

Division of Student Affairs Annual Report

2012

Larry D. Roper
Vice Provost of Student Affairs



INTRODUCTION

The Division of Student Affairs at Oregon State University strives to demonstrate bold leadership, implement innovative programs and engage in high level service delivery in order to foster, aid, and enhance the success of students. The Mission of the Division is to “create engaging environments for student development and success.” Our goals include:

- Creating environments that strengthen holistic personal development and well-being of students;
- Cultivating to a positive, inclusive and engaging campus community where multiple perspectives are openly shared and can thrive;
- Purposely being a teaching and learning organization that enhances our own knowledge and the knowledge of others; and,
- Developing global citizens who are prepared and empowered to make meaningful contributions that are socially relevant.

This mission and these goals support and contribute to the fulfillment of the mission of Oregon State University and the strategic initiatives of our institution.

STUDENT ENGAGEMENT AND SUCCESS

Access

Access to higher education is one of the primary organizing principles for the Division of Student Affairs. The Enrollment Management offices and affiliated partners (e.g., New Student Programs and Family Outreach, Disability Access Services, etc.) work to introduce students to Oregon State and the many opportunities available to them. Developing the pipeline, venturing into new target areas, and welcoming students to campus are critical to fostering access to and success at OSU.

The table below contains information from units and programs that have as a primary function to improve access to OSU. In the past year significant

increases in contacts with children in youth programs, prospective students, targeted populations, and orientation (START) have occurred.

Table 1 Office	Highlights 2011-2012	Comparison to Previous Year
Pre-College Programs	<i>Pre-College Youth Hosted on OSU Campus</i> 47 Campus-wide Youth Programs 25,890 K-12 interactions 272,749 contact hours of programming <i>PCP Sponsored Campus Visits</i> 83 middle school groups 4,927 K-12 students	57% increase 26% increase 110% increase 30% increase 79% increase
Office of Admissions ¹ (¹ as of 6-26-2012)	<i>Inquiries of Targeted Populations</i> High Achievers: 3,273 Ethnic/racial minority populations: 7,220 Domestic non-resident first year students: 5,614 <i>Prospective Student Visitors</i> Individual visits: 3,903 On-campus visit program student visitors: 2,091	19% increase 2% increase 1% decrease 14% increase 18% decrease
Financial Aid and Scholarships	Financial Aid FAFSA applications: 39,428 Awarded and Disbursed financial aid and scholarships to over 18,103 students: 15,173 federal financial aid 3,029 Oregon Opportunity Grant aid 10,414 OSU Scholarships and Tuition Remission 774 Private bank educational loans 4,171 college and departmental scholarships Total Dollars Disbursed: \$230,000,000 \$180,358,880 federal financial aid \$5,305,758 Oregon Opportunity Grant \$35,785,425 OSU Scholarships and Tuition Remission \$7,920,661 private bank educational loans \$14,535,925 college and departmental scholarships	11% increase 7% increase 7% increase 221% increase 8.5% increase 5% increase 32% increase 3% increase 5% increase 294% increase 8.4% increase 4% increase 103% increase
New Student Programs & Family Outreach	Student and Parent Participants in START: 8,364 5,036 START students 2,880 START family members 178 spring START students	6% increase
Disability Access Services	Accommodations Implemented: 4,865 Students served: 795 Percentage of DAS student users that completed the year in good academic standing: 95.4%	25% increase 9% increase 1.4% higher

Enrollment Management worked with various campus partners to implement the high achiever initiative as well as to construct and implement a high quality enrollment management plan through 2017. Additionally, Memorandums of Understanding (MOU) were signed with LBCC and Lebanon High School and PCC and Jefferson High School for the early college high school program to be implemented in 2012. Further a MOU was signed with LBCC for a reverse transfer degree pilot to be implemented in Winter 2013. Negotiations began with Benson high School to align academic pathways to baccalaureate completion.

Community and Involvement

Factors influencing student persistence at the university are interrelated and complex. Student Affairs departments, clubs, and organizations provide students with opportunities to connect to a community in which they can find an identity anchor, or more likely anchors, from which students can explore, expand, and develop. Many Student Affairs departments and programs are focused on supporting, maintaining, and developing communities of interest for students. These opportunities help shape an environment in which students who enter with a wide range of backgrounds and experiences can succeed.

Events and Clubs/Organizations provide students with the opportunity to explore, connect, and participate in the out-of-classroom campus environment. Events sponsored by the Memorial Union organization (MU, Student Media, and Student Leadership and Involvement) recorded over 100,000 student contacts at sponsored events, which was a 50% increase over the previous year. Over 500 students volunteered for community service projects which was a 67% increase in participation from the previous year. Additionally, 5,000 student events were hosted in the Memorial Union facility. The MU space is at capacity, thus requests for space are far greater than capacity at this time.

More than 17,000 meals were served to patrons by the Cultural Meals Support program which was an 8% increase over the previous year. Further, 153 cultural center activities and events were held with 9,150 student contacts. Student visitor contacts to the cultural centers averaged over 40 per center per week with a total of 6,400 student contacts. While most of the student contacts were students of color or international students, about 10% were Euro-American.

Campus Employment provides multiple opportunities for students to connect to the institution, particular offices, and a variety of work environments. For many students these on-campus jobs become their anchors at OSU. For example, during the 2011-2012 year over \$8,000,000 was returned to students in the form of student wages in University Housing and Dining Services, Memorial Union, Student Media, Recreational Sports, Student Involvement, and New Student Programs and Family Outreach. For the Memorial Union organization, students make up 89% of the work force. For many of these students, their on-campus jobs are not only a source of income but also a source of connection to other students, faculty, and staff as well as career pathways for a variety of different fields.

"When I first started working at Dixon Recreation Center, I realized that working for the Department of RecSports could be beneficial to me on a personal and professional level. My leadership capabilities have increased significantly from the leadership opportunities available to student employees, and because of the advice of faculty members that I get to interact with on a daily basis. Due to the fast pace of Dixon and the diverse population that uses it, I have learned how to communicate more effectively and efficiently, as well as becoming more flexible and patient through my different interactions with participants. It has been a great experience for me because each day presents its own unique set of opportunities and challenges to be dealt with and to learn from. My experiences here have allowed for me to reflect and grow to become a better person from both a personal and professional level, which, with no doubt in my mind, will help me in my future career."

Mike Pharr, Student , Operations,
Recreational Sports

Healthy Student and Campus Support

Fostering the academic, psychological, social, physical, career and spiritual health of students is another fundamental organizing principle for the Division of Student Affairs. Even though specific academic support services are housed in academic affairs, in order to holistically support students', academic health must be viewed alongside other areas of student well-being. Further, most of the Student Affairs units also provide faculty/staff with a limited range of support services and consultation as needed.

Counseling and Psychological Services (CAPS) responded well to the increased need for services by initiating a same day service protocol. This new protocol allowed 1,163 students to meet with a counselor during the same day that service was requested. Across the country university counseling centers are experiencing tremendous

growth in requests for service, with students presenting increasingly severe problems and mental health histories. The effects of meeting distressed students on the same day service is not only positive for student health, but also for risk management efforts by the university. Often students come to CAPS with significant problems associated with

mood disorders (depression and anxiety). These difficulties are also linked to learning problems as

well as suicidal thoughts and behaviors. Data collected and studied within CAPS demonstrated significant clinical and statistical improvement, in academic, as well as suicide risk, after only a few sessions (Kerr, D., 2012).

Student Health Services reported 41,211 clinical contacts which is a 15% increase in clinical services demand this year. An additional 27,339 student contacts occurred with the Health Promotions staff for individual consultations and group presentations.

Recreational Sports opened a renovated McAlexander Fieldhouse this year which has increased recreational spaces for students, as well as reducing some of the demand on spaces in Dixon Rec Center. About 63.3% of eligible students use the programs and services provided by the Rec Sports.

Table 2	Unique Student Users	Percent of eligible Students	Prior Year Unique Student Users	Notes	Percent Increase/ Decrease from 2011
Recreational Sports	15,814 ¹	63.3%	15,612 ²	¹ combined Dixon/McAlexander Field House ² Dixon only	— Not available for combined Dixon/McAlexander Field House
Counseling and Psychological Services	1,706	7.5%	1,737	Individual Clinical Services	2% decrease
	1,720 group contacts	—	1,310 group contacts	Group Contacts	31% increase in group contacts
Student Health Services	13,296	62.5%	11,560	Clinical Services	15% increase
Veterans Services*	789 eligible users	—	675 eligible users	*# of certified veterans	5% increase
	208 used services	1,633 using VA education benefits			

Healthy Campus Initiatives is a relatively new program and structure for supporting students. Many students struggle with obtaining adequate housing/food, and childcare. This initiative also works with and responds to urgent student issues through the student care team. While a great deal of effort in this initiative is directed to student support, the activities and focus of this initiative are far

larger and encompass the campus as a whole. Table 3 contains summary information on the types and volume of services provided by this initiative.

Table 3—Healthy Campus Initiatives	Contacts
Human Services Resource Center	3,000 students direct support for food and housing
	6,857 total student contacts
Child and Family Resources	600 OSU students/faculty/staff
	113 students received drop-in childcare services
	100% of subsidy dollars to 93 students and 9 staff/faculty parents
	355 enrollees in CARE
Student Care Team	121 student cases 73% presenting long-term and complex issues
Student Life On-Call Team	290 calls for student assistance

Development of a plan for progressing through the academic experiences at OSU is as essential as constructing a plan for the development of one's career. In Career Services drop-in contacts increased 15% over last year and last year saw a 25% increase over the previous year. Over 4,480 job and internship postings occurred on Beaver Job Net. Participation in Career Fairs on campus also increased over the last year with over 215 employers and 1,915 students participating in the Fall, and 158 employers and 1,727 students in the Winter Career Fair.

"I feel Career Fairs helped me a lot! The one to one interaction was great and not something you usually get all those companies together in one place! All my interviews and my job came from the Career Fair! I was so scared to go at first; afterwards I encouraged my friends to go!"
Lauren Oyadomari, OSU student

In order to better serve the needs of a complex, growing and diverse community of students, Intercultural Student Services had 10,626 contacts but also dedicated a portion of this year to reflection

and evaluation of current programs, staffing, and structure with an internal review of the office done by the current staff. This review will be followed by an external review in the coming year.

Student Responses to Services and Supports

Students responded in many venues about their satisfaction with the services and supports provided by the Division of Student Affairs. Table 4 contains a sampling of these student responses.

Table 4 Satisfaction Ratings	Service	Rating of Excellent/Very good or Satisfied/Very Satisfied
Admissions	On-campus visit	92%
NSPFO	START	96%
	START family session	98%
CAPS	Counseling	97%
Career Services	Overall services	100%

SCHOLARSHIP

Publications

Accapadi, M. (2012). Asian American Identity Consciousness: A Polycultural Model. In D. Ching & A. Agbayani (Eds.), Asian Americans and Pacific Islanders in Higher Education: Research and Perspectives on Identity, Leadership, and Success. (pp. 57-94). Washington, DC: NASPA-Student Affairs Administrators in Higher Education.

Ali, D. (in press). Real Rape. In Postmus, J. (Ed.) Encyclopedia of Sexual Violence and Abuse. Santa Barbara, CA: ABC-CLIO.

Ali, D., Hall, M.E.L., Anderson, T., Willingham, M. (2011). I became a mom: Identity changes in mothers receiving public assistance. Manuscript submitted for publication.

Davis-White Eyes, A. (2012). "Beyond Canada: James Welch and American

Indian Notions of Utopia.” In: Dallmann, A., Isensee, R., Kneis, Ph., Eds. (2012). *Envisioning American Utopias. Fictions of Science and Politics in Literature and Visual Culture*. Frankfurt am Main, Berlin, Bern, Bruxelles, New York, Oxford, Wien: Peter Lang, 2011.

Roper, L. D. (2012). Modeling Community to Heal an Injured World. *Journal of College and Character*, 13(2), 1-3.

Roper, L. D. (2012). Strengthening the connection between community service and diversity. *Journal of College and Character*, 13(1), 1-3.

Porterfield, K. T., Roper, L. D., Whitt, E. J. (2011). Redefining our mission: What does higher education need from student affairs? *Journal of College and Character*, 12(4), 1-7.

Roper, L. D. (2011). Ignite leadership influence change—Unleashing the power of student affairs. *Journal of College and Character*, 12(4), 1-3.

Roper, L. D. (2011). Making Our Voices Audible in the Conversation on Campus Safety. *Journal of College & Character*. Volume XII, No. 2, May 2011.

Books

Roper, L., Editor (2011). Supporting and Supervising Mid-Level Professionals. San Francisco: Jossey-Bass.

Book Chapters

Roper, L.D. (2011). The Search for Authentic Leadership. In Dungy, G.J. and Ellis,

S.E. *Exceptional Senior Student Affairs Administrators' Leadership: Strategies and Competencies for Success*. Washington, D.D., NASPA.

Research Reports

Kerr, D., Ali, D., Ribeiro, M., Artwohl, R., Wolf, T. (2012) Short-term learning and behavioral outcomes of a stress management workshop.

Kerr, D. (2012) Clinical outcome data among students clients of OSU counseling and psychological services: Preliminary analyses and directions for future study.

Mattison, C. (2012). Study of OSU Students Who Express Interest in Study Abroad on the CIRP Freshman Survey during START Week 2005 and 2006. Corvallis, OR: Oregon State University Division of Student Affairs.

Sanderson, R.A. (2011). Cooperative Institutional Research Program 2011 Freshman Survey Results. Student Affairs Research Report 01-12. Corvallis, OR: Oregon State University Division of Student Affairs.

Professional Presentations

McDonald, L., Ali, D., Edmond, N. (November 6, 2011). “Structural Dissociation: Integrating Sensorimotor and Dialectical Behavior Therapy in Treatment.” Paper presented at the International Society for the Study of Trauma and Dissociation (ISSTD) 28th Annual International Conference, Montreal, QB.

Grants and Contracts

Pre-College Programs received external grant funding of \$122,000.

Pre-College Program units received the following external grant funding:
SMILE: \$182,000
STEM Academy: \$3,000
TAG programs: \$12,000

OUTREACH AND ENGAGEMENT

Pre-college Programs outreach efforts resulted in:

- 7,094 K-12 students engaged.
- 75,849 program contact hours.
- 155 K-12 teachers engaged.
- 203 OSU faculty/staff participants.
- 559 OSU student participants.
- 929 parents/guardian participants.

New Student Programs and Family Outreach
Campus Day of Caring Connect:

- 300 new and returning student participants.
- Agencies served: Corvallis Environmental Center, City of Corvallis-Parks and Recreation, Suburban Christian Church, Chintimini Wildlife Center, Franklin School, Heartland Humane Society, Boys and Girls Club of Corvallis, Corvallis High School, Home Life Inc., Jackson Street Youth Shelter, Dial-A-Bus, and Corvallis Fall Festival.

Recreational Sports coordinated:

- Be well 5K & Fair, 426 participants.
- Partnered with Education for Life in preparation for becoming a regional training center for the American Heart Association.
- 148 Challenge Course experiential education programs, serving 3,000 members of the OSU community and engaged 1,300 participants from local schools, other universities, businesses, and non-profit organizations.

Intercultural Student Services supported:

- African American Youth Leadership Conference, 600 participants.

- Univision Destino Exito, Educate! A first time education initiative with Univision, the largest Spanish-speaking TV network in the northern hemisphere.
- College visits, family, students, and community partners: 1,340-2,000 students, 30 campus partners, and 15 public/private community organizations.

University Housing and Dining Services:

- Hosted 2 RA's from City University in Hong Kong.
- Collaborated with Allied Waste to divert more than 10 tons of material from the landfill.
- Outreach to students in residence halls who were in need of tutoring services; added math tutoring to writing help and created consistent tutor staffing and hours in each residence hall.

Financial Aid and Scholarships

- Participated in over 65 events, reaching over 11,374 students and parents through outreach events designed to recruit and meet strategic planning goals.
- Workshops for Academic Advisors and others in the OSU community reached over 90 advisors.

Counseling and Psychological Services:

- Provided 400 workshops, classes, or outreach activities to 15,798 individuals.
- 4-daylight therapy lamps were set up for reserve in the OSU library. The 4 lights were checked out 223 times from October to May.

Career Services:

- Involvement in Rotary Club, Chamber of Commerce, Crossroads International, Workforce and Education Taskforce.
- Initiation of new Facebook page with 1,328 fans.

Student Conduct and Community Standards:

- Maintains liaison relationships with the OSU Student Care Team, Oregon State Police, Corvallis Police Department, City Attorney's Office, Department of Public Safety, Willamette Criminal Justice Council, Community Policing Forum, Veterans Advisory Group, Sexual Assault Response and Prevention Alliance, CARDV, Title IX Compliance Review Board, and OSU/City of Corvallis Livability Workgroup.

Student Affairs Research, Evaluation, and Planning

- Consultations with several universities regarding elements of our assessment program including: Clemson University, University of Buffalo, Portland State University, Western Oregon University, Duke University, Marquette University, University of Montana, University of Cincinnati, Capella University, Cornell University.
- Subject of two dissertations on best practices in student affairs assessment: Iveta Z Tweedy, University of Delaware and Malika Carter, University of South Dakota.

Healthy Campus Initiatives (HCI):

- Collaborated with 18 campus departments and groups on planning, marketing and programming committees of HCI. These departments committed personnel, time, and resources to creating and sustaining a healthy campus: ASOSU, Athletics, Childcare and Family Resources, College of Public Health and Human Sciences, Counseling and Psychological Services, Faculty Staff Fitness, Human Resources, Human Services Resource Center, Memorial Union, Facilities Services, OSU Craft Center, President's Commission on the Status of Women, Recreational Sports, Student Dietetics Association, Student Health Services, Women's Center, University Housing and Dining Services, and University Relations and Marketing.

COMMUNITY AND DIVERSITY

Initiatives and highlights in this category included:

Counseling and Psychological Services:

- Offered counseling services in Arabic, Spanish, Japanese, Turkish, French, and English.

Career Services:

- Building Bridges program consisting of several programs designed specifically for historically underserved racial/ethnic students.

Office of Admissions:

- 27% growth in the number of high school students hosted as part of a group on campus. These prospective students are often part of a school or community organization which serves underrepresented students.

Recreational Sports:

- IMPACT for Life program with the College of Public Health and Human Sciences to provide physical activity opportunities for individuals with disabilities.
- Development of space or designs for future space to accommodate those with religious beliefs that limit participation and those that feel uncomfortable in large group settings.

Dean of Student Life:

- Interfaith and Community Service Initiative supporting organizations: Muslim Student Association, Newman Center, United Campus Ministry at Westminster House, Baha'i Students Association, Luther House, Latter Day Saint Student Organization, Advocates for Freethought and Skepticism, Hillel at OSU, CRU, Friends of the Family, Center for Civic Engagement, Healthy Campus Initiatives, Memorial Union Program Council, Human Services Resource Center, Spiritual Life@ OSU, Linn-Benton Food Share, Stone Soup Kitchen, UHDS/Orchard Court Family Housing,

OSU Veterans Services, ASOSU and Students in Free Enterprise.

- NASPA undergraduate Fellows Program mission is to increase the number of historically underrepresented professionals in student affairs, including but not limited to those of racial and ethnic-minority background, those with a disability, and those who identify as LGBTQ. Participation has nearly doubled since last year with 23 mentees.
- Served as host of the Northwest regional Power of One Conference: designed to encourage and empower student and community leaders in the LGBTQQIA campus community and build allies in social justice work that supports this community.

"The Power of One conference was inspiring, moving, educational, fun and just amazing. Being surrounded by peers, faculty, and community members, from the Northwest, that sought a similar purpose to educate the broader community was indescribable. The seminars taught me more about building allies and what makes a good ally."

OSU student

University Housing and Dining Services:

- Continued and improved development in cultural understanding and competence with RA, Coop Directors, Hall Directors and other personnel.

Disability Access Services:

- Collaborative projects with Facilities Services for upcoming capital projects to ensure accessibility including furniture purchases for new/renovated classrooms for upcoming campus construction projects.
- Update on policy for Service and Assistance Animals to reflect recent revisions to the American with Disabilities Act.

New Student Programs and Family Outreach:

- START Bilingual continued as a collaboration between Admissions, CAMP and EOP, with 75 participants.

Intercultural Student Services:

- Collaborative project: Sex trafficking in the United States: Researching vulnerable populations conference 2012.
- Oregon Medical Group—Traditional Healers of Oregon: ISS assisted the Oregon Medical Board in documenting the traditional healing practices of Native peoples in Oregon. This will be produced as a documentary for public television and a manuscript will be submitted to OSU Press.
- Cross-Cultural Mentoring Program has grown this year to 162 participants with 63% identifying as international students.

Campus Coalition Builders:

- Campus Compact Diversity Initiative project and has been a campus affiliate chapter of the National Coalition Building Institute, International since 1999.
- Provided students, faculty and staff opportunities to increase awareness and skills in understanding diversity. "Welcoming Diversity: Valuing the Differences Among Us" is an 8-hour prejudice reduction workshop with 99 participants this year. 97% of participants reported that they would recommend the workshop to others.

INTERNATIONAL ACTIVITIES AND ACCOMPLISHMENTS

Intercultural Student Services:

- 10th Annual Transatlantic Students Symposium: OSU became a partner in the program in 2011. For the 2012 program, an international and interdisciplinary student and faculty group from Humboldt University (Germany), Warsaw University (Poland), and Oregon State University, discussed the topic of "Rural Frontier Communities, Global Challenges," following a preparatory seminar in Winter 2012 at the Master of Public Policy Program, and a week of field trips to some of

Oregon's frontier communities during March 2012.

- International Comparative Rural Policy Studies Program 2012, Quebec, Canada: Partnered with the OSU Master of Public Policy Program and Rural Policy Program.
- Women as Global Leaders Conference, Abu Dhabi. Partnered with OSU International Programs and Women's Studies. Women's Center Director and 3 students participated in the conference.

University Housing and Dining Services:

- Opened the International Living Learning Center.

Career Services:

- Adry Clark, Assistant Director, was an invited presenter at Chulalongkorn University, Bangkok, Thailand.

New Student Programs and Family Outreach:

- Developed an on-line orientation program in partnership with International Student And Faculty Services and International Admissions. The online orientation allowed international students to receive similar information as presented in START sessions and to be advised and registered for fall classes during the summer, instead of waiting until the week before classes begin in the fall.

Recreational Sports:

- Collaborated with ISOSU to determine the unique recreational interests of international students. Information gleaned from conversations with international students led to a "women" only swimming program to meet the needs of some of our international and Muslim women.

Counseling and Psychological Services:

- Intentional hiring of clinical staff with experience and expertise in working with international

students and providing counseling in languages other than English.

- CAPS showed a 20% increase in international clients from the previous year.

Office of the Vice Provost of Student Affairs:

- The Vice Provost of Student Affairs served on the faculty for the Macau Student Affairs Institute (MSAI), designed to introduce faculty and administrative staff members from China, Hong Kong, Macau, Vietnam and Indonesia to student affairs practice in higher education.

OTHER INITIATIVES

Career Services:

- Collaboration with OSU Alumni Association and many other units on campus to create an alumni mentoring group. OSU Alumni Association is creating a position that will work with this program. Already, using LinkedIn as the platform alums and students have begun discussions about career related topics (jobs/internships) as well as advice to students about how to prepare for a career.

Healthy Campus Initiatives:

- Fresh From the Faucet Campaign: Purpose to provide water stations in buildings and reduce the sale of bottled beverages on campus. Overall, sales for bottled beverages grew by 11% in 2010-2011. Since January 2012, sales are down for bottled beverages by about 19%.

Intercultural Student Services:

- Internal Staff Review—recommended the following and will be followed up by an external review during 2012-2013.
 - Change in organizational structure.
 - Develop more consistent narrative and consistent programming.
 - Create infrastructure to support assessment practices.
 - Enhance university retention efforts.

- Further examine the ISS office for organizational and performance review.

Student Affairs Research, Evaluation, and Planning:

- Implemented new software for use in the Division for assessment reporting, strategic planning, and highlights annual report documentation.
- Revamped format for division of student affairs Highlights reporting.
- Developed and implemented first on-line instructional tutorial for Compliance Assist software with more planned for the coming year.

Pre-College Programs:

- Created “OSU Youth Program Policies and Guidelines” manual (<http://oregonstate.edu/precollege/youth-policies-guidelines-2012.pdf>) through collaboration with youth safety workgroup, OSU General Counsel, Equity and Inclusion and Risk Management.

Veterans Services:

- Veterans Transition Course: create and implement a VA approved college course designed to help veterans transition from military culture to the academic setting.
- Collaborate with Financial Aid office to make the manual calculation easier and to facilitate communication with student veterans.
- Veteran Service Advisor Newsletter to communication bi-weekly about VA and military updates, employment opportunities, and upcoming events.

University Housing and Dining Services:

- Launched new UHDS website and increased web presence on key social media networks.
 - 1,684 Facebook fans.
 - 1,426 Twitter followers.
 - 123 Pinterest followers.

Student Health Services:

- Achieved a successful 2-year re-accreditation of the laboratory by COLA.
- Underwent an external program review by the American College Health Association.

Student Events and Activities Center:

- OUS identified the OSU Student Organization Relationship Model as a best practice and has asked for support in educating other OUS universities about this model.

MAJOR FACULTY, STAFF, AND STUDENT AWARDS

Faculty Awards

Kris Winter, Outstanding Orientation Professional, Region I, National Orientation Directors Association. This award recognizes outstanding contributions of a NODA professional to the field of orientation, transition, and retention. The award is based on regional and association-wide leadership, contribution to the field of orientation/transition, and development or enhancement of a model orientation, transition, and retention program that meets the varied needs of students.

Troy Snow, NIRSA National Service Award and NIRSA Horace Moody Award for Student Development. The Horace Moody Award is a means for students to recognize and applaud professional members who have made contributions to student development by their encouragement, support, and performance.

Mamta Accapadi, Region V Scott Goodnight Award, 2011, National Association of Student Personnel Administrators. This award is conferred annually to a dean who

has made exemplary contributions to the student affairs profession.

Carrie Giese, OSU Exemplary Employee Award, Oregon State University. This award recognizes employee work performance and service of the highest caliber which is above and beyond the standard expectations held for professional faculty and classified staff.

Jodi Nelson, Frances Dancy Hooks Award. The Frances Dancy Hooks Award recognizes students, staff or faculty who exemplify Frances Dancy Hooks' work: building bridges across cultures, showing courage in promoting diversity, and proudly "Walks the Talk."

Pat Ketcham, elected President-Elect of the American College Health Association.

Student Awards

Barometer, 1st Place, Best All-Around Daily Student Newspaper. Society of Professional Journalists, Region 10 Mark of Excellence Award.

Kristin Pugmire, 1st Place, Breaking News Reporting. Society of Professional Journalists, Region 10 Mark of Excellence Award.

Jesse Severson, 1st Place, Sports Column Writing. Society of Professional Journalists, Region 10 Mark of Excellence Award.

Rachel Fisher, 1st Place Brand Development for Ava's Café'. Association of College Union's International, Marketing and Promotion Competition, 2012.

Rachel Fisher and Sara Schumacher, 1st Place Promotional Card for MU Design

Studio. Association of College Union's International, Marketing and Promotion Competition, 2012.

BRIEF ASSESSMENT OF UNIT EFFORTS

Keeping students in the forefront of our work and continuously developing new and innovative ways to serve our very diverse population of students with very limited resources is a major strength of the division of student affairs. Consistently, other student affairs professionals who visit our campus or review our programs are astonished by the amount of work, innovation, and service to students that we provide given our funding levels. This is a credit to our organization and a very significant challenge as well. This document contains highlights of the many achievements of our division personnel and departments over the course of the year. As the student population grows and continues to diversify, we will create, implement, and refine our offerings and services.

Currently, we are involved with strategic planning initiative groups which are developing plans for how our strategic initiatives will be implemented. This will set the focus for our division for the next 3-5 years and provides us with opportunities to extend our planning beyond this first strategic plan.

Yet we also experience many challenges which will only increase as our enrollment grows and the diversity of our students increases. The following are issues that we will need to manage over the course of the next few years.

- For departments that do not have dedicated IT positions maintaining an updated and interactive web presence is a significant challenge, yet this is often how students want to interact with our departments/units.
- Diversifying services to meet some of the unique needs of the increasing diversity of our students (e.g., veterans, DPP students, transfer students, International students, distance students, etc.).

- Facility needs both current and future needs are evident in several departments though funding for adequate space to improve services is not readily available. Areas in need of specific kinds of space to deliver services include: Career Services, Disability Access Services, Recreational Sports, Student Health Services, and Counseling and Psychological Services. With the exception of Recreational Sports, none of these departments have a revenue stream that would allow them to create or revise current spaces.
- Departments currently have technology platforms across and within units that are not able to “talk” to each other or to Banner. Implementation of University Business Analytics software may help this but likely not for several years. Software solutions need to be vetted across the division to ensure compatibility and potential cross departmental use.
- Meeting service demands as the student population continues to grow and diversify is a constant challenge even in those units who were able to add a position this year. For most of these units adding one position, for which they are grateful, does not begin to keep up with the demand and prior years of not ramping up staffing to meet demand.
- Our Division needs to become more involved in fundraising efforts. While we feel we have a vision for student affairs and the student experience at OSU that is both compelling and achievable, we know we need to find other stakeholders to support and invest in our work, as we cannot rely upon our annual budget to ignite this work. We are currently working with Scott Greenwood and the Alumni Association and then will consider how we can align our work and generate support from the OSU foundation.