

# RADFORD UNIVERSITY

**RADFORD UNIVERSITY  
BOARD OF VISITORS  
STUDENT AFFAIRS COMMITTEE MEETING  
PRESIDENT'S CONFERENCE ROOM - MARTIN HALL  
RADFORD, VIRGINIA  
11:15 A.M.  
MAY 4, 2017**

**APPROVED**

## **MINUTES**

### **COMMITTEE MEMBERS PRESENT**

Mr. Mark S. Lawrence, Chair  
Dr. Susan Whealler Johnston, Vice Chair  
Dr. Jay A. Brown  
Dr. Debra K. McMahan  
Mr. Kevon DuPree, Student Representative (non-voting advisory member)

### **COMMITTEE MEMBERS ABSENT**

Mr. Steve A. Robinson

### **BOARD MEMBERS PRESENT**

Mr. Christopher Wade, Rector

### **OTHERS PRESENT:**

Dr. Irvin Clark, Interim Vice President for Student Affairs  
Dr. Joe Scartelli, Interim Provost and Vice President for Academic Affairs  
Dr. Kate Hawkins, Dean, College of Humanities and Behavioral Sciences  
Dr. Jeanne Mekolichick, Assistant Provost for Academic Programs  
Ms. Susan Trageser, Interim Dean of Students  
Ms. Jacinda Jones, President, Student Government Association

### **CALL TO ORDER**

Mr. Mark Lawrence, Chair, formally called the meeting to order at 11:16 a.m. in the President's Conference Room, Third Floor, Martin Hall, Radford University, Radford, Virginia.

### **APPROVAL OF AGENDA**

Mr. Lawrence asked for a motion to approve the May 4, 2017 meeting agenda for the Student Affairs Committee, as published. Dr. Debra McMahan so moved, and Dr. Jay Brown seconded. The motion carried unanimously.

## **APPROVAL OF MINUTES**

Mr. Lawrence asked for a motion to approve the Student Affairs Committee minutes for February 16, 2017 as published. Dr. Johnston asked for an amendment to the minutes. She noted that Al Wilson, Senior Assistant Attorney General, Commonwealth of Virginia was asked during the Student Standards and Conduct presentation if Radford University Student Standards and Conduct policies had been vetted and approved by his office. He affirmed they had. Mr. Lawrence asked for a motion to approve minutes as revised. Dr. Johnston so moved, Dr. Brown seconded and the motion carried unanimously. Minutes are available at <https://www.radford.edu/content/bov/home/meetings/minutes.html>.

## **REPORTS**

### **Student Success and Retention**

Dr. Andrea Zuschin, Director of Student Success and Retention, reported on Spring 2017 retention efforts and the next steps of continued implementation of the Retention Action Plan, specifically, additional Starfish training for faculty and staff, early indicator tracking, and targeting the unique needs of the various student populations. Dr. Irvin Clark, Interim Vice President for Student Affairs, reported that all retention efforts have been at no additional cost to the university. A copy of Dr. Zuschin's presentation is attached hereto as (*Attachment A*) and is made a part hereof.

### **Housing and Residential Life, Maximum Occupancy**

Dr. Jamie Penven, Director of Housing and Residence Life, updated the Committee on current activities to ensure maximum occupancy of the residence halls for Fall 2017. A copy of Dr. Penven's presentation is attached hereto as (*Attachment B*) and is made a part hereof.

### **Substance Abuse and Violence Education Support Services**

Ms. Kelly Rubin, Director of the Substance Abuse and Violence Education Support Services (SAVES), reported on the advocacy, prevention and intervention services her office provides to the students through counseling, social media campaigns and outreach campaigns. Ms. Rubin distributed an updated slide (number three) from her presentation. A copy of the slide is attached hereto as (*Attachment C*) and made a part thereof. A copy of Ms. Rubin's presentation is attached hereto as (*Attachment D*) and is made a part hereof.

### **SCHEV Student Advisory Committee**

Ms. Sarah Rainey, SCHEV Student Advisory Committee, was unable to attend due to taking an exam. Her report focused on three SCHEV Student Advisory Committee meetings held this year. The Committee focused on college affordability, prevention of sexual violence on campuses and jobs for graduates. A copy of Ms. Rainey's presentation is attached hereto as (*Attachment E*) and is made a part hereof.

### **Student Government Association**

Ms. Jacinda Jones, President, Student Government Association (SGA), gave her final report to the Committee. Her presentation outlined the initiatives and events completed by SGA for the remainder of the 2017 Spring semester. Events and activities included: a sexual assault awareness campaign that concluded with a nationally known speaker, a campus wide unity festival, and the adopt a spot initiative. SGA has also worked with University administration to create micro loans for students in need. SGA passed legislation that will allow students to bring

guests to the Student Recreation and Wellness Center for a small fee. The fee collected will go towards University's retention efforts. Mr. Lawrence congratulated Ms. Jones on a successful year for SGA. A copy of Ms. Jones's presentation is attached hereto as (*Attachment F*) and is made a part hereof.

**Student Affairs Division**

Dr. Irvin Clark, Interim Vice President for Student Affairs, reported that Student Affairs is currently reviewing all practices and procedures that may need to be revised in order to align with the tentative University's new Strategic Plan. A copy of Dr. Clark's presentation is attached hereto as (*Attachment G*) and is made a part hereof.

**ADJOURNMENT**

Mr. Lawrence commended the Student Affairs team on all their accomplishments and dedicated work this year. With no further business to come before the Committee Mr. Lawrence adjourned the meeting at 12:41 p.m.

Respectfully submitted,



Ms. Jenni Tunstall

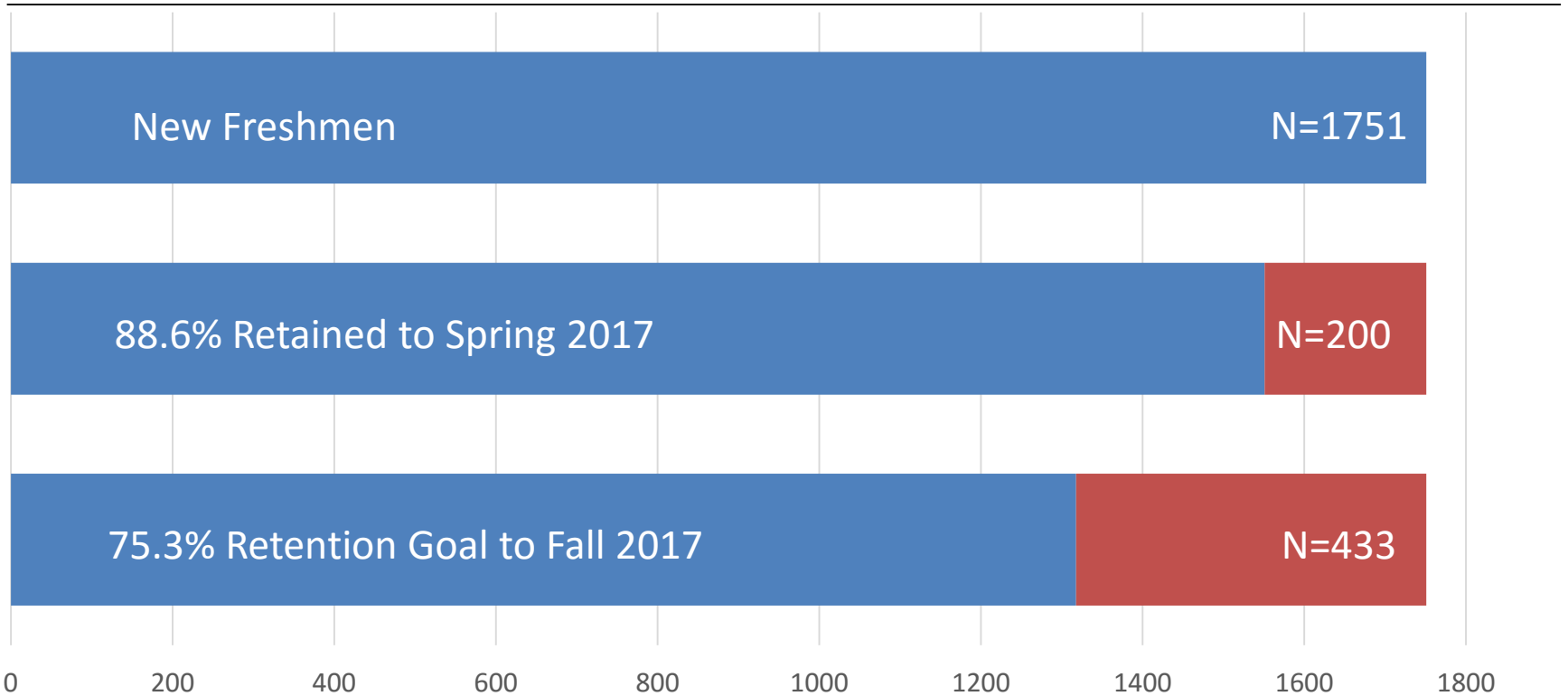
Secretary to the Committee

Attachment A

# Spring Retention Efforts

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# 2016 Cohort



# Removing Barriers

- Identified holds that blocked returning student registration
- Moving forward, will map out timing of holds and other processes to identify barriers to student return

# Communication

- Coordinated communication process to encourage current students to enroll for Fall 2017 semester
- Created and implemented exit interview process

# Advising and Communication

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## Starfish Early Alert System

Spring 2017 Tracking Item Summary Raised/Cleared by Category As of 4/4/17			
Category	Raised	Cleared	% Cleared
ACADEMIC FLAGS	3,645	2,390	66*
SOCIAL FLAGS	90	79	88
REFERRAL	46	42	93

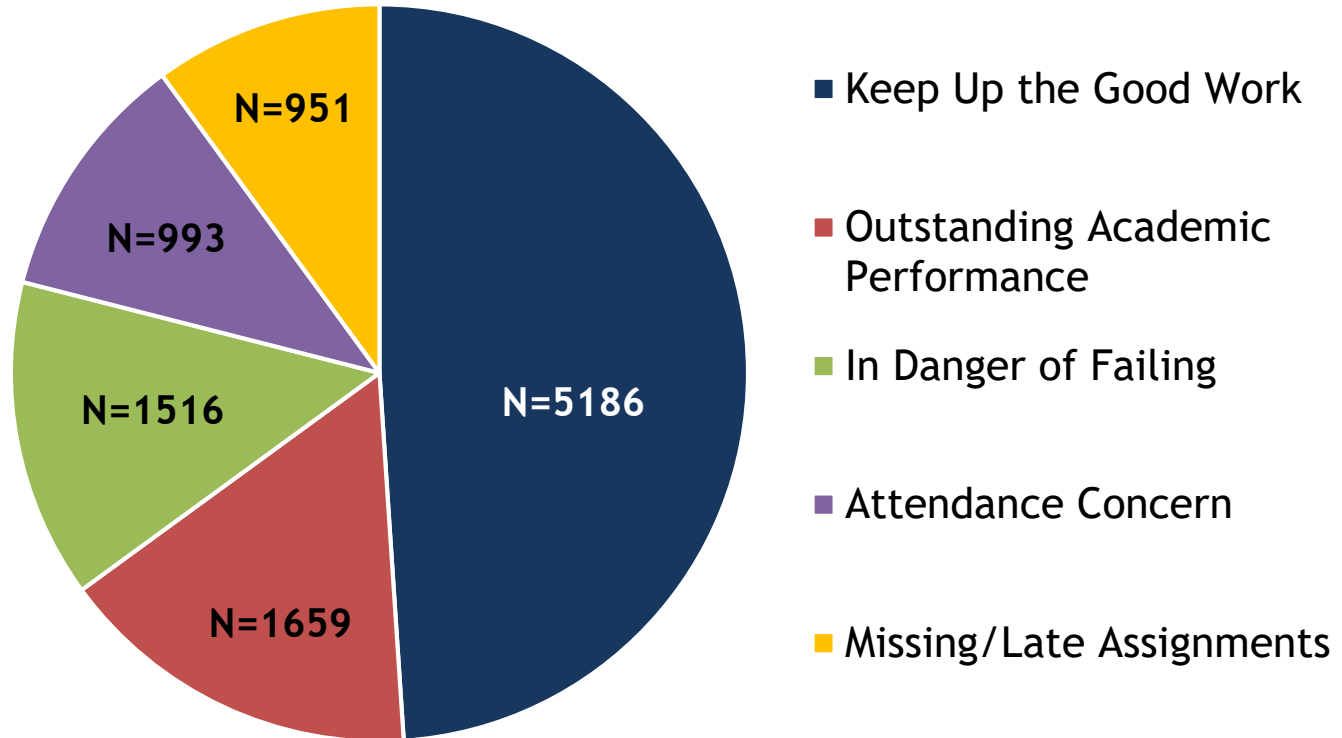
- 66% of Academic Flags cleared.
  - Consistency in clearing
  - Holistic effort
  - Additional training

\* 35% cleared by week 11 Fall 2017



# Top Five Alerts

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# Classroom Experience

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- High Impact Practices
  - ePortfolio
  - Grant Opportunities
    - Department of Education Title III Grant (up to \$450K per year for 5 years)
      - Infuse Reading, Writing, and Critical Thinking across the curriculum
      - Writing Center
    - Council on Undergraduate Research Transformation Grant to scaffold Undergraduate Research in Biology and Physics (\$80K per year for 4 years)

# Unique Needs of Student Populations

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- Assess and revise Quest
  - New Freshmen
  - Transfers
- Enhance Sophomore social connections
- Sophomore Learning Community paired with UNIV 200 course
- Develop domestic travel programs that build to study abroad experiences

# Next Steps

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- Continue to implement Action Plan 2017
- Collaboratively create long-term Student Success and Retention Plan incorporated into the Strategic Plan
- Starfish
  - Training
  - Common statement for use in publications and course syllabi
- Track Early Indicators to use as re-recruitment tool

# Next Steps

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- Urgency
- Communication
- Intrusive Engagement

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# Questions?

# Ensuring Maximum Occupancy

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# Housing and Residential Life at Radford

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Radford University Boarding Policy requires all students to live on campus four consecutive semesters.

Radford University offers 15 residence halls and two additional university operated apartment buildings.

We house a total of 3,153 students.

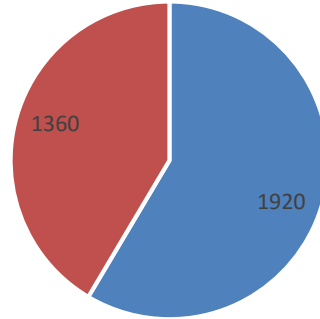


# Responsible Occupancy Management

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Using Previous Year's Data to Project Future Occupancy

**Total Beds: 3,280 (104%)**



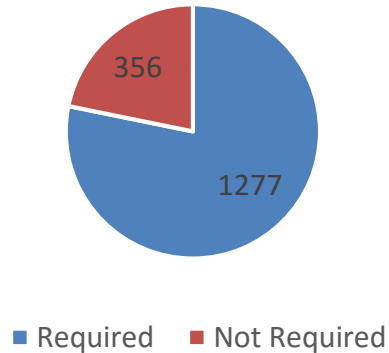
■ First Year Students ■ Returning Students

# Returning Students and Managing Space

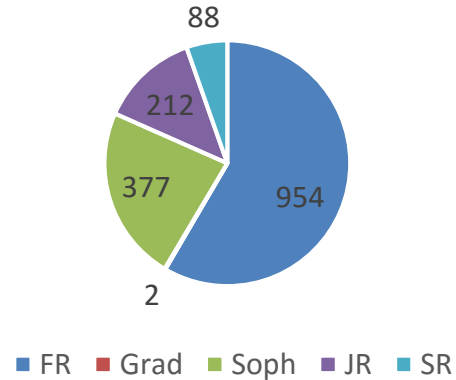
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To ensure beds are full, we rely on returning students and the RU Boarding Policy:

Returning Students



Returning by Class



# Returning Students and Managing Space

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- 1,864 students fall under the RU Boarding Policy.
- 1,277 of these students have signed up for housing.
- 500 students submitted a request for exemption from the policy.
- Remaining students were referred to student conduct for not complying with request process to sign up or request release from contract.

# Flexible and Adaptable

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Review of Requests for Exemption/Release began March 13.

Criteria for Release (and Priority in Review):

- *Age*
- *Credit Hours Earned*
- *Completion of “Off Campus Education” module in D2L*
- *Number of Semesters Lived on Campus*

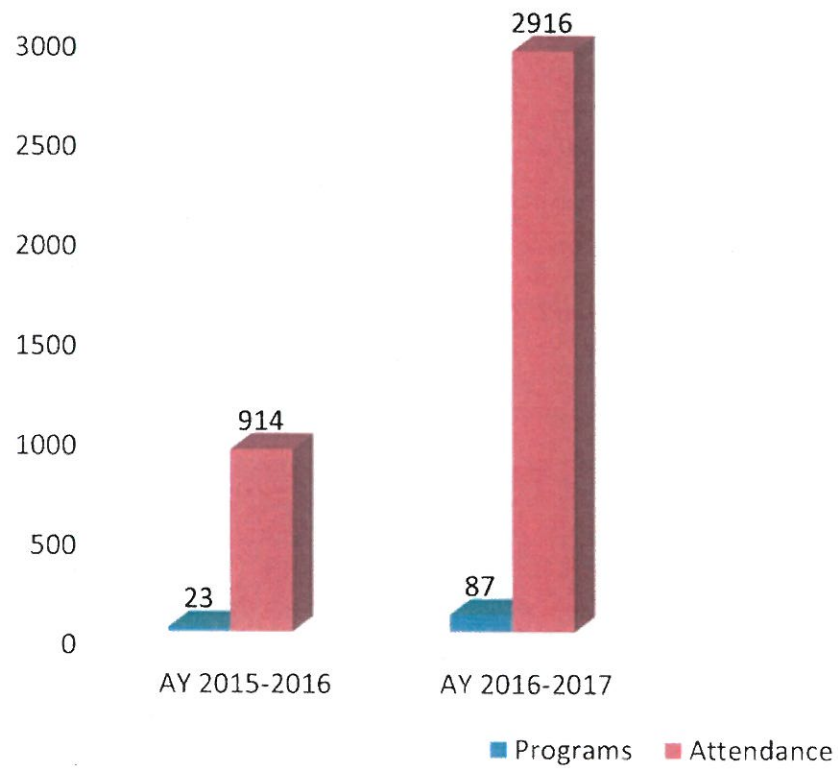
Every two weeks, the Director of OHRL meets with Enrollment Management to confirm first year deposits. This informs number of release requests to be reviewed and approved.

# Questions?

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**ATTACHMENT C**

**AY Comparison of SAVES Prevention Outreach**



# Substance Abuse and Violence Education Support Services (SAVES)

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# Advocacy

Licensed Clinicians are available to provide confidential support to students who have experienced sexual violence, physical violence, or those who struggle with substance abuse.

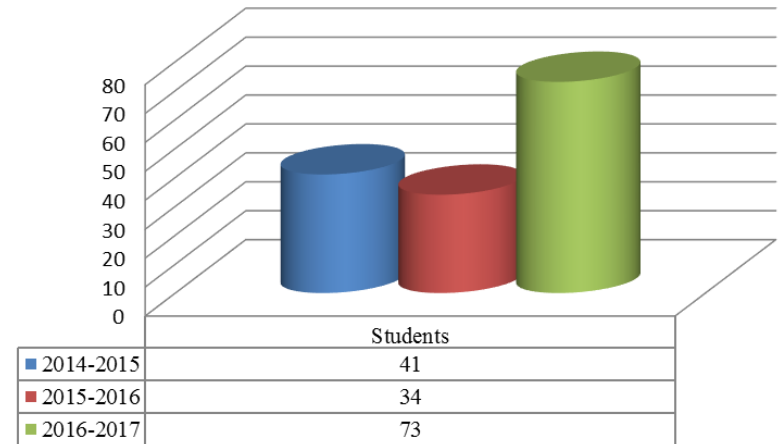
## Advocacy, Counseling, and Case Management Services

	Male	Female	Total
Alcohol &/or Drugs	21	9	<b>30</b>
Sexual Violence	1	42	<b>43</b>
<b>Total Students Reached</b>			<b>73</b>
<b>*Total Meeting Hours</b>			<b>140</b>

### **\*\* Service not included in total:**

Advocacy letters/emails sent			<b>20</b>
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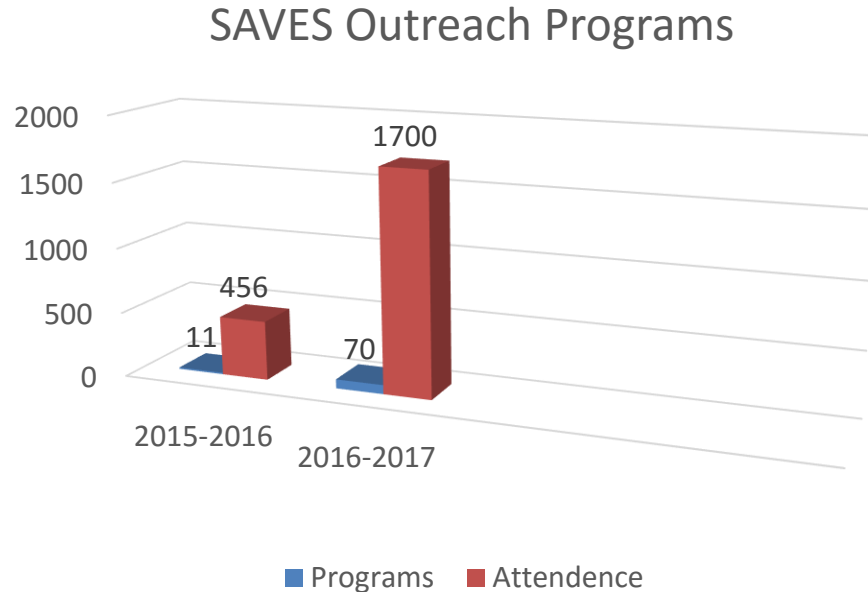
Advocacy Services - Three year Comparison



# Prevention Education

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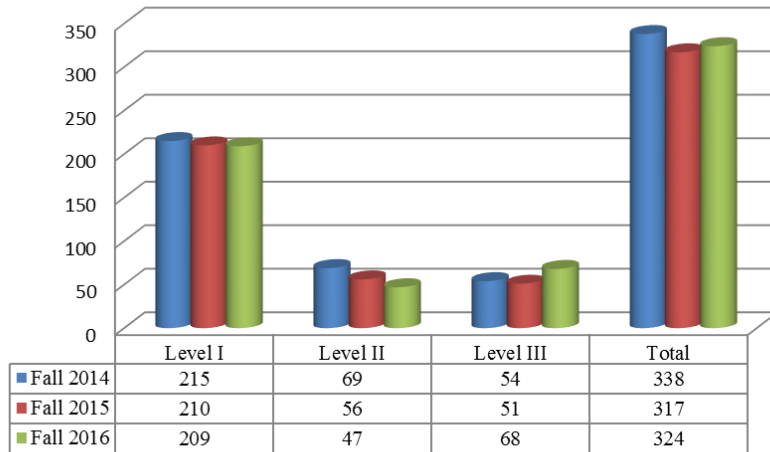
SAVES increased outreach education events this academic year and continues to develop new initiatives.



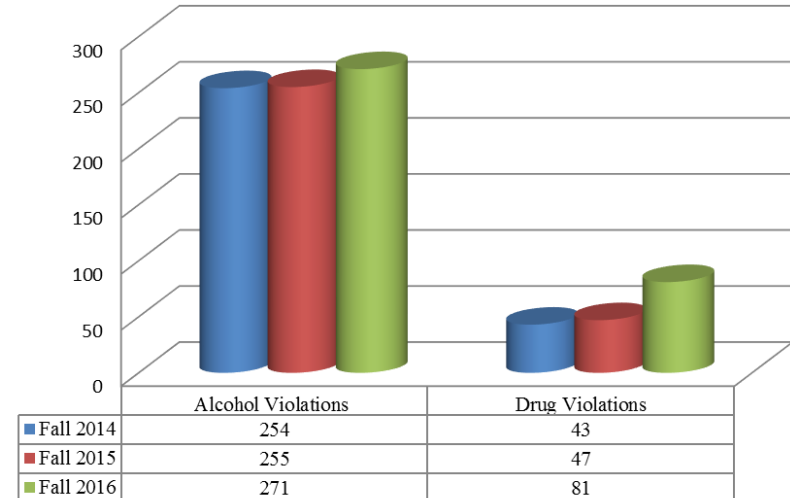
# Assessment/Intervention

RU Aware Program employs two part-time licensed clinicians and two student interns. Students have access to a substance abuse assessment and brief educational sessions focused on skill building and behavioral changes.

Fall RU Aware Referrals - Three year Comparison



Fall Alcohol and Drug Violations - Three year Comparison



# LiveWell

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Social Norming Campaign is funded through the Anheuser-Busch Foundation. SAVES has consecutively received an increase in funding over the past six years. The Campaign provides:

- 20 hr/week GA position for SAVES
- Weekly ads in Tartan
- New promotional items
- Incentives for students participating in social media campaigns
- Surveys to collect campus data
- Rebranding campaign to gain more attention and increase awareness



# Future Direction

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SAVES continues to strive to increase visibility in the community. Our goal is to continue to develop new initiatives, serve more students, and build stronger collaborations with campus and community partners.

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# Questions?

**Report to the Board of Visitors  
on the  
Student Advisory Committee  
to the  
State Council of Higher Education for Virginia**

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# Student Advisory Committee to SCHEV

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The Student Advisory Committee is a student council consisting of one full-time student from all four-year public colleges and universities in the Commonwealth of Virginia; four students representing the Virginia Community College System; and two students representing private institutions. The committee assembles at least twice annually to advise the council on system-wide issues of concern to Virginia's college students.

## 2016-2017 STUDENT ADVISORY COMMITTEE MEMBER

**Sarah B. Rainey**, Radford University (Graduating May 2017)

# SCHEV SAC Meeting Dec 16, 2016

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## Update on Virginia Plan for Higher Education

- Established statewide framework to achieve state and regional goals:
  - Provide affordable access for all
  - Optimize Student Success for Work and Life
  - Drive change and improvement through investment and innovation
  - Advance economic and cultural prosperity
- SCHEV currently working on affordable pathways and communication goals

## SAC Member Expressed Interests/Concerns

- Tuition and Meal Plan Costs
- Availability of scholarships and grants
- Need for early and increased career counseling and job placement assistance
- Increased exploratory learning opportunities

# SCHEV SAC Meeting Feb 3, 2017

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## **Ashley Lockhart - Presentation on Pilot Program for a Regional Center for the Investigation of Sexual Violence**

- May replace Title IX campus process for sexual/gender bias cases
- Hoping to prevent lack of support services for students at under-resourced schools
- Report for the study is due in August

## **Beverly Covington - Presentation on 2017 Legislative Update (Partial list)**

- HB 1447 - Higher education; student housing; substance abuse recovery housing
- HB 1911 - Higher education; resident assistants; mental health & first aid training
- HB 2127 - Rights of victims of sexual assault; physical evidence recovery kits
- SB 944 - Higher education; possession and administration of epinephrine
- HB 2262 - Online Virginia Network Authority established

# SCHEV SAC Meeting Feb 3, 2017 (cont'd)

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## SAC Member Expressed Interests/Concerns

Discussed ways to increase effectiveness of Student Advisory Committee

- Increase interaction between SAC and SCHEV
- Increase number of SAC meetings per year
- Utilize technology to provide opportunity for SAC to meet virtually
- Improve continuity of membership on SAC
  - Appoint more Juniors so that membership terms can last more than 1 school year
  - Establish method for briefing incoming SAC member
- Increase awareness of SAC on College campuses

# SCHEV SAC Meeting April 7, 2017

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## Jared Calfee - Presentation on Virginia21

- Goals of organization
  - College affordability
  - Increase jobs for graduates
  - Engage individuals in politics

## Elizabeth Dennison - Presentation on Financial Aid

## Greg Weatherford - Presentation on Perceptions of Higher Education

## Dietra Trent - Remarks and Call to Action

- Increase access to higher education

# SCHEV SAC Report References

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Meeting minutes are posted at:

<http://www.schev.edu/index/agency-info/advisory-committees/student-advisory-committee>

Pilot Program for a Regional Center for the Investigation of Sexual Violence -  
Power Point Presentation - Ashley Lockhart

2017 Legislative Update Handout - Beverly Covington

# SCHEV SAC -- RU Member Reflections

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**It was an honor to represent Radford University as a Member of the Student Advisory Committee to the State Council of Higher Education for Virginia during the 2016-2017 academic year.**

**I recommend that RU continues to appoint a representative to this Committee. This forum provides another opportunity for RU to be represented and have its successes, challenges and concerns heard at the state level.**

**I highly encourage active and ongoing engagement between the Administration, Student Government and next year's Student Advisory Committee Representative to make the most of this opportunity.**



# SCHEV SAC -- RU Member Reflections

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Questions?

**2016- 2017**

**Attachment F**

**Student Government Association  
Update**

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# Campus Safety

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- First Bi-Annual Spring Safety Walk
- April 19<sup>th</sup> at 7:30pm



# Sexual Assault Awareness

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- Speaker- Tim Mousseau
- April 11<sup>th</sup> at 7pm
- Preston Hall



# Retention

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- New SGA Budget Line
  - Micro Grant Loans
- Student Appreciation Day
  - Statistics From Surveys

# Sustainability

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- Adopt a Spot
  - Tyler Avenue from the Main Street light at Muse to Lawrence Street
  - 4 per year
  - Collaboration with other organizations
- Dean Goes Green Initiative



# Legislation

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- The Gatekeeper Mental Health Awareness Resolution of 2017
- Non-Smoking Resolution of 2017

# Unity Fest

- Food Trucks
- Inflatables
- Bubble Soccer
- Air Brush Tattoos
- Caricature Artist
- Live Performances
- Spoken Word
- Refreshments
- Etcetera

The poster features a bright orange background. At the top, the text "RADFORD UNIVERSITY" is written in white, uppercase letters. Below this is a circular graphic with a light blue background and black tick marks, resembling a clock face. Inside the circle, three hands of different colors (yellow, purple, and pink) are raised, with their fingers pointing towards the center. Below the circle, the words "UNITY FEST" are written in large, colorful, block letters. Underneath the title, a line of text reads: "To recognize the tradition of diversity and inclusion on campus by bringing the Highlander Community together as a whole." Below this is another line of text: "• Food Trucks • Live Performances • Games • Friends •". At the bottom of the poster, the date and time are listed: "APRIL 22 | 1-5 P.M | MOFFETT LAWN". Finally, at the very bottom, there is a white box with the text: "For more information contact [radfordunityfest@radford.edu](mailto:radfordunityfest@radford.edu)".

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UNITY FEST

To recognize the tradition of diversity and inclusion on campus  
by bringing the Highlander Community together as a whole.

• Food Trucks • Live Performances • Games • Friends •

APRIL 22 | 1-5 P.M | MOFFETT LAWN

For more information contact [radfordunityfest@radford.edu](mailto:radfordunityfest@radford.edu)



# Questions?

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# Board of Visitors Report

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COLLABO  
-RATION



# Whole System Change

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- Appreciative in nature
- Multiple realities exist
- Sensitive to power dynamics
- Changing conversations changes human systems (like organizations)
  - *Changing who participates in them*
  - *Changing the language we use*
  - *Changing the way we talk about our work (not changing the work itself)*

# Why This Way?

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- **Collaboration**
  - Within the division
  - Across campus
- **Communication**
  - Transparent
  - Space to gather thoughts and feedback
- *Learn more about one another's area of practice, programs, services, etc.*

# Core Values

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- Foundation of our work
  - Our driving force
  - Attitudes and practices that support long-term success
  - Reference point for behavior and decision-making
- Common to all areas

# Mission Statements

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- More practical focus
- Clear, succinct representation of the reason the community exists
- Route to the destination described in the vision statement

# Strategic Priorities

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- Our (broad) strategy for leveraging our core values and mission to achieve our vision.
- Priorities are essentially our objectives.
  - This helps everyone make operational and resource allocation decisions.



# Strategic Priorities

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Implement creative and relevant **communication** strategies to increase visibility and involvement

Create campus and community **partnerships** to enhance the student experience

Foster a **campus culture** that is inclusive and supportive to aid in student success and retention efforts

# Developing Learning Domains

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## Learning Domains Process

1. Review of departmental learning outcomes to identify themes
2. Examine CAS Learning Domains and Dimensions
3. Draft Learning Domains and *Descriptors* to align with Division of Student Affairs at Radford University
4. Finalize Learning Domains and Descriptors incorporating feedback from departments

# The Work Ahead of Us...

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## **Departments:**

- Alignment with University strategic planning processes
- Utilize strategic priorities and learning domains when setting goals for next year
- Continue to intentionally assess student learning

## **Future:**

- Utilize for new budget proposals
- SACS Accreditation

## **SA Strategic Planning Committee – Summer/Fall 2017:**

- Executive summary of strategic priorities and learning domains for Division of Student Affairs
- Develop an assessment plan for Division of Student Affairs



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End of Materials