



## Unit End of Year Report

Additionally, any supporting images should be added to the 2015-2016 Annual Report Folder on the StuAffSec Filecity 2. These pictures will be used in the briefing book and at the annual breakfast in October.

Report includes:

- 2015-2016 Annual Goals
- 2015-2016 Assessment Plan
- Key Performance Indicators
- 2015-2016 Points of Pride
- 2016-2017 Annual Goals
- 2016-2017 Assessment Plan

**Unit: Student Union and Activities**

**Director: Kimberley Haines**

## UNIT OVERVIEW

This section corresponds with Administrative Unit Assessment Document 1

### Unit Mission

Student Union & Activities creates, support, and /or implements high impact, dynamic, and diverse programs/services to enrich student growth and promote discovery. This is accomplished through collaborations with students, staff, faculty, alumni and the respective community.

### Alignment with College Mission

Student Union & Activities supports the college mission by focusing on each of the current strategic plans four constructs (Academic quality & engagement, Co-Curricular programming, Alumni Connectedness, and Learning Environment & Quality of place) through our three unit functions: facility operations, campus programming with a focus on students, and student organization management.

### Unit Functions and Services

- Seymour College Union Operations
  - Event Management for all space in the Union and outdoors (except Athletic and Recreational fields)
  - Management of Information Desk and college switchboard
  - Management of student employees for operations
- Student Organizations & Fraternity & Sorority Life
  - Provide support on student organization policies and resources for its members, leaders, and advisors
  - myBrockport
  - Management of student employees for student organizations
  - Management of 89.1 the Point
- Campus Programming
  - Off-campus Student Services/Programming
  - Late Night Programming
  - Welcome Week, Homecoming, Family Weekend, Polar Plunge, Tunnel of Oppression, Golden Eagle Senior Council (Co-Advise with Alumni Engagement)
  - Management of student employees for programming and marketing

**SECTION ONE: 2015-2016 UNIT ANNUAL GOALS**

Identify the overall annual goals for the unit

<b>Unit Annual Goals</b>	<b>Outcome/Status</b>
Develop a strategic plan for Fraternity & Sorority Life	Completed
Successfully partner with Brockport Student Government to implement the Finance Module in myBROCKPORT	Completed
Create a Steering Committee to unify student organization efforts across campus (with Campus Recreation and Brockport Student Government)	Completed
Develop the initial phase of a programming board in collaboration with Brockport Student Government	Completed
Hired an Assistant Director	Completed
Transitioned responsibilities with Community Development to align services for students and build a more comprehensive student activities program for the college, which included changes in staff and space	Completed
Development of a 3 - 5 year strategic plan for student employee training and development	In progress
Explore the integration options of myBrockport & EMS to better support the needs of our students & College community	In progress

## **SECTION TWO: 2015-2016 Assessment Plan**

Select 3-4 unit goals to comprehensively assess. Section corresponds with the Administrative Unit Assessment Document 2.

<b>Unit Goal</b>	<b>College Mission Alignment:</b> how does this goal support the College's Mission?
Develop the initial phase of a programming board in collaboration with Brockport Student Government	Co-Curricular Programming & Support Services; This goal supports the College's mission by emphasizing student learning through leadership development within programming. Also created more engaged students.

<b>Outcomes and Criteria:</b> identify 2-3 specific outcomes related to goal and criteria for success (3)	<b>Data Sources and Methods:</b> resources and tools used to assess (1, 2)	<b>Assessment Data:</b> summarize the assessment results, indicating whether outcomes were exceeded, met or not met (4)
Restructure the Union Programming Team to better resemble a Programming Board  Create opportunities for BSG and UPT to better cosponsor events	Worked within UPT and established a better structure to have 3 clear departments  Established requirements for UPT to cosponsor events with student orgs as well as BSG	Quality Feedback and observation was used to create a better operational team that will eventually serve as a mode of an activities board.

### **CLOSING THE LOOP**

**Resources Used:** describe what resources (human, financial, etc.) were used to pursue this goal

The staff of the Union Programming Team as well as a GA and Professional staff members work towards this restructure.

**Key Findings:** list key findings related to unit goal and outcomes (5)

Research was done to establish best practices in programming at other Colleges and Universities.

Restructuring seemed to be the best step one option for UPT looking at the great goal of creating a College Activities Board in Collaboration with BSG. We also created a more open discussion with BSG to cosponsor events through the year.

**Dissemination/Discussion of Key Findings:** how and with whom were key findings shared and what were the results of these discussions (6)

Once restructured all marketing for UPT reflected the department's. These changes were also discussed at the end of the year with the new BSG President and Programming Director. Also discussed was in the potential of combining both BSG Programming and UPT to create a fully functional programming board. A plan was created and we will move in this direction in 2016-17.

**Summary Sentence for EMSA Briefing Book:** Brockport Student Government Programming and the Union Programming Team began the initial phase of a partnership that will eventually combine both operations and serve the community as an Activities Board.

Unit Goal	College Mission Alignment: how does this goal support the College's Mission?	
Develop a strategic plan for student organizations. (Specifically during 2015-2016, Fraternity & Sorority Life)	Co-Curricular Programming & Support Services; This goal supports the College's mission by emphasizing student learning through leadership development within student organizations.	
Outcomes and Criteria: identify 2-3 specific outcomes related to goal and criteria for success (3)	Data Sources and Methods: resources and tools used to assess (1, 2)	Assessment Data: summarize the assessment results, indicating whether outcomes were exceeded, met or not met (4)
<p>Create a team of dedicated FSL students and staff to serve as a focus group to create the strategic plan.</p> <p>Research various college/university Fraternity &amp; Sorority Life strategic plans, mission statements and vision statements.</p> <p>Create goals and strategies for implementing the FSL strategic plan</p>	<p>Team comprised of emerging leaders, current officers, and advisors representing each organization</p> <p>Utilized various college/university websites to gather sample strategic plans</p> <p>Sub-teams used research along with feedback from their individual organizations</p>	<p>Qualitative feedback received from the team members leading to meeting the outcome of creating a team of dedicated FSL members who then completed a strategic plan, including writing a mission, vision and goals.</p>

### CLOSING THE LOOP

**Resources Used:** describe what resources (human, financial, etc.) were used to pursue this goal  
Representatives from each fraternal organization included an emerging leader, current president/officer and advisor.  
Monetary funds to purchase chapter banners to hang in the Seymour College Union to display our FSL presence on campus and show commitment to our FSL organizations.

**Key Findings:** list key findings related to unit goal and outcomes (5)  
At the conclusion of the Spring semester, the strategic plan, along with its mission, vision, goals and strategies were completed with the Fraternity & Sorority Life community at the End of the Year Celebration. Each chapter also received a copy to share among its members.

**Dissemination/Discussion of Key Findings:** how and with whom were key findings shared and what were the results of these discussions (6)  
The strategic plan, along with its mission, vision, goals and strategies were shared with the Fraternity & Sorority Life community at the End of the Year Celebration. Each chapter also received a copy to share among its members.  
Once the college website is able to be updated, this plan will be shared electronically. The team members will continue to work throughout the summer and into the 2016-2017 academic year to implement the strategic plan strategies. This piloted model for creating the Fraternity & Sorority Life strategic plan will be used to create a strategic plan in collaboration with Brockport Student Government for the overall student organizations.

**Summary Sentence for EMSA Briefing Book:** A team of leaders within the Fraternity & Sorority Life community wrote new mission and vision statements along with a Strategic Plan outlining goals focused on areas such as new member education, growth, commitment to the campus and unity.

Unit Goal	College Mission Alignment: how does this goal support the College's Mission?
With the reorganization, assess the current Mission and Vision Statement for the department and whether it meets intended outcomes.	Mission and Vision statements directly align with the college's mission statement in January 2016.

Outcomes and Criteria: identify 2-3 specific outcomes related to goal and criteria for success (3)	Data Sources and Methods: resources and tools used to assess (1, 2)	Assessment Data: summarize the assessment results, indicating whether outcomes were exceeded, met or not met (4)
Discuss what the intended outcomes of the department are, and how that aligns with the college's mission	During the fall semester, SUA professional staff spent time discussing what the key initiatives for the department are, and if the current department mission aligned with both intended outcomes and college mission.	By end of the fall semester, the mission and vision statements were established and approved. Put into circulation in January 2016.
Identify key descriptors that describe intended outcomes that helped to outline our functional areas	During fall semester, SUA team brainstormed descriptors that aligned with intended outcomes, and looked at other websites to gather information.	
Student staff can identify and describe departmental mission and vision.	Professional staff shared updated mission and vision s with student employees in each functional area for feedback and understanding.	

## CLOSING THE LOOP

**Resources Used:** The Student Union & Activities staff (professionals, GA's, and students) were utilized for this process.

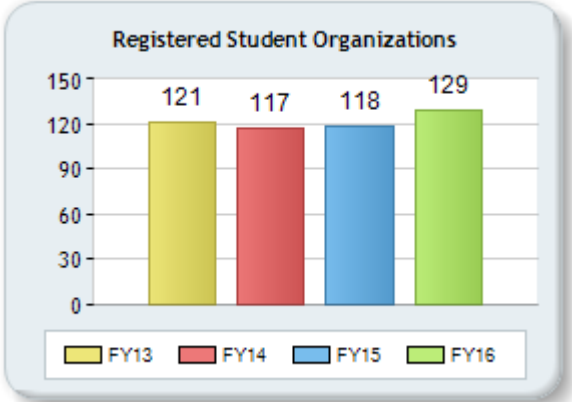
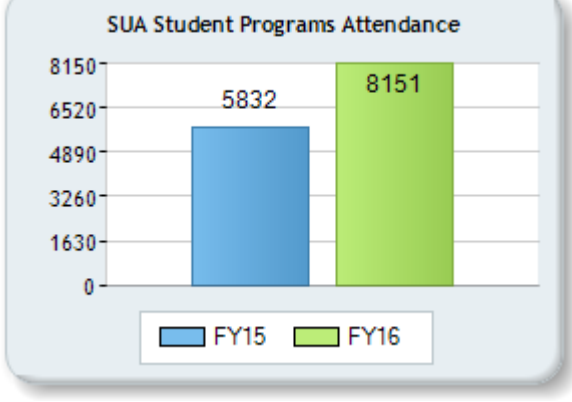
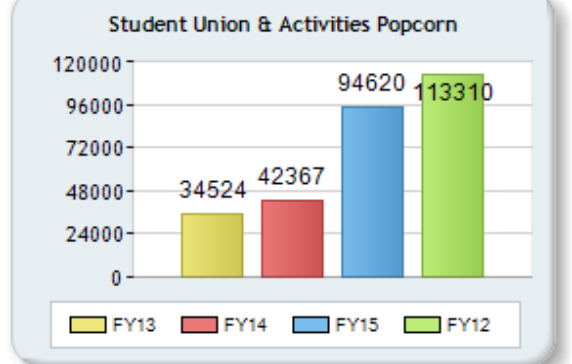
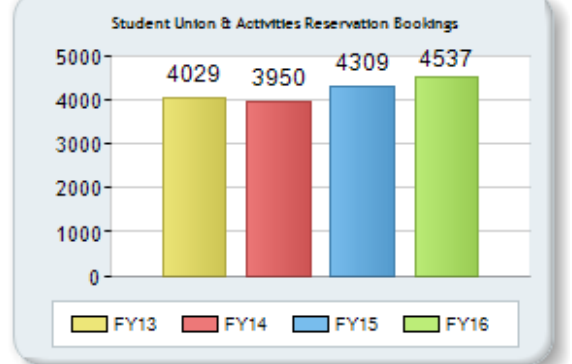
**Key Findings:** The development of the mission and vision statement provided the focus needed for priorities and how decisions were made for the department.

**Dissemination/Discussion of Key Findings:** Updated mission and vision were shared on our website, with all of staff, on Daily Eagle, and referenced in conversations and discussions were needed.

**Summary Sentence for EMSA Briefing Book:** Following reorganization, developing the departmental mission and vision statement helped to create a reason for being, purpose, aspirations, and focus for the future


### SECTION THREE: UNIT KEY PERFORMANCE INDICATORS

Using charts from Baseline, display and analyze your key performance indicators

Key Performance Indicators and Benchmarks	Analysis										
 <p><b>Registered Student Organizations</b></p> <table border="1"> <thead> <tr> <th>Fiscal Year</th> <th>Number of Organizations</th> </tr> </thead> <tbody> <tr> <td>FY13</td> <td>121</td> </tr> <tr> <td>FY14</td> <td>117</td> </tr> <tr> <td>FY15</td> <td>118</td> </tr> <tr> <td>FY16</td> <td>129</td> </tr> </tbody> </table>	Fiscal Year	Number of Organizations	FY13	121	FY14	117	FY15	118	FY16	129	<p>Total number of student organization registrations: 129</p> <ul style="list-style-type: none"> <li>• Academic Honor Societies: 4</li> <li>• BSG Clubs: 85</li> <li>• Campus Recreation Club Sports: 26</li> <li>• Fraternities/Sororities and councils: 7</li> <li>• Interest Groups: 7</li> </ul> <p>Through partnership with BSG and Campus Recreation, we streamlined the process for starting a new organization on campus and increased a net of 11 new groups this year.</p>
Fiscal Year	Number of Organizations										
FY13	121										
FY14	117										
FY15	118										
FY16	129										
 <p><b>SUA Student Programs Attendance</b></p> <table border="1"> <thead> <tr> <th>Fiscal Year</th> <th>Attendance</th> </tr> </thead> <tbody> <tr> <td>FY15</td> <td>5832</td> </tr> <tr> <td>FY16</td> <td>8151</td> </tr> </tbody> </table>	Fiscal Year	Attendance	FY15	5832	FY16	8151	<p>This year both Late night Programming (Fri-Sat) and The Union Programming Team (UPT) were combined into one operating unit. They took on a number of new programming initiatives including:</p> <ul style="list-style-type: none"> <li>• More intentional Co-Sponsorships</li> <li>• Restructuring to operate more like a traditional programming board</li> <li>• Create consistent and intentional programming</li> </ul> <p>There was an increase in attendance from 5832 in 2014-15 to 8151 in 2015-2016.</p>				
Fiscal Year	Attendance										
FY15	5832										
FY16	8151										
 <p><b>Student Union &amp; Activities Popcorn</b></p> <table border="1"> <thead> <tr> <th>Fiscal Year</th> <th>Amount of Popcorn</th> </tr> </thead> <tbody> <tr> <td>FY13</td> <td>34,524</td> </tr> <tr> <td>FY14</td> <td>42,367</td> </tr> <tr> <td>FY15</td> <td>94,620</td> </tr> <tr> <td>FY16</td> <td>113,310</td> </tr> </tbody> </table>	Fiscal Year	Amount of Popcorn	FY13	34,524	FY14	42,367	FY15	94,620	FY16	113,310	<p>Total amount of popcorn handed out this year= 113,310</p> <p>The intention of popcorn as passive programming in the Union was twofold:</p> <ul style="list-style-type: none"> <li>• Create a sense of community by providing opportunities to meet new people, engage in programs, and take advantage of services</li> <li>• Increase traffic</li> </ul>
Fiscal Year	Amount of Popcorn										
FY13	34,524										
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 <p><b>Student Union &amp; Activities Reservation Bookings</b></p> <table border="1"> <thead> <tr> <th>Fiscal Year</th> <th>Number of Bookings</th> </tr> </thead> <tbody> <tr> <td>FY13</td> <td>4,029</td> </tr> <tr> <td>FY14</td> <td>3,950</td> </tr> <tr> <td>FY15</td> <td>4,309</td> </tr> <tr> <td>FY16</td> <td>4,537</td> </tr> </tbody> </table>	Fiscal Year	Number of Bookings	FY13	4,029	FY14	3,950	FY15	4,309	FY16	4,537	<p>Total number of reservation bookings for this year = 4578</p> <ul style="list-style-type: none"> <li>• Student Organizations = 1631</li> <li>• Faculty/Staff Reservations in the Union = 2896</li> <li>• External = 51</li> </ul> <p>Booking is for each space utilized for an entire reservation. One reservation can have multiple bookings.</p>
Fiscal Year	Number of Bookings										
FY13	4,029										
FY14	3,950										
FY15	4,309										
FY16	4,537										

## SECTION FOUR: 2015-2016 POINTS OF PRIDE AND ACCOMPLISHMENTS

Identify up to 10 points of pride and accomplishments throughout the 2015-2016 year. Where applicable, indicate how the accomplishment aligns with college mission and priorities.

Point of Pride/Accomplishment	College Mission and Priorities Alignment
<p>Achieving #1 in SUNY for the Seymour College Union</p> 	<p>Quality of Place</p>
<p>Reorganization of Student Union &amp; Activities department</p>	<p>Academic Quality and Engagement; Co-Curricular Programming &amp; Supportive Services; Learning Environment &amp; Quality of Place</p>
<p>Collaboration efforts with other departments:</p> <ul style="list-style-type: none"> <li>● Golden Eagle Senior Council with Advancement</li> <li>● Hazing Steering Committee</li> <li>● Co-sponsored events with BSG</li> <li>● Event calendars with BASC</li> </ul>	<p>Academic Quality and Engagement; Co-Curricular Programming &amp; Supportive Services; Alumni Connectedness</p>
<p>The use of myBROCKPORT as the campuswide involvement portal continues to grow.</p> <p>Highlights:</p> <ul style="list-style-type: none"> <li>● The overall pageviews for 2015-2016 = 862,471.</li> <li>● Brockport Student Government transitioned all student organization finance management over to the CollegiateLink Finance Module by January 2016.</li> </ul>	<p>Co-Curricular Programming &amp; Supportive Services</p>
<p>Fraternity &amp; Sorority Life Highlights:</p> <ul style="list-style-type: none"> <li>● Development of strategic plan</li> <li>● Largest recruitment numbers in more than a decade. Inter-Greek Council bylaw was created prohibiting unrecognized association.</li> <li>● Zeta Phi Beta, our city-wide chapter, regained a Brockport member after more than 15 years.</li> </ul>	<p>Co-Curricular Programming &amp; Supportive Services</p>
<p>Student Organization Highlights:</p> <ul style="list-style-type: none"> <li>● Developed specific student organization staff positions (Graduate Assistant, 4 Student Organization Assistants, Event Managers).</li> <li>● Developed a Student Organization Steering Committee in partnership with Brockport Student Government and Campus Recreation.</li> <li>● Co-sponsored the inaugural Student Organization Appreciation Banquet in April 2016 with BSG and Campus Recreation.</li> <li>● Club Craze (August 2015) had the largest attendance with over 2,000 students.</li> <li>● Invited the BSG Business Manager to participate in SUA staff meetings to increase transparency, effectiveness, and build a stronger working relationship between SUA and BSG.</li> </ul>	<p>Co-Curricular Programming &amp; Supportive Services</p>

<p>Building/Operations Highlights:</p> <ul style="list-style-type: none"> <li>● Collaborated with the Diversity Committee on the Interfaith space</li> <li>● Successful transition of space for package room and box office</li> <li>● Popcorn total = 113,310</li> </ul>	<p>Quality of Place; Co-Curricular Programming &amp; Supportive Services</p>
<p>Programming Highlights:</p> <ul style="list-style-type: none"> <li>● Increased attendance from 5832 in 2014-15 to 8151 in 2015-2016</li> <li>● Collaborated with BSG on multiple co-sponsored events</li> <li>● Establish a partnership with BSG to fully fund Late Night Programming for 2016-2017</li> <li>● Restructured the Union Programming Team to better resemble a traditional Programming Board</li> </ul>	<p>Co-Curricular Programming &amp; Supportive Services</p>
<p>Off-Campus Student Services Highlights:</p> <ul style="list-style-type: none"> <li>● Established an Off-Campus/Commuter Advisory Board</li> <li>● Established an Off-campus Bill of Rights and an Off Campus Checklist</li> </ul>	<p>Co-Curricular Programming &amp; Supportive Services</p>
<p>The WBSU radio station was a national finalist (top four) for Best Promo in 2015 College Broadcasters, Inc. National Student Production Awards. Station member awarded the "Joel Willer Award."</p>	<p>Academic Quality and Engagement; Co-Curricular Programming &amp; Supportive Services</p>



### **SECTION FIVE: 2016-2017 UNIT ANNUAL GOALS**

Identify the overall annual goals for the unit

<b>Unit Annual Goals</b>	<b>Action Plan and Timeline</b>
WBSU- Complete all studio rebuilds and all prep for new transmitter installation in summer 2017	June 2017
Initial implementation of the newly created Fraternity & Sorority Life strategic plan and its goals/strategies	May 2017
Create departmental staff/student employee learning outcomes	Fall 2017
Increase department visibility	Ongoing throughout 2016-2017
Create a strategic plan for student organization leadership development	Finalized May 2017
Working in conjunction with BSG, solidify a plan to have an operational Programming Board for The College.	Finalized February/March 2017
In collaboration with BSG, identify Off Campus and Commuter needs and how to best serve them.	Fall 2016

### SECTION SIX: 2016-2017 Assessment Plan

Select 3-4 unit goals to comprehensively assess. This section corresponds with the Administrative Assessment Documentation Document 2.

Unit Goal	College Mission Alignment: how does this goal support the College's Mission?
Create departmental staff/student employee learning outcomes	Academic Quality & Engagement; Co-Curricular Programming & Support Services; Learning Environment & Quality of Place

Outcomes and Criteria: identify 2-3 specific outcomes related to goal and criteria for success (3)	Data Sources and Methods: resources and tools that will be used to assess (1, 2)	Resources Needed and Individual(s) Responsible: describe what resources (human, financial, etc.) are needed to pursue this goal
Articulate insight into one's own cultural identity  Articulate the meaningful ways in which members of the SUA team contribute to the overall Brockport community.  Support a constructive team climate by: <ul style="list-style-type: none"><li>● Treating members respectfully</li><li>● Conveying a positive attitude through verbal and non-verbal actions</li><li>● Motivating teammates by expressing the importance of the task and the team's ability to accomplish it.</li><li>● Providing assistance and encouragement to team members.</li></ul>	Staff observations  Presentations and Program Assessments  Self-assessments	Individual(s) responsible: SUA team, particularly professional team, more specifically Kim Haines

**Action Plan:** describe strategies that will be used to reach the outcomes and goal, including timeline

- Departmental training in August and January
- Collaborative Training
- Departmental Staff Meetings
- Staff and student employee evaluations

**Goal Rationale:** With a focus on building community through our functional areas, developing an employment program from top down is important piece in creating a sense of belonging, increasing departmental visibility, and supporting the College's mission.

Unit Goal	College Mission Alignment: how does this goal support the College's Mission?
Develop a strategic organizational leadership program.	Co-curricular Programming & Supportive Services

Outcomes and Criteria: identify 2-3 specific outcomes related to goal and criteria for success (3)	Data Sources and Methods: resources and tools that will be used to assess (1, 2)	Resources Needed and Individual(s) Responsible: describe what resources (human, financial, etc.) are needed to pursue this goal
Identify a team of dedicated student organization officers, advisors and emerging leaders  Create a new mission, vision, goals and strategies for student organization leader development.	Review feedback from the 2016 Student Organization v Officer survey.  Research other models.  Gather assessment from current and emerging leaders within organizations.	Individuals responsible: Amy McNulty and Ryan Giglia

**Action Plan:** describe strategies that will be used to reach the outcomes and goal, including timeline

- Research other models at various institutions.
- Gather assessment from current and emerging leaders within organizations.

**Goal Rationale:** describe the reasons for selecting this goal including any relevant assessment data and key findings

Creating a student organization leadership program will support our departmental mission of encouraging growth and discovery. We used the results from our Spring 2016 Student Organization Officer Survey to begin the process of creating this leadership program.

Unit Goal	College Mission Alignment: how does this goal support the College's Mission?
Working in conjunction with BSG, solidify a plan to have an operational Programming Board for The College.	Co-curricular Programming & Supportive Services; Academic Quality and Engagement

Outcomes and Criteria: identify 2-3 specific outcomes related to goal and criteria for success (3)	Data Sources and Methods: resources and tools that will be used to assess (1, 2)	Resources Needed and Individual(s) Responsible: describe what resources (human, financial, etc.) are needed to pursue this goal
Create a structure for hiring one programming team between BSG and Student Union & Activities.	Staff Observations  Feedback from Students (Focus Groups)	Individual responsible: Ryan Giglia

**Action Plan:** describe strategies that will be used to reach the outcomes and goal, including timeline

- Listing of strategies
  - Secure Funding from BSG for Late Night Programming (Fall)
  - Combine BSG Programming and UPT Training (Fall)
  - Departmentalize Programming into budget areas within BSG (Fall)
  - Begin to have one weekly programming meeting with all department (Spring)
  - Hire one full staff for 2017-2018.

**Goal Rationale:** describe the reasons for selecting this goal including any relevant assessment data and key findings

Creating an Activities Board for Brockport will align BSG and SUA with the mission and vision of both organizations to increase spirit, pride and tradition. It will also align with best practices of similar institution around the country.