academic efforts.	Document Analysis, Observations	African American Student Life combined its annual recognition banquet and graduation celebration and attracted over 400 attendees. There was a 15 percent increase in award applications for individual and academic awards.
Attendance at the Day of the Dead Street Festival will increase by 20 percent.	Document Analysis, Observations	1,100 people attended the 2013 Day of the Dead Festival—a 38 percent increase from the previous year.
OU Cousins will enhance the ability of program participants to communicate effectively across a diverse gathering of students.	Surveys	As a result of participating in the OU Cousins program, 61 percent of participants believe they have improved their ability to communicate with individuals of differing cultures and backgrounds.
Campus Activities Council Soonerthon will increase participation and increase the total funds raised by 20 percent.	Document Analysis	Over 2,100 students participated in Soonerthon this year, which was an increase of 300 students. These participants raised \$318,711—a 62 percent increase from the previous year.

In the Spotlight

Event: Latinas Without Borders (LWB)

Program Outcome

By changing the structure of the Latinas Without Borders conference to include high school males, attendance will increase by 50%.

Summary

The Latinas Without Borders Conference began in 2011, with a goal of bringing 50 Hispanic females from Oklahoma City to the Norman campus for a day of college preparatory workshops and information sessions. This year, LWB successfully restructured its programming and target audience, inviting high school males to attend for the first time in program history. Held in April, more than 200 students participated in this one-day conference. In addition to hearing from nationally recognized poets and inspirational speakers, attendees met OU staff, faculty, and students who helped to demystify the college experience.

Key Points

- One participant shared, "This is the best conference to date. Everything was so powerful and inspirational."
- Latino/Hispanic students consisted the largest and fastest growing, under-represented group on campus.
- Latinas Without Borders was one of more than ten large-scale annual programs hosted by Student Life to ensure that Latino students feel celebrated, included, and comfortable on OU's campus.

STUDENT MEDIA

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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.

CAS Learning Domains							
Learning Outcomes	Measurement	CC	HCE	IC	ID	KA	PC
The Oklahoma Daily increased learning opportunities in the fall and spring pre-semester training sessions, conducting a record 43 individual training sessions and hosting nine industry professionals as guest trainers.	Observations, self-reports.	X	X	X	X	X	X
Based on an expanded training syllabus, more than 90 percent of The Oklahoma Daily's student editors said they were better able to train and manage their peers to successfully produce the newspaper and website.	Quiz, observations, interviews.			X	X		X

Targeted Program Outcomes	Measurement	Results
The Oklahoma Daily's ESCAPE entertainment publication will expand to a weekly offering with sufficient advertising to make it self-sustaining.	Observations, document analysis.	ESCAPE successfully transitioned to weekly publication, but advertising revenue was not sufficient to cover the publication's expenses.

The Oklahoma Daily will increase its visibility on campus by installing seven outdoor kiosks, in partnership with a national advertising vendor.	Observations, pre/post test.	Seven kiosks were installed across campus, and pickup rates of the papers within approached 100 percent in the summer.
Sooner yearbook will raise its national profile by strategically entering national contests measuring excellence.	Peer evaluations, observations, self-reports.	Sooner won the Gold Crown award for overall excellence from the Columbia Scholastic Press Association, one of only four university yearbooks so named. It received the third-highest number of individual honors in the accompanying Gold Circle awards.

In the Spotlight

Event: Weekly publication of ESCAPE

Program Outcome

Student Media will increase the frequency of the bi-monthly entertainment publication ESCAPE to weekly while generating enough advertising revenue to make the publication self-sustaining.

Summary

Student Media successfully transitioned ESCAPE from bi-monthly publication to weekly publication over the fall and spring semesters. Nine issues of ESCAPE were published in the fall (alternating with "In the Huddle" on home football weeks), and 15 were published in the spring. Reader feedback has been positive. Advertiser interest in the fall was high, although interviews indicated discomfort and confusion over the alternating nature of ESCAPE and "In the Huddle" in the fall. Advertiser interest in the spring was softer, focused on certain key themed issues. Printing cost for ESCAPE was \$27,007 and advertising revenue was \$38,172; however, the margin should have been higher to cover the publication's share of Student Media's fixed costs. The effort provides Student Media substantial information to act on for 2014-15. ESCAPE's marketing profile will rise as "In the Huddle" is folded into ESCAPE, so ESCAPE can publish on a purely weekly basis in the fall. Student Media will also substitute ESCAPE for The Oklahoma Daily's normal edition on Fridays, positioning the publication face-up in every one of The Daily's 100-plus racks across campus. And the student staff will organize more issues around themes that are likely to attract advertiser interest.

Key Points

- Reader feedback continues to indicate substantial appetite for an entertainment-themed publication.
- Advertising revenue was 141 percent of printing costs, but a higher margin is desirable and possibly attainable if advertiser concerns are addressed.

WOMEN’S OUTREACH CENTER

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Mission Statement

The Women’s Outreach Center (WOC) empowers and advocates with and on behalf of women for their safety, wellness, and equality. The center helps all students reach their full potential and explore new perspectives by offering a wide-range of programs that focus on issues that disproportionately impact women including violence against women, LGBTQ programs, wage equity workshops, and breast health awareness.

CAS Learning Domains							
Learning Outcomes	Measurement	CC	HCE	IC	ID	KA	PC
On post-session evaluations, 96% of participants in One Sooner training reported that they were likely to intervene if someone is at-risk for sexual misconduct.	Post-Test			X			
After completing One Sooner training, 92% of participants reported feeling better prepared to start conversations about sexual misconduct as evidenced through post-session evaluations.	Post-test			X		X	
Using pre and post-test tools, participants in the Start Smart workshop self-reported an increase in their confidence negotiating their first salary from 17% on the pre-test to 90% on the post-test.	Pre/Post Test				X	X	
Of the first-year students completing the post-session evaluation for Step in, Speak out, 97% correctly identified the signs of incapacitation.	Post-Test					X	

On the post-session evaluation, 87% of students in the Resident Advisor class reported feeling like they had resources to offer a resident who sought them out as an ally.	Post-test					X	
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Targeted Program Outcomes	Measurement	Results
The Women’s Outreach Center will serve 4,500 students with peer education.	Outreach Tracker	In 2013-2014, 4,500 students participated in peer education programs covering topics such as sexual assault prevention, healthy relationships, safer sex, and LGBTQ allies.
The Women’s Outreach Center will Create a social justice symposium highlighting the research and knowledge base of students at the University of Oklahoma.	Observation and Outreach Tracker	Sooner Mosaic: Social Justice Symposium reached 140 attendees from the campus and local community by providing 24 student presentations addressing research and issues of social justice.
The Women’s Outreach Center will utilize current research from the field to launch a new sexual misconduct training for student leaders.	Outreach Tracker and Observation	One Sooner Can Make a Difference targets student leaders with information about using their influence and credibility to change the social norms on campus. 560 student leaders attended One Sooner training in 2013-14.
Ally programs will train 900 staff, students, and faculty on LGBTQ cultural sensitivity and inclusiveness.	Outreach Tracker	Ally programs served 740 students, staff and faculty through Sooner Ally, Greek Ally, RA Ally, Medical Ally, and Faculty Ally.

In the Spotlight

Event: Sooner Mosaic Social Justice Symposium

Program Outcome

Create a social justice symposium highlighting the research and knowledge base of students at the University of Oklahoma.

Summary

In its inaugural year, Sooner Mosaic: Social Justice Symposium gave a voice to 24 student presentations, over topics that reached across the wide spectrum of social justice issues, and two keynote speakers who addressed the changing climate of social justice over several generations.

Presentation topics included: The Impacts of Religious Freedom on Social Justice Issues, Ableism 101, Are Veterans' Issues Social Justice Issues?, and Examining Sustainability Perceptions Among College Students in the United States. Over 140 people within the University and Norman community attended the symposium which allowed them to challenge the origins of oppression and inequality, empower their ability to exercise their own voices, and encouraged them to realize their full potential through education. Sooner Mosaic will continue to build social solidarity and foster collective action, as we celebrate the voices of our fellow Sooners and pioneers of our global community.

Key Points

- 140 participants attended the symposium
- 24 student presentations took place
- 92 percent of those completing the evaluation reported a better understanding of social justice