**2013-14 STUDENT AFFAIRS/STUDENT LIFE PROGRAM REVIEW**

1. **Mission Statement – Program/Dept. Mission**
	1. Student Life creates learning opportunities by providing co – curricular programs to foster student education and enhance the overall educational experience of students. It is learning that happens outside of the classroom. Involvement in programs and activities from Student Life develops student’s leadership skills, team – work abilities, and time management skills.
	2. The vision of Student Life is to create opportunities on campus through our programming, boards, events, and partnerships that will develop student’s leadership, personal, and professional abilities.
2. **Functional Statement – Program/Dept. Functional Statements**
	1. The Student Affairs programs are committed to providing full student support services that embrace the spirit of Aloha, Collaboration, and Respect.
	2. Student Life will provide a forum for learning outside of the classroom.
	3. Student life will provide opportunities for students to develop their leadership skills.
	4. Student Life will be a student centered department that provides support to students.
	5. Student Life supports students in their self – directed educational path.
	6. Student Life will continue to be recognized as a center for co – curricular development on campus.
	7. Student Life will work collaboratively with members of the campus community and continue to be recognized as an important and equal partner in achieving the college’s mission.
3. **Specific Functions**
4. Develops, plans, implements, evaluates comprehensive co-curricular student life program including educational, social, cultural & recreational components and student government, activities, organizations, publications, and other special interest groups,
5. Provide high quality services, including promoting student involvement on campus and assisting students with the proper resources,
6. Over see the Student2Student Program
7. Coordinate New Student Orientation,
8. Coordinate Frosh Camp,
9. Coordinate General Student Orientation,
10. Advise Student Government,
11. Advise Board of Student Publications – process all stipend awards, casual/overload forms, requisitions, super quotes, etc.,
12. Advise Campus Clubs,
13. Coordinate, manage, implement new ideas, and budget for the Wellness Center,
14. Coordinate Commencement Ceremony,
15. Coordinate Ask Me Tables,
16. Coordinate Campus Tours,
17. Create, order, distribute student planners to all enrolled students,
18. Distribute support services and program information to all students in an equitable manner that compliments institutional priorities,
19. Provide stewardship over Federal, State, institutional and external funds in compliance with regulations.
20. Maintain accurate records necessary to meet federal, state, and institutional reporting requirements.
21. Develop and implement policies and procedures for student assistants, student ambassadors, and peer mentors.
22. Oversee Perkins funded staff, student assistants, student ambassadors, and peer mentors, including maintaining accurate records for the Federal, State, and institutional programs and /or grants,
23. Pursue continued professional development opportunities to ensure staff knowledge of current student leadership initiatives,
24. Utilize technological initiatives to simplify and streamline the delivery of information to students,
25. Serves on campus-wide task forces, committees, and groups to represent the interests of Student Life,
26. Prepare requisitions to business office to process payment of all student activity sponsored events,
27. Informs the campus community of all student activity, events and functions,
28. Provide advice and assistance to any student/staff in planning a campus activity,
29. Recruit students to participate in co-curricular activities to complement their education,
30. Collaborate with other student life professionals, as well as faculty/staff of UHMC to strengthen the Student Life Department,
31. **DATA**
32. **Summative – Program/Dept. Overall Goals with Measurable Outcomes/Targets**

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| **Institutional Goals and System Objectives** | **Program Goals and Objectives** | **FY12** | **FY13** | **FY 14****(as of 10/2014)** | **Assessment Tools & Methods** | **Results and Analysis***Details in Formative data*  | **Program Improvements Based on Analysis***Details in Formative data*  |
| **Hawaii Graduation Initiative:** **Examples: Access, Retention, Persistence, Completion** | **Example:****Increase the % of FA recipients each year to reach 46.8% by 2015.** **(Strategic Outcomes)** | **Enrolled students paid FA increased by 4%.** **1011 - 52%****1112 - 56%** | **Enrolled students paid FA decreased by 2%.** **1112 - 56%****1213 - 54%** | **Enrolled students paid FA increased by \_\_%****1213- 54%****1314 -**  | **Tool: UHCC FA Reports using Banner popsels** | **Above target:****Numbers starting to level off but remains above Strategic Outcome Goal of 46.8%**  | **Continue to change/develop outreach strategies based on assessment (See Formative Section)**  |
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1. **Formative – Examples of Strategies/Initiatives aligned with achieving Program Goals**

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| **Program Goals and Objectives** | **Achievement Indicators** | **Strategies to Achieve Goals** | **Assessment Tool(s) & Methods of Utilization** | **Results and Analysis**  | **Implementation Plan based on Analysis** |
|   |   |   |   |   |   |
| **Impact retention, persistence, completion by promoting facilities and areas on campus for student interaction and connection:*** **Wellness Center**
* **Student Lounge**

**Impact retention, persistence by conducting NSO****Impact student leadership by promoting Student Government**  | **Students will have a better sense of feeling connected and engaged on campus****Increased membership****Diversify student body using the Lounge****Provide structure to the facility to create safe place for student****Students will become connected with Peer mentors****Students will become more familiar with campus and resources****SG members will develop leadership skills to carry out events that support students** | **Wellness Center:*** **Strengthen improve website and social media outreach**
* **Expand classes**
* **Improve check-in process**

**Collaborated with SG about including space for student clubs in Lounge****Develop Facilities Use policy****Enhanced training for Peer Mentors****Played larger role in NSO****Campus Quest****Workshops****Leadership workshops****Create separate Student Activities Council so SG can focus on advocacy and leadership**  | **Surveys****Kuali Financial System****Survey****Kuali Financial System****Survey****Banner****Training from UH System office, HASLA, campus faculty/staff** | **Include whatever data available****Include data from Kuali comparing 1213 to 1314****Include whatever data available****Include whatever data available****# and types of activities completed****Evaluations from workshops?** | **Analysis:**What did you learn? What will you do different? What will you do the same? |

1. **CONSIDERATIONS FOR PROGRAM REVIEW – Provide short narrative on how Program/Dept. is meeting the following Rubric Measures:**
2. **Engaged Community**
* Discuss community engagement
* Provide evidence of that program goals have risen from appropriate community and constituent feedback
1. **Recognize & Incorporate Best Practices**
	* + Show how program researches, reviews and incorporates best practices in service and SLO delivery.
		+ List any awards or recognition for quality or achievements.
2. **Planning & Policy Considerations**
	* + Indicate how program modifications align with student and community needs as well as college strategic plans and goals.
3. **Budget Consideration and Impact**
	* + Demonstrate that operational, supply, and capital budget needs are grounded inn evidence of assessment and analysis.

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|  | **Summer 2013** | **Fall 2013** | **Spring 2014** | **Summer 2014** | **Fall 2014** | **Total** |
| Eblasts | 11 | 78 | 58 | 6 | 0 | 153 |
| Campus Tours | 11 | 15 | 12 | 2 | 0 | 40 |
| Work Order/Aim | 20 | 24 | 10 | 0 | 0 | 54 |
| Work Order/ZenDesk | 15 | 14 | 4 | 0 | 0 | 33 |
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| **Requisitions & Stipends** |
| **Requisitions** | **Summer 2013** | **Fall 2013** | **Spring 2014** | **Summer 2014** | **Fall 2014** | **Total** |
| Student Government | 0 | 4 | 7 | 0 | 0 | 11 |
| SAC | 0 | 1 | 0 | 0 | 0 | 1 |
| BOSP | 0 | 1 | 0 | 0 | 0 | 1 |
| Student Life | 5 | 4 | 2 | 0 | 0 | 11 |
| Perkins | 0 | 0 | 0 | 0 | 0 | 0 |
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| **Stipends** | **Summer 2013** | **Fall 2013** | **Spring 2014** | **Summer 2014** | **Fall 2014** | **Total** |
| Student Government | 0 | 13 | 0 | 0 | 0 | 13 |
| SAC | 0 | 0 | 0 | 0 | 0 | 0 |
| BOSP | 0 | 1 | 2 | 0 | 0 | 3 |
| Student Life | 0 | 1 | 0 | 0 | 0 | 1 |
| Perkins | 0 | 0 | 0 | 0 | 0 | 0 |
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| **Room Reservations** |  |  |  |
| **Fall 2014** |  |  |  |
| What  | What  | When | Where |  |  |  |
| Thanksgiving Luncheon | Student Government | Nov. 24 | Multipurpose  |  |  |  |
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| **Summer 2014** |  |  |  |
| **What**  | **Who** | **When** | **Where** |  |  |  |
| Ike Program Study Grp. | Ike Program | Jun. 5 | Student Lounge |  |  |  |
| NSO Mtg. | Student Life | Jun. 6 | Kaa 210 |  |  |  |
| Ike Program Study Grp. | Ike Program | Jun. 12 | Student Lounge |  |  |  |
| Ike Program Study Grp. | Ike Program | Jun. 19 | Student Lounge |  |  |  |
| Ike Program Study Grp. | Ike Program | Jun. 26 | Student Lounge |  |  |  |
| NSO Mtg. | Student Life | Jun. 26 | Kaa 210 |  |  |  |
| Meeting | Student Life | Jun. 26 | Kalama 102 |  |  |  |
| Ike Program Study Grp. | Ike Program | Jul. 3 | Student Lounge |  |  |  |
| NSO Mtg.  | Student Life | Jul. 3, 31 | Kaa 210 |  |  |  |
| NSO Mtg.  | Student Life | Jul. 10, 17, 24  | Kaa 210 |  |  |  |
| Upward Bound Workshop | Upward Bound | Jul. 17 | Student Lounge |  |  |  |
| LPN Commencement  | LPN | Jul. 18 | Student Lounge |  |  |  |
| Peer Mentor Training | Student Life | Jul. 23 | Multipurpose |  |  |  |
| Muo Ae Orientation | Muo Ae | Aug. 1, 7, 8 | Student Lounge |  |  |  |
| Peer Mentor Training | Student Life | Aug. 8 | Multipurpose |  |  |  |
| NSO | Student Life | Aug. 13 | Multipurpose |  |  |  |
| NSO | Student Life | Aug. 21 | Wellness Center |  |  |  |
| NSO | Student Life | Aug. 14, 18, 22 | Wellness Center |  |  |  |
| NSO | Student Life | Aug. 14, 18, 22 | Student Lounge |  |  |  |
| NSO | Student Life | Aug. 15, 19, 23 | Wellness Center |  |  |  |
| NSO | Student Life | Aug. 15, 19, 23 | Student Lounge |  |  |  |
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| **Spring 2014** |  |  |  |
| **What**  | **Who** | **When** | **Where** |  |  |  |
| NSO | Student Life | Jan. 8 | Student Lounge |  |  |  |
| NSO | Student Life | Jan. 11 | Student Lounge |  |  |  |
| NSO | Student Life | Jan. 13 | Student Lounge |  |  |  |
| Hospitality Conference | Student Life | Jan. 23 | Student Lounge |  |  |  |
| Hospitality Conference | Student Life | Jan. 24 | Student Lounge |  |  |  |
| NSO Mtg.  | Student Life | Jan. 30 | Kaa 210 |  |  |  |
| NSO Mtg.  | Student Life | Feb. 4 | Kaa 210 |  |  |  |
| Student Government Hearings | Student Government | Feb. 10 | Hale 218 |  |  |  |
| Student Government Hearings | Student Government | Feb. 11 | Kalama 206B |  |  |  |
| Student Government Hearings | Student Government | Feb. 12 | Kalama 206B |  |  |  |
| Student Government Caucus Mtg. | Student Government | Feb. 21 | Multipurpose |  |  |  |
| Kalama Intermediate Presentation | Student Life | Feb. 21 | Student Lounge |  |  |  |
| Kalama Intermediate Presentation | Student Life | Feb. 22 | Hale 217 |  |  |  |
| Student Government Caucus Mtg. | Student Government | Feb. 22 | Multipurpose |  |  |  |
| Upward Bound Program | Upward Bound | Mar. 1 | Student Lounge |  |  |  |
| King Kekaulike Campus Tour | Student Life | Mar. 4 | Lau 102, 212 |  |  |  |
| King Kekaulike Campus Tour | Student Life | Mar. 4 | Ike 144 |  |  |  |
| Club Orientation  | SAC | Mar. 7 | Hookipa Conference Rm. |  |  |  |
| Student Life Mtg. | Student Life | Mar. 12 | Hookipa Conference Rm. |  |  |  |
| Student Life Mtg. | Student Life | Mar. 12 | Hookipa Conference Rm. |  |  |  |
| Club Orientation  | SAC | Mar. 14 | Hookipa Conference Rm. |  |  |  |
| NSO Mtg.  | Student Life | Mar. 17 | Kaa 210 |  |  |  |
| Upward Bound Program | Upward Bound | Apr. 12 | Student Lounge |  |  |  |
| Upward Bound Program | Upward Bound | Apr. 12 | Student Lounge |  |  |  |
| Student Life Mtg. | Student Life | 1-May | Hookipa Conference Rm. |  |  |  |
| UHMC Recruitment | UHMC | 1-May | Student Lounge |  |  |  |
| Peace Club | SAC | 8-May | Kalama 203 |  |  |  |
| Kalama Intermediate Campus Visit | Student Life | 9-May | Wellness Center |  |  |  |
| Kalama Intermediate Campus Visit | Student Life | 9-May | Student Lounge |  |  |  |
| Kalama Intermediate Campus Visit | Student Life | 9-May | Multi 3A |  |  |  |
| Maui Matsuri | Maui Matsuri | 9-May | Student Lounge |  |  |  |
| Maui Matsuri | Maui Matsuri | 10-May | Wellness Center |  |  |  |
| Maui Matsuri Art Contest | Maui Matsuri | 10-May | Student Lounge |  |  |  |
| Upward Bound Program | Upward Bound | 10-May | Student Lounge |  |  |  |
| Upward Bound Program | Upward Bound | 10-May | Student Lounge |  |  |  |
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| **Fall 2013** |  |  |  |
| **What**  | **Who** | **When** | **Where** |  |  |  |
| NSO Mtg. | Student Life | Sep. 5 | Kaa 210 |  |  |  |
| Muo Ae Orientation | Muo Ae | Sep. 26 | Student Lounge |  |  |  |
| PTK Leadership Membership | SAC | Sep. 28 | Student Lounge |  |  |  |
| PTK Reg. Leadership | SAC | Sep. 29 | Student Lounge |  |  |  |
| Health Fair  | Student Life | Sep. 30 | Student Lounge |  |  |  |
| Perception Software Mtg. | Student Life | Oct. 8 | Kaa 210 |  |  |  |
| Construction Day Resource Fair | Student Life | Oct. 18 | Student Lounge |  |  |  |
| Student Life Mtg. | Student Life | Oct. 21 | Kaa 210 |  |  |  |
| NSO Mtg. | Student Life | Oct. 31 | Kaa 210 |  |  |  |
| NSO Mtg. | Student Life | Nov. 7, 14, 21, 28 | Kaa 210 |  |  |  |
| Art Club Event | SAC | Nov. 8 | Student Lounge |  |  |  |
| Maui Waena Tour | Student Life | Nov. 8, 15, 22 | Student Lounge |  |  |  |
| Upward Bound Program | Upward Bound | Nov. 16 | Student Lounge |  |  |  |
| Upward Bound Program | Upward Bound | Nov. 16 | Student Lounge |  |  |  |
| Student Life Mtg. | Student Life | Nov. 18 | Kaa 210 |  |  |  |
| Movie Night | Student Government | Nov. 21 | Parking Pilina |  |  |  |
| Career Day & Transfer Fair | UHMC | Nov. 22 | Student Lounge |  |  |  |
| Program Entrance Req. | Student Life | Nov. 27 | Kaa 210 |  |  |  |
| ACA Health Navigations | ACA Health | Dec. 3 | Student Lounge |  |  |  |
| Aha Scholarship Mtg. | Aha Scholarship | Dec. 5 | Hookipa Conference Rm. |  |  |  |
| NSO Mtg. | Student Life | Dec. 12, 19 | Kaa 210 |  |  |  |
| Aha Scholarship Ceremony | Aha Scholarship | Dec. 13 | Student Lounge |  |  |  |
| Student Life Christmas Party | Student Life | Dec. 13 | Kalama 102 |  |  |  |
| Upward Bound Program | Upward Bound | Dec. 14 | Student Lounge |  |  |  |
| Upward Bound Program | Upward Bound | Dec. 14 | Student Lounge |  |  |  |
| Nursing Pinning Ceremony | Nursing | Dec. 19 | Student Lounge |  |  |  |
| Nursing Pinning Ceremony | Nursing | Dec. 20 | Student Lounge |  |  |  |
|  |  |  |  |  |  |  |
| **Summer 2013** |  |  |  |
| What  | Who | When | Where |  |  |  |
| NSO Part 1 | Student Life | 29-May | Kalama 206B |  |  |  |
| NSO Part 1 | Student Life | 29-May | Kalama 206A |  |  |  |
| NSO Part 1 | Student Life | 29-May | Kalama 209 |  |  |  |
| Development Day  | Student Government | Jun. 28 | Hookipa Conference Rm. |  |  |  |
| Summer Bridge Hoike | Kahikina O Ka La | Jul. 5, 6 | Student Lounge |  |  |  |
| Student Life Mtg. | Student Life | Jul. 15 | Kaa 219 |  |  |  |
| Upward Bound Graduation | Upward Bound | Jul. 18 | Student Lounge |  |  |  |
| Zumbathon Benefit | Student Life | Jul. 27 | Wellness Center |  |  |  |
| Summer Bridge  | Muo Ae | Aug. 2, 9 | Student Lounge |  |  |  |
| NSO Part 1 | Student Life | Aug. 7 | Kalama 209 |  |  |  |
| NSO Part 1 | Student Life | Aug. 7 | Kalama 206B |  |  |  |
| NSO Part 2 | Student Life | Aug. 14, 15 | Student Lounge |  |  |  |
| NSO Part 2 | Student Life | Aug. 14, 15 | Kalama 203, 206A, 206B |  |  |  |
| Welcome Back Mtg. | Student Life | Aug. 22 | Hookipa Conference Rm. |  |  |  |

**Program Evaluations:**

1. **1. Evaluation of your overall program operations for FY 2011- 2012, including successful performance outcomes and benchmarks as well as areas that are in need of further attention. Relate outcomes and benchmarks to UH systemwide Strategic Goals and other relevant external regulations or requirements.**
* The Student Life Staff has been a team for approximately 2 years with the Student Life Coordinator in a Casual Hire Position, 2 – Perkins funded APT Band A positions (temporary hire) and 12 student ambassadors/student assistants. The staff is dedicated to providing excellent customer service and to be an office that is student friendly. Campus departments refer students to the Student Life Office for many different reasons and the student staff needs to be trained to answer the questions or refer them to the appropriate office.
* The Student Life Coordinator (Casual Hire) manages an office staff that includes: 2 Perkins funded APT Band A position, The Recruitment Coordinator and the Retention Coordinator (both are temporary hire positions), 12 student ambassadors/student assistants, and 12 Wellness Center Instructors.

**Do well:**

* Recruiting student leadership involvement and training them to be efficient, understanding, and transformational student leaders.
* Coordinating well attended events and partnering with campus divisions and student organizations.
* The Student Life Office engages students on campus and provides students with an opportunity to be involved and to build their own community on campus.
* Utilize students and their strengths to maximize efficiency and engagement on campus
* Communicating with the campus via email blasts and personal communication

**Strengths from others:**

* Budget
* Trained student leaders
* Event planning skills and workshop presentations
* Eagerness to assist with campus events
* Team oriented staff that is always open to assisting with events
* General campus information
* Weekly email updates to students about campus announcements
1. **A self – assessment outlining your strengths and areas that may need improvement as well as your plans to address the challenges.**

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| **Weaknesses****Improve**: * All staff is in a casual and/or temporary position and offers little or no benefits. It is difficult to keep these positions filled as they are not secure and are low paying.
* Student Government and other student leaders are constantly asked to staff events, participate in committees, and volunteer for various activities: often times they do get stretched thin. Student Life is looking into engaging more volunteers on campus to alleviate that concern.
* Lack of IT support: Student Life is constantly in need of IT support for programming needs for all 11 programs. It is difficult to promote, manage, and run an efficient office without the proper IT support. Our information is outdated and needs prompt attention.
* Improvements to the Student Lounge to create a safer space for students and to move towards the Student Lounge being a full event facility (specific hours, sign in/out of equipment, students managing the facility, rules to enforce). In the past year the furniture has broken down and not being viewed as a welcoming place for students. Adequate upkeep is necessary especially with furniture as this poses a huge liability issue. There is a very strong odor (similar to bad foot odor) that needs to be addressed.
* The membership is continuing to grow in the Wellness Center and there is no adequate staffing for this program. It takes hours to manage from schedule planning, to facility upkeep (cleanliness, equipment, and safety), updating certificate records of all instructors, updating the website and face book page, creating timesheets for all instructors every 2 – weeks, and dealing with complaints from members. It is also not equipped with an AED to assist in the event of an emergency.
* New Student Orientation and Frosh Camp are programs that the Administration includes as an activity each year. Since fall 2010 this position was filled twice. The Student Life Coordinator needs to fill the position while continue with the necessary duties of the vacant position. These programs need to become institutionalized and budgets allocated to support it.
* The Academic Probation Policy is a new campus policy and was implemented in fall 2010. This policy is managed by a Perkins funded APT Band A position and we have had difficulty keeping this position filled. This position needs to be evaluated by the Administration and structured more to meet the demands and needs of the policy. The Academic Probation Policy is not a program in any of the other UHCC Student Life Offices.
* The Student Life Office would improve its efficiency in overall purchasing and customer service if we had a full time (40 hour/week) Student Life Clerk. This position would help in the overall management for all 11 programs that fall under Student Life.

**Lack of resources**: * Programs such as the Student2Student program, New Student Orientation, Frosh Camp, and the Academic Probation Policy are all funded by Federal funded grants. These grants are funded year to year and are not a guarantee each year. It is difficult to plan, hire, and carry out these programs of funding is not secured however they are all crucial to a student’s First Year Experience.
* Funding for the Student Lounge: The Lounge is used by students as a safe space to hang out and stay engaged on campus. The campus utilizes the Lounge for large events such as NSO, support services and program events, community events, and more. The furniture needs to be portable, health and safety regulated, and visually appealing to standardize with the new campus look. Research with vendors has indicated that the Lounge furniture will range from $50,000 - $90,000.
* Commencement: Student Life has no funds for commencement. In the past all programs, invitations, and facility rental fees have come out of the marketing budget. There needs to be an account specifically for commencement costs and funds allocated each year for this event.

**Losing money**: * Purchasing cheaper items to resolve an issue temporarily wastes money because they need to be constantly replaced.
* Continuing to train staff for temporary positions takes away from daily office work and the focus on our existing programs.
* Without adequate staffing we are not able to monitor each class and check membership payments.

**Vulnerable:** * Student Life is stretched thin occasionally because we are asked to volunteer for many campus events (Student Government and Student Life staff).
* Lack of people in positions affects the programs that fall under those positions, which could result in the lack of Federal Grants to support those programs in the future.
* Student Life Coordinator is stretched thin by the 11 programs and 6 budgets that need to be managed.
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**Program Needs:**

**SR10 Office Assistant III**

**LCC’S program review**

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| **Strengths****Advantages:** * The Student Life Staff has been a team for approximately 2.5 years and have all been trained in various workshops such as Safe Zone and Customer Service. The staff is dedicated to providing excellent customer service and to be an office that is student friendly. Campus departments refer students to the Student Life Office for many different reasons and the student staff need to be trained to answer the questions or refer them to the appropriate office.
* The Financial Aid Office often refers students who are eligible for volunteer scholarships to the Student Life Office because students gain a breadth of skills while being a part of Student Life. The Student Life Coordinator manages an office staff that includes 1 clerk, 1 graphic designer, 4 student assistants, and up to 5 volunteers.
* The hiring (RIF) of a Student Life Clerk has improved efficiency in the office regarding purchasing and customer service.
* Hiring a temporary Ka Mana’o Advisor has established an internal structure for the student run magazine. The magazine was produced with approximately 20 students on staff.

**Do well:** * Recruiting student leadership involvement and training them to be efficient, understanding, and transformational student leaders.
* Coordinating well attended events and partnering with campus divisions and student organizations.
* The Student Life Office engages students on campus and provides students with an opportunity to be involved and to build their own community on campus.
* Utilize students and their strengths to maximize efficiency and engagement on campus
* Communicating with the campus via email blasts and personal communication. The website has been helpful in dispersing information: 7/1/2010 to 6/30/2011: The website had 91,000 views.
* Streamlining various processes for students including NSO online reservation system and the process for Commencement.

**Resources:** HASLA, ACUI, and campus faculty **Strengths from others:** * Budget
* Trained student leader
* Event planning skills and workshop presentations
* Eagerness to assist with campus events
* Team oriented staff that is always open to assisting with events
* General campus information
* B&F Committee and workshops which provides funding opportunities for the campus
* Weekly email updates to students about campus announcements

**Successful aspects:** * Successful aspect would be the branding of Student Life. After 2.5 years students recognize the Student Life image, they attend the events, and come to the office and utilize the office as a resource.
* The launch of mandatory NSO is successful as well because many faculty members have seen a difference in the student’s preparation for classes and understanding of Laulima which the faculty members feel in part due to the mandatory NSO and counseling appointment.
* Consistently maintaining a full membership in all leadership areas: Student Government , SG, (9), Student Activities Board, SAB, (7), Budget and Finance Committee, B&F, (5-7), and New Student Orientation (NSO-12).
* The $30,000 Domestic/Sexual Assault grant has brought infrastructure to the committee to support events and trainings related to DV and Sex Assault.
* Commencement: A consistent committee has helped streamline the ceremony and create a more enjoyable experience for students and family.
* The addition of Ka Mana’o to Student Life has engaged more students on campus who have different skills and talents.

**Selling point and advantages:** active student leaders who can help in every aspect, a non restrictive budget, event planning knowledge and experience, a very positive outlook and passion for students.  |

**Weaknesses:**

What could you improve?

What should you avoid?

Where does your Area lack resources?

Where are we losing money?

Where are we vulnerable?

*Again, consider this from an internal and external perspective. Think about competitors, internal quality, what’s holding us back?*

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| **Weaknesses****Improve**: * Improvements to the Student Lounge to create a safer space for students and to move towards the Student Lounge being a full event facility. In the past year approximately 10 – 15 chairs have broken while students were sitting in it, this poses a huge liability issue
* Student Government and other student leaders are constantly asked to staff events, participate in committees, and volunteer for various activities: often times they do get stretched thin. Student Life is looking into engaging more volunteers on campus to alleviate that concern
* Commencement: More communication to the counselors and students so that all are aware of the process to be listed in Commencement
* Lack of IT support: Therese Nakadomari is constantly being asked to produce programming needs for NSO and Student Life. If Therese did not provide support NSO would not have NSO online and Student Life would not have various sites online such as the Commencement RSVP and Student Government Elections.

**Avoid**: **Lack of resources**: * Ka Mana’o Advisor (Student Publications Advisor): This position was a temporary 1 year position, pending available funds. The position was and currently is still funded through BOSC fees due to the high roll over from years of not utilizing the funds. The funds will be depleted if the position continues to be funded through BOSC. Every student pays $5 for the BOSC fee and the position is approximately $35,000 a year as an APT Band A.
* A major re-occuring issue is the lack of mental health support for students. The Student Life Coordinator advises approximately 40 - 50 students each semester and has encountered approximately 15 students with mental health concerns. These students do not receive any support because Leeward does not have an on-site mental health professional. The Student Life Coordinator is not a licensed mental health professional; however the students reach out to the Coordinator due to the trust built while working together as Advisor and advisee.
* Funding for the Student Lounge: The Lounge is used by students as a safe space to hang out and stay engaged on campus. The campus utilizes the Lounge for large events such as NSO, BOR visits, Forums, and more. The furniture needs to be portable, health and safety regulated, and visually appealing to standardize with the new campus look. Research with vendors has indicated that the Lounge furniture will range from $30,000 - $40,000.
* Commencement: With the increase of student graduates the funding for Commencement has not increased. Since 2008 the number of graduates participating in the ceremony has increased by 20%- 25%. 292 graduates participated in the 2011 Commencement Ceremony which increases the audience numbers and costs for supplies. The budget for Commencement has not increased due to inflation or participation numbers.
* Bulletin Boards: The bulletin boards on campus are managed by Student Life. In 2010, Student Life standardized all the boards to create a consistent look on campus through BOSC fees. The boards have not been replaced in decades and are starting to decay. The bulletin boards are an effective way to communicate to students and they need to be updated with new boards.

**Losing money**: * Purchasing cheaper items to resolve an issue temporarily wastes money because they need to be constantly replaced.

**Vulnerable:** * Student Life is stretched thin occasionally because we are asked to volunteer for many campus events (Student Government and Student Life staff)
* NSO: Since NSO is mandatory now we are asked to include activities into the program. The committee welcomes suggestions and would like to incorporate as many learning experiences to NSO, however if the program were to extend its hours then NSO should provide lunch for the students. NSO does not have the budget to include lunch for approximately 1100 students.
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**Opportunities:**

What trends can your Area take advantage of?

How can we take advantage of the impact of technology breakthroughs?

What niches have our competitors missed?

Are there local events that may have an impact on what we do or how we do it?

Dream and consider possibilities for the Area based on audience, standards in education, market demand.

*A useful approach to looking at opportunities is to look at your strengths and ask yourself whether these open up any opportunities. Alternatively, look at your weaknesses and ask yourself whether you could open up opportunities by eliminating them.*

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| **Opportunities****Trends:** * Social media: utilizing facebook and the familiarity the students have with using facebook.
* Intramurals and the importance on health in the schools: In Spring 2011, Student Life started to explore the possibility of implementing intramurals on campus and with UH Manoa
* Digital marketing with our digital signage

**Take Advantage:** * With the new Ka Mana’o Advisor position, the Student Life Office has more flexibility with posting on the digital signage because it is managed by the office

Student Life has taken advantage of technology by requesting programming with Therese Nakadomari for: * Commencement: Commencement RSVP is only online. It has helped streamline the process, create a sustainable process, and it allowed us to ask student success related questions to help the research for the Student Success Committee regarding graduation rates
* NSO: All sign ups for NSO are online. The student is able to fill out a pre-test, background information, sign up for a NSO session, and sign up for a counseling session
* Surveys: Online student surveys has improved the collection data for various SL surveys and NSO surveys
* Non-IT involvement: Increased visibility awareness for SAB and SG on Facebook and twitter.

**Niches:** Offering more positions as on-campus jobs and college scholarships for volunteer work**Local events:**  Community services related such as community walks and campus events. **Possibilities:** Representation of Student Life in new Learning Commons area, annual campus events, and partnering with instructional faculty and external organizations in presenting workshops, activities, and events. Student Life would like to partner with the Farmer’s Markets and inaugurate a monthly market.  |

**Threats:**

What obstacles do you face?

What is your competition doing?

Describe any particularly difficult obstacles that influence the effectiveness of the Area.

What are, if any, negative political, economic, or social trends affecting your Area?

Who is the competition?

*Consider discussing why you consider these things as “threats” and what could be done to counteract “threats.” Talk about specific threats with emphasis on solutions.*

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| **Threats****Obstacles**: * With the constant turnover for SR10 clerical positions, the Student Life Office clerk (SR8) is offered the positions. The Student Life Coordinator has not had time to advocate for the position to be bumped to a SR10, however will be working on it in the future. The Student Life clerk is no longer a SR8 position with the addition of learning SARS grid, utilizing websites for NSO, Commencement, and other programs. The Student Life Office needs the clerk and can not risk losing the clerk without backfilling or temporary filling the position.
* Students are interested in joining Student Government, Student Activities Board, and the Budget and Finance Committee; however it is difficult to retain them since all the student leadership roles require a lot of time. Students tend to burn out.
* NSO: Grant funding supported NSO to allow it to be at the quality level that it is at now. Reduction of funds weakens the quality of the program.
* Commencement: Funding for Commencement has not increased; however the number of participants has steadily increased and weather changes has affected the allocation of the budget to be invested more in logistics such as tents

**Competition**: * The greatest competitor is the students personal lives (family obligations, working several jobs, etc)
* On campus jobs that pays hourly rather than the stipends

**Difficult Obstacles and social trends:** Economic conditions require budget cuts Statewide. It becomes a necessity for students to obtain/maintain a job while attending school. Students don’t have enough time to become involved with student activities. It is more difficult retaining student leaders on a 2 year commuter campus rather than on a four year institution. **Who is competition:** Other jobs on campus   |

* Wish list:
* The hiring (RIF) of a Student Life Clerk has improved efficiency in the office regarding purchasing and customer service.
* Hiring a temporary Ka Mana’o Advisor has established an internal structure for the student run magazine. The magazine was produced with approximately 20 students on staff.