



Alfred University

Division of Student Affairs
Briefing Book
Academic Year 2013-14

Prepared for Michele Cohen
Chair, Student Affairs Trustee Committee

This page has been intentionally left blank

Alfred University

Division of Student Affairs Briefing Book Academic Year 2013-14

Division Overview	3
Athletics	4
Beth Robinson Judson Leadership Center.....	6
Robert R. McComsey Career Development Center	8
Center for Student Involvement	10
Dean of Students/Judicial Affairs	12
Dining Services	14
The Bromeley Daggett Equestrian Center at the Maris Cuneo Equine Park	16
Public Safety	18
Residence Life	20
Wellness Center	22

This page has been intentionally left blank

Division Overview

Kathy Woughter, Vice President for Student Affairs
woughter@alfred.edu · 607-871-2132

Student Affairs Goal: A student-centered campus culture that integrates academic learning with student development

Student Affairs Vision Statement, 2009-2014

Creative Connections: Alfred's unique collaboration of ideas will lead to innovative solutions. Student Affairs will be leaders in building bridges and bringing students together to create a community of innovation and engagement.

Wellness within Wilderness: Alfred's unique natural setting will be developed as both an educational and recreational resource that reflects care for the self, the community and the planet. Our wellness initiatives will foster healthy lifestyle choices in an environmentally aware and connected context.

Dedication to Diversity: Alfred's unique history of equality will inspire us to be proactive in celebrating the diversity on our campus and preparing students with leadership skills to create safe, socially just communities – starting here in our own rural area.

Strategies:

- Define and develop the AU experience
 - Promote an environment of health, wellness and personal safety
 - Promote student engagement and social responsibility
 - Create diverse and inclusive communities
 - Ensure professional excellence
-

Strategic Areas of Focus for This Year

- The AU Experience: Student engagement is linked to belonging, community engagement and impactful practices such as service, internships and leadership experiences, and we offer unique experiences in those areas at AU. This year, we'll focus on ensuring that our marketing and promotions reflect the AU Experience to our students and other audiences.
- Cultural space audit: We will complete our audit of physical spaces to ensure that students feel comfortable and welcome in their home-away-from-home.
- Our new housing assignment model will prompt changes in orientation, living-learning communities, staff training, retention management and sophomore engagement. We will need to manage and assess the impact of these changes.
- The Gary Horowitz Service Learning program will shift to incorporate more non-credit-based community service, in conjunction with the Judson Leadership Center.
- Alfred the Great, Alden and L'il Alf are the new mascots, resulting from a great cross-divisional team. We expect our mascot project to have a positive impact on AU spirit at games and campus events.
- We must continue to explore the issue of stress reduction in our professional staff.

Issues that Impact Students at AU and Nationally

- Misuse of prescription drugs (seen by our staff as one of the overall most problematic issues on campus) and use of illegal drugs.
- Changes in Title IX with regard to sexual misconduct and impact of VAWA (Violence Against Women Act), and resulting new requirements.
- Bullying and anger management in the residence halls, in classrooms, on sports teams, etc., particularly the rise in cyber-bullying
- Integrating social media into student life: communication, engagement, activities, and negative impacts.
- Managing increased student and parental demands and complex needs of a changing student population.
- Retention as it relates to engagement with student affairs educators.
- Graduate students requesting enhanced services
- Diminishing financial literacy in students, and impact on persistence.

The Director of Athletics oversees the NCAA athletics program, provision of athletic training services, the intramural program, and facility operations. We are part of the Division III Empire 8 Conference

Selected Goals for the Upcoming Year

1. Earn an average GPA of 3.0 for the athletic department, with a minimum of five teams over 3.20.
2. Raise student-athlete retention rate to 80%
3. Successfully integrate the new recreational facility into all varsity, recreational and intramural needs.
4. Increase Friends of Saxon Athletics Membership to at least 200.
5. Set ambitious recruiting goals for 2013-14 cycle after consulting with coaches.
6. Continue to develop long-term facility needs and costs.

Accomplishments

- Football GPA was the highest in Coach Murray's tenure; Men's and Women's swimming also had the highest team GPAs in Coach Striker's tenure.
- Ideal Saxon award created to underscore commitment to focus on academics and service, as well as athletic ability.
- Established strength and conditioning program; saw gains in nutrition and fitness levels of all teams
- Created five-week speaker series program for athletes focused on goal-setting, resiliency, social media, etc.
- Coach Murray won his 100th game as head football coach at AU; the team participated in post-season for the ninth straight year.
- Men's lacrosse made post-season for the first time in over a decade.
- Track and Field broke eight AU school records during the season, and captain Jordyn Larkins was named Marlin Miller Outstanding Senior.
- Made huge improvements to the Gibbs Fitness Center through a successful lease program and different management strategy.

Statistics

- *Varsity Sports:* 525 students completed a season of varsity athletics, not including Equestrian which is noted separately.
- *Recruiting:* 228 incoming athletes (excluding equestrian) deposited for Fall 2013 as a result of recruiting activity.
- *Intramurals:* 80 teams and 786 student participants – both higher than last year.
- *Gibbs Fitness Center:* Approximately 20,000 users.

Assessment

Student-athlete experience: Senior exit interviews showed a strong conviction that student-athletes would encourage others to attend AU. Over 94% of senior student-athletes had participated in campus life outside athletics. 93% indicated that AU provided a safe, inclusive experience. The areas most identified as disappointing were facilities, locker rooms, transportation and academic support.

Retention: 70% of first-year student-athletes on the 11-12 roster persisted to their sophomore year. We will have retention data for this year’s class once the sophomores return to Alfred in the fall.

GPA: Student-athletes averaged a 2.97 GPA this year, not counting Equestrian.

Trends and Priorities

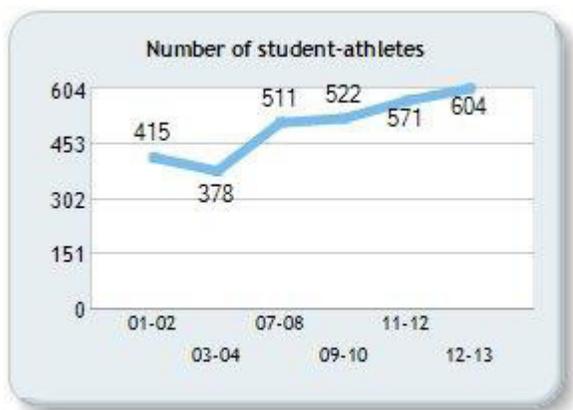
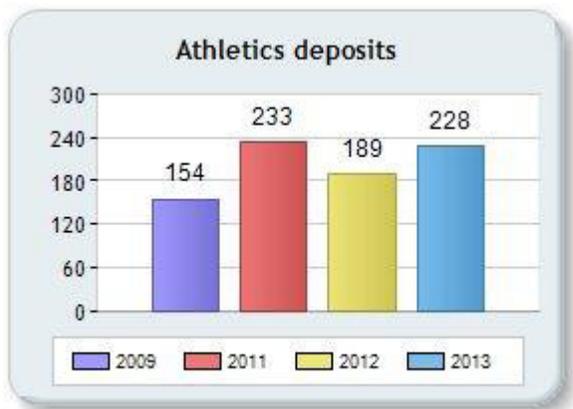
In Division III, athletic department missions are bleeding into University Relations and Enrollment Management areas, while maintaining traditional mission alignment with Student Affairs, resulting in an “arms race” to add programs, staff and facilities.

Coaches are transitioning to having more focus on recruiting and development of student-athletes, less on overall athletic department administration (e.g. compliance, Senior Woman Administrator, business management, fundraising), and more general administration positions are being created to manage these requirements.

The NCAA is revisiting recruiting calendars and burnout in the coaching profession at Division III. Many coaches are expected to work and recruit year-round, even if they have 10-month contracts or are part-time.

Were additional resources to become available, the AD would prioritize as follows:

- Practice field is needed right away to replace the multi-use practice space where the softball field was located.
- Increasing our strength and conditioning capabilities.
- Find resources to support the AD spending more time traveling and visiting alumni.
- Boost graduate assistant support package to attract good GAs, and increase the pool available for assistant coaches and/or support staff.



The Director oversees the Women's Leadership Center, the Gary Horowitz Leadership Certificate Program, the Saxon Sidekicks mentoring program for incoming students, E-LEAD engineering program, and general leadership programs for all students.

Selected Goals for the Upcoming Year:

- Develop an effective brand identity/marketing campaign for the JLC which highlights women's leadership as a cornerstone.
- Partner with the Horowitz Service Learning program to develop service leadership initiatives through the C Charles Jackson Foundation.
- Strengthen affiliations with the School of Art and Design and the College of Liberal Arts and Sciences.

Accomplishments:

- Developed Leadership Week, a series of workshops and activities that occurred early in the fall semester.
- E-LEAD launch: eleven students were enrolled and two courses were delivered in collaboration with the School of Engineering.
- Awarded a \$12,000 grant from the C Charles Jackson foundation to develop a service leadership initiative.
- Director J. Overton-Healy presented at conferences in Columbus OH, Albany NY and more. She was also the keynote speaker for an emerging leaders program at Alfred State College.
- Women's Leadership Center board chair Sherry Walton and Director Overton-Healy attended the Women Leaders for the World institute in Santa Clara, CA and are collaborating on a new week-long program called Velocity.

Statistics:

Skill-building Workshops, Special Events and Networking Events: Total attendance of 927, including 158 attending Academy capstone events.

Women's Leadership Academy: Academy Cohort VII has eight in progress, and VIII has eleven beginning in the fall.

Funded Awards: Four students were funded through Bernstein Leadership Awards, and one student was funded through the WLC Research Award.

Gary Horowitz Leadership Development Program: 45 enrolled, 10 completed the highest level.

Assessment

Saxon Sidekicks: 77% of the students who began the Sidekicks program completed it, up from 19% last year. 100% of mentees said they wanted to volunteer as mentors next year.

Women's Leadership Academy learning outcomes: Top ranked outcomes "understood of ways women's leadership differs from men's," "understanding my own strengths, values, and beliefs more clearly," and "understanding of the ways I have been disadvantaged because of my gender/sex role."

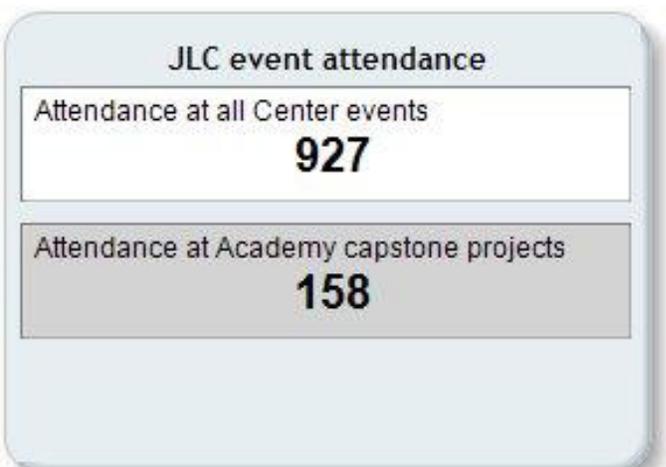
Trends and Priorities

Campus issues were brought forward at a recent team discussion to develop the new JLC strategic plan, including social backlash against the terms feminist and feminism, which presents interesting challenges to the WLC. There is also some feeling of a general rejection of the label “leader” among college students.

Nationally, online and social media applications may contribute to feelings of isolation among college students and can result in diminished social skills. This could in turn compromise the capacity for leadership skills such as teamwork and peer engagement.

Should budget allow, Director Overton-Healy’s priorities would include:

- Hire permanent events coordinator. This would free the director to pursue other initiatives more aggressively (such as fund raising, grant writing) and put her attention more fully on the signature programs, such as the Research Award and the Women of Influence speakers.
- Attract gifts to endow a major speaker fund to attract national/international speakers, which in turn, would attract larger audiences to WLC’s events.
- Establish an endowment fund to support internships/field work/professional experiences for students affiliated with the JLC but who are not involved with the Academy.
- Create an academic program in leadership studies.



The Director of the Career Development Center oversees individual career counseling and advising, employer relations and recruiting, internships and co-ops, and job search preparation. The Children and Youth Learning Initiative and the Gary Horowitz Service Learning Program also report through the CDC.

Selected Goals for the Upcoming Year

1. Develop strategic and creative systems that engage parents.
2. Increase the number of students seeking and securing experiential educational opportunities.
3. Develop strategies to increase engagement with student-athletes.
4. Increase or maintain level of collaborative programming with art related student organizations.
5. Create connections with first and second year faculty.
6. Successfully transition credential file service to Interfolio.

Accomplishments

- 38 new employers visited campus this year for the first time to recruit our students.
- The CDC partnered with the Graduate Student Council on a successful “Dress for Success” night.
- Director M. McFadden served on the Allegany County Chamber committee, and Recruiting Coordinator M. Walsh was appointed to the Hornell Chamber board.
- The Engineering Career Fair, Internship & Summer Job Fair, Virtual Career Fair and Portfolio Review events were very successful with excellent turnout.
- Director M. McFadden is on the executive board for both the Rochester Area Career Development Association and the Middle Atlantic Career Counseling Association.
- Across the board trends were positive, including resume collections, student satisfaction, and companies recruiting on campus.
- The Employer-in-Residence program is on an upswing, with 68 students benefiting.

Statistics

Career Counseling/Advising Sessions:

1210 individual sessions with 651 people. The five top reasons for seeking services were (1) resume/cover letter, (2) finding an internship or co-op, (3) job searching, (4) choosing a major/career, and (5) interviewing skills.

24-hour Resume/Cover Letter Critique: 348

Co-ops and Internships:

27 students registered internships with the CDC; 13 registered co-ops

Email Advising: 96 students and alumni

Walk-in Hours: 580 one-on-one visits

Workshops Conducted: 121, with total attendance of 4000+

On-campus Recruiting: 517 students interviewed with 58 companies; 115 companies participated in campus events, including career fairs

Resume Collections: 1094 resumes submitted to 163 companies

Credential Files:

94 sent on behalf of 66 individuals
538 individuals offered 2900+ hours of service through the *Gary Horowitz Service Learning* program. 26 community partners were engaged.

Assessment

- Students reported significant positive growth on all learning goals/measures compared to the previous year.
- 83% agreed that after talking with a career advisor, they had a better understanding of the issue(s) that brought them to the CDC. 91% would recommend the CDC to others.
- 100% of success class reported feeling better prepared to enter the world of work as a result of the class.

Trends and Priorities

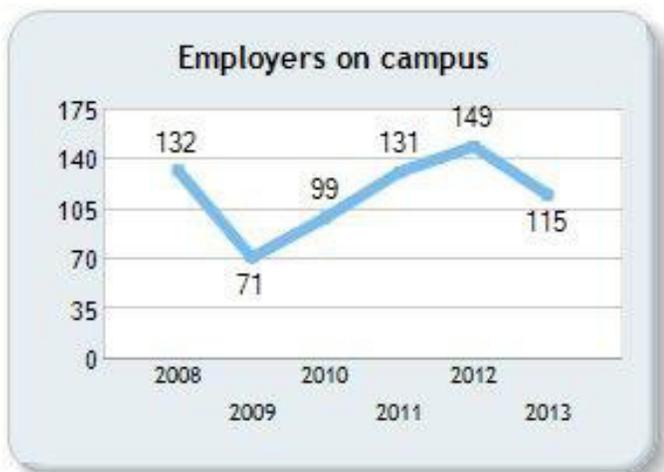
College student hiring: There has been improvement in college hiring, but in small increments. Last year, the National Association of Colleges and Employers (NACE) projected a 13% increase in hiring for the class of 2013. However, in April of this year, NACE reported that employers were significantly reducing their expectations, resulting in an increase of only 2.1% for the class of 2013. As a result, hiring remains flat for the class of 2013 and will most likely remain that way for the near future.

The value of a college education: During the past few years, several articles have been written questioning the value of a college education. According to a May 2012 article in the Daily News, 50% of all college graduates are [were] unemployed. The New Yorker noted that the rising cost of a college degree is outpacing inflation and is creating a bubble of debt that will have the same impact on the economy as the housing bubble. College debt has surpassed credit card debt in America. Additional questions about return on investment and measurements should lead colleges to invest in and better promote and market their career services and student outcomes.

LinkedIn: LinkedIn is proving to be a very valuable resource for career services offices. It provides a platform for career exploration, the job search, and networking. The Alfred University Career Development Center's LinkedIn group has grown to over 1700 members. This group is used to share career related opportunities, ask questions, provide guidance and/or assistance with their respective career development (e.g., job/internship search, exploring new careers, moving to a new city, etc.).

If funding were to become available, we would to the following priorities:

1. Community Engagement/Service Learning Program. The potential of this program cannot be realized with the current funding. Funding will provide the opportunity to support community service projects, encourage the implementation of service-learning curriculum, and improve the quality of service programs.
2. Internship funding. Too often students are offered wonderful internships that are unpaid. A stipend for such internships would help students obtain experience needed to develop essential career related and professional skills.
3. Professional practices class / workshop series for artists. According to the results of the most recent SNAAP survey, AU graduates frequently noted the lack of professional readiness as a deficit in an otherwise positive learning experience.
4. Networking events for students, alumni and employers. This will include transporting alumni and employers to Alfred University and students to the off campus events. Potential locations for off campus events include Rochester, Buffalo, New York City, Boston, and Washington, D.C.
5. International Internship Award. This remains a priority for our students.



Center for Student Involvement

The Center for Student Involvement oversees student activities, new student orientation and programming, The Institute for Cultural, Drawn to Diversity, and student government.

Selected Goals for the Upcoming Year

1. Establish our presence in our new location
2. Expand Drawn to Diversity programs and increase promotion of the Institute for Cultural Unity
3. Focus on retention through first year student success programs, including the Fahey Fund's initiative to support student-athlete success.

Accomplishments

- Facilitated the move of student organizations club space in Powell to allow the Student Affairs office to move in, and the Provost's office to relocate to the former student affairs space.
- Created the new Institute for Cultural Unity, completely overhauling the way AU conceptualizes diversity programming and support for diverse students on campus. 100% of students surveyed responded that the switch to the ICU model is a positive improvement for diversity on campus.
- Partnered with University Relations for young alum event in NYC.
- T. Debertolis and D. Napolitano served on Middle States self-study committee.
- D. Napolitano, C. Arno and three students presented at the National Conference on Race and Ethnicity.
- Drawn to Diversity had a featured program at the Strong Museum for Martin Luther King Jr. Day, and the Art Force Five summer camp was created for 30+ children.
- Created a Tech Team for Nevins that allowed for more streamlined operations.

Statistics

Student Events (comedians, large- and small-act concerts, open mic nights, etc.): Total attendance of 9034.

Student Organizations: 82 registered organizations

Nevins Theater Films: Total attendance of 2215

Campus Center, Howell Hall and Gothic Chapel

Usage: 1863 meetings/events scheduled

Airport Shuttle: 226 students used the shuttles to get to and from Rochester and Buffalo

Assessment

Athlete Study Hall: changes in tutoring support have been positive and resulted in fewer students below a 2.0 than in previous years.

Community Feel on Campus: 70% of students agree that participating in campus activities helps them feel part of the campus community. This is a satisfactory figure and has remained steady over the past dozen years.

Saxon Support attendance tracking project: 80% of students outreached reported that they felt the contact was beneficial, and 60% reported that they had not missed any more classes following RA contact. Unfortunately, there were fewer Saxon Support requests this year.

Alfred's Newest Talent Program: 100% of participants reported an increase in leadership skills, and 97% of the students who began the program completed it.

Drawn to Diversity: strong improvement in students' ability to respond to issues reported in the news.

Orientation benchmarking

As a result of orientation, I have at least one faculty or staff member I can turn to.

82%

Trends and Priorities

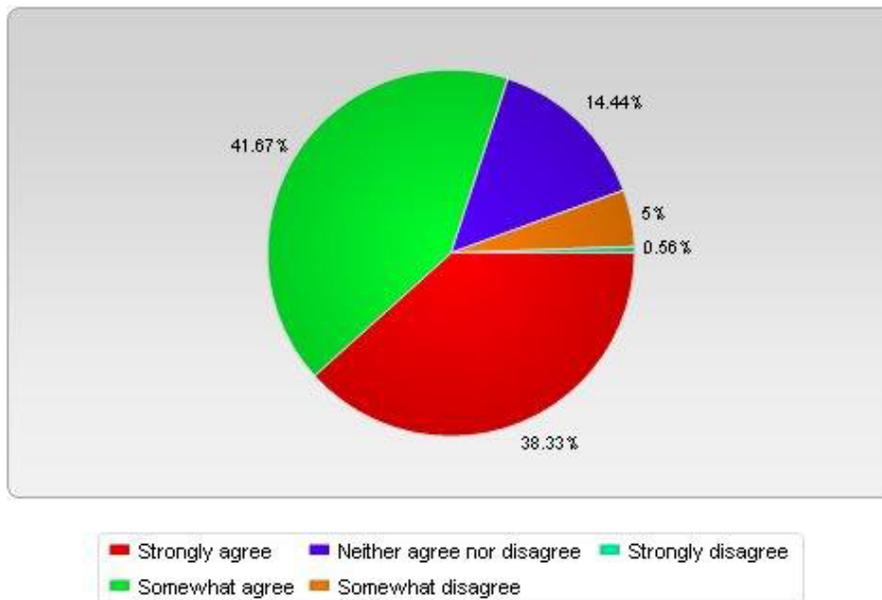
The Center for Student Involvement is watching the following local and national trends in their profession:

- **Ethnicity support clubs** – although we have more students of color, there appears to be decreased membership in identity-based clubs on campus. With the creation of our Institute for Cultural Unity, we’ve made some strides, but we still have a way to go.
- Students and faculty expect the CSI office to provide them with better **tech support** and equipment than what they can currently offer. Most student activities offices are able to utilize smart rooms, emerging technologies, and tech support for instruction, meetings and entertainment.
- The **success and persistence** of our students is directly related to their engagement and ability to form connections during their first semester at AU. We will continue to incorporate first year student research into our existing efforts.
- Students desire a vibrant **24-hour community** that can meet their social needs, similar to what they’d find in an urban environment or online community. At the same time, we are challenged in providing spaces for students to gather in safe environments.
- Many colleges are offering a greater range of **outdoor adventure-based programming** during the year and as pre-orientation trips.

Should budget allow, our priorities would be:

- Most campus centers now have **gender-neutral restrooms** for the comfort of transgender students and anyone who desires more restroom privacy.
- A smart room in the campus center would enhance that location for the many people each year who wish to use the facility for presentations (over 2000 meetings last year). We cannot offer users the technology they are expecting in a modern facility.
- **Drawn to Diversity co-op program and international short courses** would enhance the program and provide a global experience to students. We’d also support more guest speakers, student travel and technology.
- **Support for adventure and outdoor programming** could include a ropes course, and better usage of Foster Lake. This would enhance our commitment to Wellness in the Wilderness, and support leadership training.

Q28. Please indicate your agreement level with each of the following statements: As a result of participating in campus activities ... - I have been able to interact with faculty.



The Dean of Students oversees the Student Conduct System, Wellness Center (Health, Counseling and Wellness Education services), Public Safety, the Emergency Response System for the University, compliance with state and federal safety laws, and off-campus living.

Selected Goals for the Upcoming Year

1. Complete a plan to use social media for campus safety and emergency awareness
2. Provide training to students and staff regarding the Sexual Assault/Sexual Misconduct process to ensure compliance
3. Revamp the Bias Response Team
4. Resume the presentations on “How to Identify the Troubled Student”
5. Develop a response plan for the closure of the St. James Hospital Psychiatric Unit

Accomplishments

- Dean N. Pollard has presented on behavioral assessment teams, hazing prevention at conferences in Buffalo, Indianapolis, Cornell, and other locations, and is highly professionally active as a peer reviewer, award jury member, panelist, and speaker. He also chaired the Middle States working group for Administration, Leadership and Governance
- Worked with Title IX Coordinator to redesign the Sexual Assault/Sexual Misconduct process and resources to ensure compliance
- Expanded the publicity of the AU Care Network resulting in 186 reports submitted

Statistics

Bias reporting: The online form was used 7 times

Leaves of absence: 26 took medical leaves, 75 took personal leaves, and 20 took psychological leaves

Alcohol permits: 53 permits were approved this year for campus events

Behavior Assessment Team (BAT) referrals: 12

Judicial system:

- 339 individual students had 394 cases of violation of proscribed conduct.
- The five most common violations were, in order: alcohol, failure to comply, exceeding maximum occupancy, quiet hours, disorderly conduct, and illicit drugs.
- 4 students were suspended this year.
- 19 students met the criteria for the amnesty program.

Assessment

Assessment of student developmental skills during conduct process resulted in findings that interpersonal development were the least developed skills followed by personal development, engagement and community membership

Judicial satisfaction survey, for students found in violation of a policy: 73% agreed that the judicial process was clearly explained to them, 68% agreed they were treated with respect, and 41% agreed that the assigned sanctions were fair.

Trends and Priorities

Locally and regionally:

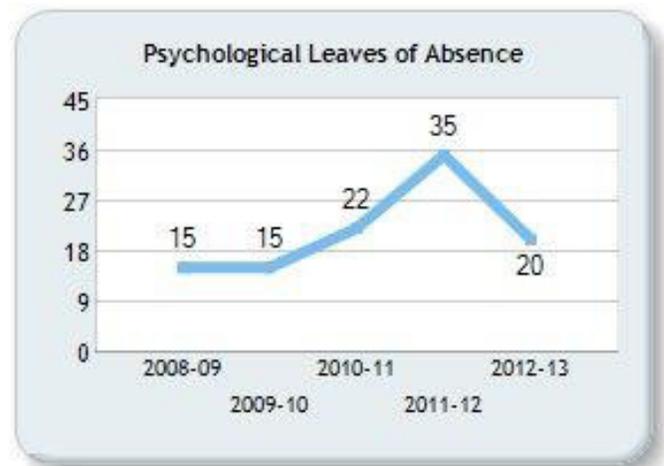
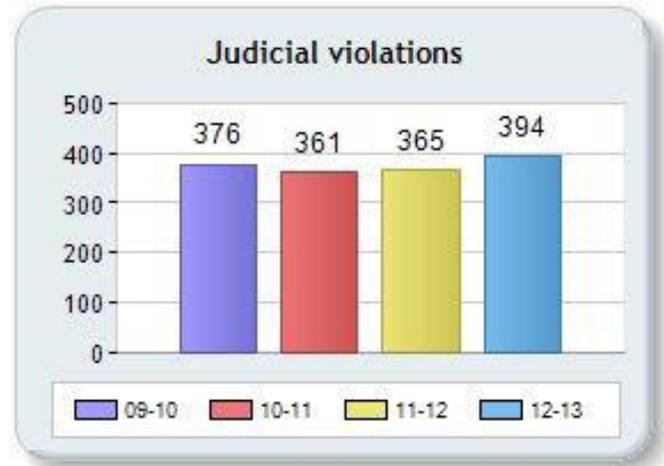
- We need to develop creative and cost-effective ways to implement sound harm reduction/prevention strategies and still adhere to the federal mandates.
- There is an escalated use of marijuana and crystal methamphetamines in the region.
- Bullying is an issue that has gotten heightened scrutiny in recent years, especially cyber-bullying.
- Economic strain on students and their families often manifests itself through behavior, poor choices and mental health issues.

Nationally:

- Every college is working hard to adapt to changes in Title IX, Title II, VAWA and the Campus Crime Act and how it will affect service delivery, campus policies and campus procedures

If funding were to become available for initiatives that would help us improve services, our priorities would include:

- Additional support in counseling services and student conduct to deal with escalating volume of policy and legal requirements and time demands and to allow the Dean of Students to do other things besides manage student conduct issues all day, every day
- Removal of x-ray equipment in Health Services
- Proximity readers and/or cameras for all campus buildings
- Open Public Safety round-the-clock



AVIFresh, an Ohio-based company, is our contracted provider of dining and catering services on campus. Their education clients are mostly private colleges and include Wellesley, Kenyon and Sarah Lawrence.

Selected Goals for the Upcoming Year

1. Open with a strong first month, particularly with regard to changes in Powell (now the Knight's Den)
2. Review meal plan changes in conjunction with the Student Dining Advisory Board
3. Emphasize marketing and connecting AVI with AU students in a positive manner
4. Continue the positive trend in satisfaction score results

Accomplishments

- Converted Powell Dining Hall (all-you-care-to-eat) into the Knight's Den (retail), to rave reviews so far.
- Completed the renovation to the downstairs of Ade Hall, which is now used every night for casual student gatherings and large-scale events.
- Completed an update of Ade Hall's dining area to include new dessert stations, a pasta maker, and many more chef "toys" which have greatly improved the dining experience.
- Restructured the meal plans to accommodate the change in dining facilities, while holding rates flat.

Services and Usage for previous academic year
Meal Plans: 1385 members in Fall 2012, 1199 in Spring 2013.

Dining Hall usage: Of board meals eaten in the dining halls 59.7% were in Powell and 40.3% were in Ade;(Ade was closed for the first 6 weeks of the fall semester)October 9 until the end of the spring semester Ade served just over 51% of the meals.

Participation rate: 67.7% (fall) and 70.2% (spring), fall was down 2% and spring was up .2% over previous year.

Non-required plan purchase: 281 residents not required to purchase a plan opted to do so Of those students, 161were residential plans and 120 were commuter plans.

Catering: Provided 415 events during the year, including 33 in one day during Reunion weekend.

Fiat Bux: \$31,752 in Fiat Bux sold, an increase of 13.4% from last year.

Assessment

Dining Satisfaction Survey: A locally administered survey of AU students showed an overall improvement in dining hall ratings from last year, especially with Ade Hall's hot entrees, hot lunches and desserts.

Residence Life Survey: Highest rated aspect of dining was friendliness of employees and comfort/cleanliness of the dining halls; AU still needs to work on price/value perception.

Trends/Departmental Priorities

Sustainability and dining are commonly linked on college campuses. AVI has the organizational capacity to help AU create more sustainable dining programs if we want to invest in that way. Post-consumer composting and zero-sort recycling are already underway, and there are many more opportunities.

NACUFS, the primary national college foodservice organization, released a report of dining trends through 2018. Among them were:

- Continued requests for 24/7 food availability, on-demand customization and amenities
- Strong student interest in local and organic foods, although those foods are more expensive and chosen less often by students.
- “One card” dining in conjunction with downtown restaurants.
- Focus on nutrition, labeling, preparation methods, and source.
- Complex health issues that require dining services staff to be knowledgeable about, and able to service students with, a range of conditions including celiac, allergies, intolerances, etc.

As AU and AVI move forward, we will be exploring all these trends and seeing which are appropriate to adapt to Alfred University’s size and culture.



The Director of the Bromeley-Daggett Equestrian Center at the Maris Cuneo Equine Park oversees the intercollegiate Western and English teams and the provision of classes for the Equestrian Minor and physical education credits, and manages the facility and horses. She also oversees revenue generation through shows, lessons and boarding.

Selected Goals for the Upcoming Year

1. Pursue Equine Assisted Psychotherapy program with the College of Professional Studies
2. Utilize social media more for networking, recruiting and alumni connections
3. Explore new methods of generating revenue through private community lessons and increasing boarder stalls
4. Continue to explore cost saving efforts to maintain herd without sacrificing program quality
5. Acquire Trainer's certification for English Riding Instructor/Coach

Accomplishments

- Director N. Kohler was elected as IHSA Regional President for a two-year term, making Alfred University the "President College" of our region. She also obtained her Hunter and Equitation Judging Card.
- An Equine Business Management minor was approved starting Fall 2013, and a steering committee was developed to explore an Equine Assisted Psychotherapy program with the College of Professional Studies.
- The Hunt Seat team won the region for the first time in AU's history and sent two individuals to nationals. Both riders finished in the top 8. The Hunt Seat team also had the highest team GPA of all intercollegiate sports for the spring semester.
- The Western team also won the region and sent two riders to nationals; both finished in the top 8.
- Jennifer Smith Brown '02 was the first-ever rider to be inducted into the Athletics Hall of Fame. All inductees were escorted onto Merrill Field by horse and carriage – hopefully a tradition in the making.
- Kristen Kovatch authored a feature article for the American Horse Publications award-winning magazine Ranch & Reata, resulting in national exposure.
- Improvements have included dust-reduction product in indoor arena, hay field management that allows us to bale our own hay, and paddock/pasture draining, seeding, fertilizing.

Statistics

Team: 31 riders on Western team, 34 on English team, 14 on junior varsity team

Classes: 161 students took classes this year

Lessons: 54 lessons were taught

Events: 21 shows and 3 clinics were held on site with over \$31,000 in net revenue. Residential summer camp has highest enrollment ever, second only to football camp.

Boarders: 12 fall boarders; 11 spring boarders

Admissions tours: 84 scheduled Admissions tours were conducted for interested students/families; doesn't include drop-ins.

Assessment

- 67% of all Equestrian program participants (minors, boarders and riders) say they would not have chosen AU if we hadn't offered the Equestrian program.
- 77% of work-study students employed at the barn found their experience helpful in learning career-related skills.

Trends and Priorities

Since the equestrian program is costly to maintain, it's important that we recognize the recruitment and retention value, as indicated by annual student surveys. In addition, the program seems to attract high-achieving students, as evidence by the teams' continued overall high GPAs compared to the general student population.

Strong partnerships with academic programs have been a key to our high-quality program. There seems to be increasing interest in equine business programs that our competitors are offering; we are thrilled to have acted quickly with the College of Professional Studies to develop a minor. The program continues to attract a large number of students interested in veterinary medicine as well. An Equine Assisted Psychotherapy program will distinguish AU from all competitors.

Trends and Priorities (cont.)

Should budget allow, enhancements could include:

- Improve pastures and paddocks by improving the draining, footing and grazing quality.
- Addition of fencing in fields on Foster Lake Road to have summer pasture available, including some form of watering system. This would enable horses to be kept out 24/7 most of the summer, which would reduce summer costs in feed and labor.
- Access road to back fields and addition of small cross country course. This would enhance the program offerings and allow us to easily use hay from our own fields.
- Training costs for staff and faculty to implement the Equine Assisted Psychotherapy program.



Public Safety oversees student security and safety on campus, the parking permit and fine system, and compliance with the federal Campus Crimes Act and associated regulations. They also play a significant role in emergency response planning and management.

Selected Goals for the Upcoming Year

1. Explore Peace Officer status for our officers.
2. Continue adding DVR capability and additional video cameras to key campus locations.
3. Reinstate Security Guard state certification for all student guards.
4. Continue collaborating with the Office of Environmental Health and Safety to once again conduct a full-scale drill/test of the University Integrated Contingency Plan.

Accomplishments

- 81% of our first year students received emergency response training during orientation, and all employees received the “orange folder” containing emergency information.
- AU upgraded its video surveillance system with five cameras in Ade Hall and 25 cameras in buildings of the New York State College of Ceramics (NYSCC), along with a station to view all the cameras from one remote viewing station.
- Worked with Information Technology Services to remove a number of outdated Blue Light phones that were in disrepair, and repaired the 12 remaining Blue Light phones. (Note that the last emergency call received from a Blue Light phone was in 2007).
- We intentionally hire a very diverse staff, and we also attended Harassment/Diversity training in August 2012.

Statistics

Reportable Incidents: Public Safety responded to 498 service calls. The top reasons for calls were, in order: fire alarms, miscellaneous disturbances, ambulance dispatches, drug-related incidents, welfare/safety checks and alcohol incidents.

Parking: 2,931 parking violations issued. 382 were appealed and/or dismissed

Assessment

Student perception of safety on campus: According to our standardized Housing & Dining Survey conducted by Campus Labs, 99% of residential students feel safe in their room.

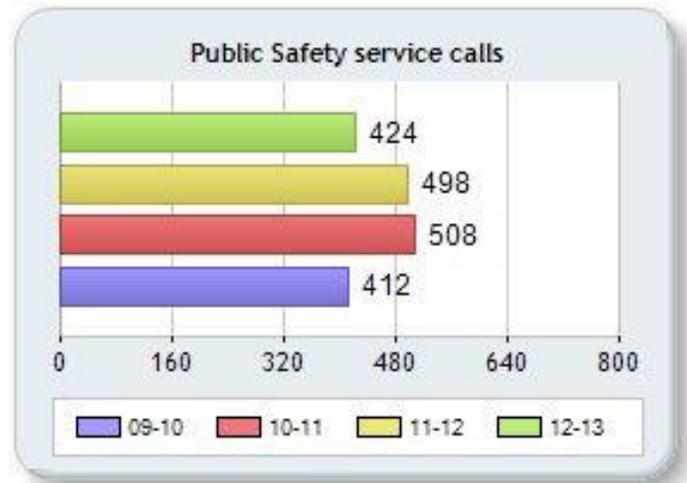
Interaction with office: 68% of survey respondents who interacted with Public Safety felt that they were treated with respect by the officer(s).

Student guard training: 91% felt they were well trained for their jobs. The most valued aspect of training was the New York State Certified Security Guard course.

Trends and Priorities

Parents and caregivers of our students will expect universities such as ours to be places where they are comfortable that their children are safe. To that end, here are a number of items we must continue to evaluate:

1. *Electronic Access Control:* We strongly recommend a Card Access program in all Academic and Residence Life buildings. An access control system would provide the University with opportunity for campus-wide lockdown within seconds of need if a situation arises. In 2009, Public Safety, Residence Life and the Director of Capital Operations met with EAC vendors and received a quote from the Linstar Corporation; a white paper has been submitted to University Relations. That white paper will be updated this year.
2. *Peace Officer status:* This would provide authorization for more professional equipment, opens opportunities for grant funding, gives officers authorization for improved care and transportation when responding to mental health emergencies, and gives officers an intermediate means of force during physical conflict through use of non-lethal weapons.
3. *Campus-Wide Alert System:* One possibility for a campus-wide public alert system is a Mass Communication Siren, which would deliver instruction on how to proceed in an emergency.
4. *Campus-wide Camera System:* We have far fewer cameras than most other communities. We would like greater access to allow the Public Safety office to actively watch and record high risk areas such as parking lots, walkways and key roadways.



Residence Life oversees 17 residence halls, including apartments, suites, corridor-style halls and special interest houses. The director oversees professional staff and student RAs, hall programming, housing assignments, and summer upstate housing.

Selected Goals for the Upcoming Year

- Fully implement the new housing philosophy and continue to tweak it as necessary.
- Expand the Hall Cup competition across campus for living areas to compete for the Black Knight, the super cool t-shirt and the bragging rights for beating out all other living areas.
- Work with the newly developed Institute for Cultural Unity to see if student interest is there to form a living-learning community in the future. An engineering/leadership LLC still remains a possibility if there is student/staff interest.
- Further develop and expand staff training, upon our “intentional interaction” programming and outreach model to be more proactive in identifying students in need of support.

Accomplishments

- Asst. Director S. Isaacs was named New Professional of the Year by the Commission for Student Conduct and Legal Issues of the American College Personnel Association.
- Director B. Porter co-created and ran Senior Week 2013.
- Created a very popular Facebook page specializing in historical AU facts.
- “Alfred Al Fresco” living learning communities were implemented with great success in Barresi and Joel’s House.
- Residence Life won a division award for creativity for their housing philosophy changes, which we expect to lead to greater choice, less stress and fewer roommate problems.
- Purchased RoomSync, a Facebook roommate matching application for incoming students.

Statistics

Housing Occupancy: 1446 (99%) fall semester; 1287 (88%) spring semester.

Non-emergency Medical Transports: Utilized 20 times through partnership with County Cabs.

Facility Damage: End of year damage charges totaled \$10,480, an increase from last year.

Programming: 555 events offered with 8,053 residents in attendance.

Assessment

Our annual benchmarking survey showed that seniors were most satisfied with residential facilities and sophomores were least satisfied. We expect sophomore scores to improve this year with our new housing philosophy. 99% of respondents feel safe in their rooms. 55% of students were satisfied with internet in the rooms – a 30% jump in the past two years.

100% of the students who took UNIV 101, the leadership class, agreed that the course met all 8 core values of the Social Change Model of Leadership. Conflict resolution was seen as the skill that improved most.

Trends and Priorities

With the implementation of mixed by class year housing Fall 2013, we need to carefully review and modify the event/programming model.

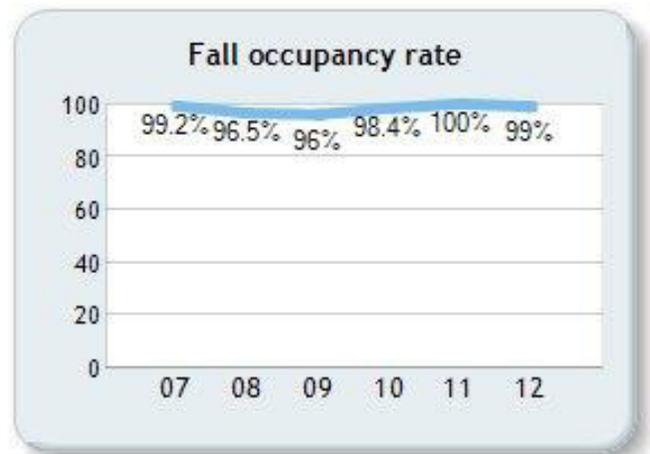
Find a way to ensure RA's do not have to use their personal cell phones to conduct University business.

Continue to be intentional in training staff by increasing our focus on targeted skills and knowledge-based assessment of staff performance. With specific emphasis on assertiveness and taking initiative in conflict, guided by the social change model and diversity, student development theories, and social justice theories, this overarching umbrella would connect all major areas of the skills we seek to develop in staff members and students alike.

Continue to keep the findings of the Residence Life Task Force in mind when renovating spaces and considering new spaces for our residents.

If additional funding were to become available, our priorities would be:

- Bathroom renovations for Reimer.
- We're still "pining away" for a Pine Hill Village concept between the hair pin curve and the free parking lot on the upper drive to replace the suites. The suites are unpopular housing choices.
- Furniture upgrades in all common lounges in residence halls, especially the suites to help students better utilize them. If they aren't cool and comfy, students don't come out of their own suites or room to interact and that is a problem. We are going to attempt to create some coziness in the office waiting area this summer.
- Mixed by class residence halls ups the ante to reconfigure and re-introduce the kitchen spaces in them.
- Card Swipe access to all halls for safety reasons.



The Director of the Wellness Center oversees counseling services, health services, and wellness education, including alcohol and other drug use and abuse education.

Selected Goals for the Upcoming Year

- Collaborate with influential offices on campus in an effort to more effectively promote Wellness Center services
- Promote “Mind Spa,” a new area where anyone can learn how to relax and de-stress through biofeedback, our massage chair, and various forms of meditation
- All Wellness Center staff will get CPR training

Accomplishments

- The Wellness Center piloted a “Lets Talk” room in the Residence Life office.
- Interim Director S. Byrne received a grant to provide suicide prevention online training to over 200 people.
- Counselor K. MacCrea achieved her licensed Mental Health Counselor certification and counselor L. Wolf received her licensure in Marriage and Family Therapy.
- Two groups were offered: a recovery group and a support group for Resident Assistants.
- 25% of graduating seniors had used Counseling Services at some point in their AU career.
- Administered an online alcohol education module to all incoming first year students with an 86% response rate.

Statistics

Counseling: 336 students had 1778 counseling sessions. 22% had been using psychotropic medication at intake. 58% had received counseling prior to obtaining services at AU. Usage was highest among first year students. The most frequent presenting concerns were situational problems compounded by anxiety symptoms and mood disorders, producing the perception of a crisis.

Outreaches: 170 students were outreached following a referral from a concerned party. 31% became clients.

Health: 1506 students had 2199 appointments. The most frequent presenting problems, in order, were upper respiratory infections, psychiatric problems, allergic rhinitis, urinary tract infections and sinusitis.

Individual Alcohol and Drug Education Session: 102 students took an alcohol or drug education course. 148 total sessions were offered.

Psychiatric Hospitalizations: 8

Health screenings: 357 students were provided with depression screenings and alcohol screenings upon intake.

Assessment

Student Evaluation of Counseling Services: 94% would recommend services to a friend; 100% would return to the Counseling Center, and 86% agreed that counseling helped change the problem that brought them to the Wellness Center.

Mental Health National Benchmarking Study was conducted in spring 2013. Full results will be posted shortly on the Student Affairs assessment webpage.

Health Service Satisfaction Survey: 87% of respondents rated their overall experience as excellent or very good. 97% were satisfied with the interaction with their health service provider.

Trends and Priorities

National Trends

Universities have been responding to the increased demands for mental health services following national interest in violence on campus. Means used include increasing staff, hiring case managers, supporting the consultation and outreach activities of centers, and training campus personnel to recognize and respond to student distress. Without additional resources, most campuses are feeling challenged by the rising numbers of students in need of services.

The ACHA published its third revision of *Standards of Practice for Health Promotion in Higher Education* in May 2012. The guidelines continue to support evidence-based, environmental public health interventions on campus, including the involvement of campus health educators in different types of policy development.

AU Trends

Retaining students with complex problems. Our numbers of students on medication at intake and referred for psychiatric evaluation are about the same as the national averages. However, we accompany many more students to the hospital for evaluation, just as we are more proactive with outreach, participation on the ERT, and in avoiding use of a waiting list (11% of students do not return following a triage appointment, according to NSCCD 2011).

Students avoid taking a medical leave of absence option (MLOA) until undeniable academic failure tips the balance. We would like to see more students taking a MLOA earlier in the semester and follow through with campus counseling once they return from MLOA.

Faculty training in earlier intervention and follow up may be a useful means to accomplish this goal.

Athletic Training department consultation & involvement in WC activities. We continue to review and improve information sharing procedures with AT staff and team physician. Three flu clinics exclusively for athletes were offered on site at McLane by health service staff this year. We also participated in health screenings for pre-season athletes this year.

If funding were to become available, we would suggest the following:

- A method of transportation to local hospitals for students not in need of the ambulance
- Electronic medical records software that is shared with Athletic Training
- A Case Manager position

