2013 Goals – Student Activities

Results

1) Increase the number of student organization advisors connected to CollegiateLink to at least 75% by conducting two trainings and an “enrollment campaign”.

**Outcome:** Conducting training sessions did not prove effective due to the busy schedules advisors and students maintain, as well as the logistics of scheduling sessions. However, the goal was achieved through direct outreach to advisors using emails and phone calls. However, CollegiateLink is a cumbersome, non-intuitive program. Accordingly, both students and advisors tend not to use it. The Student Activities Office has committed to using the system another year. During the coming year, LiveText will be evaluated as an alternative, working in conjunction with the Office of Planning and Institutional Effectiveness.

2) Improve student satisfaction with cultural, educational and social activities by using the Spring 2013 survey results for planning Fall 2013 and Spring 2014 events and programs.

**Outcome:** This goal was achieved based analysis of satisfaction surveys conducted by Auxiliary Services, the Marketing 485 Survey (commissioned by the SPA in conjunction with Dr. J. Field’s class: Marketing 485), interviews with students and post-event evaluations.

3) Increasing the participation in the Student Leadership conference by direct marketing and partnering with RHA, Honors College, Greek Life, SGA, SPA, and FHA for Fall 2013.

**Outcome:** This goal was marginally achieved. The marketing and outreach took place. However, attendance was not optimal (52 students and 8 faculty advisors). The strategy for the Fall 2014 student leadership conference is to engage a nationally prominent speaker/trainer. Renewed efforts will be made to partner with RHA, Honors College, Greek Life, SGA, SPA, and FHA.

4) Promote green efforts by requesting the use of biodegradable containers for Crawfish Day.

**Outcome:** This goal was achieved by including in the vendor contract to use biodegradable containers. This initiative will continue.

5) Hire and Assistant Student Union Director for Student Activities by July 1, 2013.

**Outcome:** This goal was achieved. Paul Forbes assumed the position on June 24, 2013.