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The Department of Student Activities mission statement supported the overall mission of the Student Affairs Division through the programs, services and facilities that are offered to the RU students and community.

**Student Activities Mission**

We provide students with diverse out-of-the-classroom experiences that facilitate intellectual, civic and social development while promoting a sense of community and enhancing the educational mission of the University.

**Student Affairs Mission**

The Student Affairs division will enhance the academic mission of the University by positively influencing students and the environment in which they live and learn. Our mission is accomplished in many ways, including the following:

- Facilitating & enriching the academic environment
- Collaborating with others to extend in-and-out-of-class opportunities
- Offering programs & other opportunities for personal development
- Recognizing & supporting the uniqueness of individuals & their needs
- Engaging students in learning opportunities that link classroom theory to authentic experiences
- Developing an environment of trust, support, & acceptance
- Promoting student citizenship through responsible decision-making & accountability
- Encouraging the development of skills to articulate & achieve personal goals
- Create communities & teams that exhibit synergistic behaviors
- Providing facilities & services to students to enhance the quality of their entire university experience.

**Categories for Student Learning Outcomes**

The Department of Student Activities provided many avenues for student learning and development. While a more formal effort to incorporate assessments of the actual student learning outcomes will be implemented for the 2008-09 academic year, the 2007-08 annual report reveals many highlights and successes that would have been unlikely had it not been for student involvement/leadership in employment, programming, clubs and organizations, conferences, classes, etc.

The Department informally reviewed/trained/evaluated the students on learning outcomes in the following categories:

- Customer Service  
  - Honesty and Integrity
- Teamwork/Group Dynamics  
  - Time Management/Organizational Skills
- Communication Skills  
  - Understanding of Differences/Diversity
- Leadership
Executive Summary

The Department was successful in the partial accomplishment/accomplishment of 75% of the goals identified for the 2007-08 school year in spite of the vacancies/refilling of five professional positions. The Department of Student Activities was responsible for Greek Life, Student Media, Campus Recreation, the Campus Activities Board, the Black Awareness Programming Board, Student Leadership Resources, Student Activities Accounts, Information and Event Planning, Hurlburt Student Center, Heth Hall (Fall 2007) and Bondurant Auditorium. The seventeen professional staff members, six graduate assistants, approximately 200 student employees and hundreds of student volunteers worked toward enhancing the overall educational experiences of students through the implementation of University-wide programs and the provision of excellent services and safe/secure facilities.

The Commonwealth of Virginia General Assembly’s approval for a $20 million dollar expansion of the Bonnie and a $30 million dollar construction of a wellness/recreation center was exciting news for RU and the Department. They will provide additional opportunities for undergraduate/graduate students and staff to experience new avenues of involvement in modern facilities while addressing the needs of a growing student population.

Department highlights included:

- Conducted the ACUI/EBI benchmarking survey for student activities (33.7% return on surveys). Results will be available late summer 2008.
- Hired five new professional staff members and realigned responsibilities for one position.
- Student involvement increased in relation to the number of student clubs/organizations, intramurals, sports clubs, Greek life and the LEAD program (See specific areas for more information). This is in part due to the increased marketing, availability of staff to assist students, and refinement of processes for formation of student organizations and respective budget requests.
- The Department maintained the on-line interactive student events calendar that recorded over 110,000 hits during the year.
- The Departmental interactive website registered over 41,000 hits (average of 110 per day) with 46% of the hits being first time visitors.
- Coordinated the closing of Heth Hall and the relocation of Student Media, Dean of Students, Multicultural and International Student Services, and Student Activities operations.
- Collaborated with other departments in identifying additional programming/meeting spaces after Heth Hall went offline.
- The number of users passing through the doors of the Bonnie increased by 55%.
- Worked with Facilities Management in the design of the Heth Hall lower level so when it reopens in Fall 2009, eight conference rooms, a lounge and kitchen facilities will provide much needed program/meeting space for users.
- Submitted and received approval for the funding of two University special initiative proposals to upgrade Preston Hall Bondurant Auditorium stage lighting, to repair the permanent sound system and to install permanent multi-media equipment.
- Identified staff and students for participation in the master planner’s informational gathering meetings.
- Worked with the SGA Vice-President of Finance in developing online budget forms, instructions and earlier budget submission timelines.
- Sponsored the Dread the Red bus shuttle to all of the men’s and women’s basketball games during the spring semester.
- Provided funding for a generator installation at Student Health.
- Hosted Governor Warner and Governor Kaine in the Bonnie.

The following annual report provides additional details into our 2007-08 accomplishments and highlights the direction we have set for 2008-09. Overall this annual report demonstrates our commitment to students through continued hard work, creativity and team work.
### Professional Staff

#### Administrative

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<tr>
<th>Position</th>
<th>Name</th>
<th>Office</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assistant Vice President for Student Affairs/</td>
<td>Ken Bonk</td>
<td>Hurlburt 226</td>
<td>831-5197</td>
<td><a href="mailto:kjbonk@radford.edu">kjbonk@radford.edu</a></td>
</tr>
<tr>
<td>Director</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Account Manager</td>
<td>Liz Koch</td>
<td>Hurlburt 226</td>
<td>831-5044</td>
<td><a href="mailto:ekoch@radford.edu">ekoch@radford.edu</a></td>
</tr>
<tr>
<td>Account/Office Manager</td>
<td>Peggy Perdue</td>
<td>Hurlburt 226</td>
<td>831-6019</td>
<td><a href="mailto:pperdue@radford.edu">pperdue@radford.edu</a></td>
</tr>
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#### Operations

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<tr>
<th>Position</th>
<th>Name</th>
<th>Office</th>
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<tbody>
<tr>
<td>Associate Director</td>
<td>Alice Coughlin</td>
<td>Hurlburt 226</td>
<td>831-5708</td>
<td><a href="mailto:atcoughli@radford.edu">atcoughli@radford.edu</a></td>
</tr>
<tr>
<td>Building Operations Manager</td>
<td>John Leonard</td>
<td>Hurlburt 226</td>
<td>831-6379</td>
<td><a href="mailto:jcleonar@radford.edu">jcleonar@radford.edu</a></td>
</tr>
<tr>
<td>Information and Event Planning Manager</td>
<td>Sally Cox</td>
<td>Hurlburt 104</td>
<td>831-5420</td>
<td><a href="mailto:skcox@radford.edu">skcox@radford.edu</a></td>
</tr>
<tr>
<td>Evening and Weekend Manager</td>
<td>Travis Slakata</td>
<td>Hurlburt 226</td>
<td>831-7124</td>
<td><a href="mailto:slakata@radford.edu">slakata@radford.edu</a></td>
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#### Programming

<table>
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<tr>
<th>Position</th>
<th>Name</th>
<th>Office</th>
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<tbody>
<tr>
<td>Associate Director for Student Activities and Leadership</td>
<td>Heather Evans</td>
<td>Hurlburt 212</td>
<td>831-5255</td>
<td><a href="mailto:hlsmart@radford.edu">hlsmart@radford.edu</a></td>
</tr>
<tr>
<td>Coordinator for Student Activities-Programming</td>
<td>David Horton</td>
<td>Hurlburt 217</td>
<td>831-6380</td>
<td><a href="mailto:rhorton@radford.edu">rhorton@radford.edu</a></td>
</tr>
<tr>
<td>Coordinator for Student Activities-Greek Life</td>
<td>Steve Leist</td>
<td>Hurlburt 211</td>
<td>831-5941</td>
<td><a href="mailto:sleist@radford.edu">sleist@radford.edu</a></td>
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#### Student Media

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<tr>
<th>Position</th>
<th>Name</th>
<th>Office</th>
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<tbody>
<tr>
<td>Assistant Director</td>
<td>Geoff White</td>
<td>Calhoun Hall</td>
<td>831-6381</td>
<td><a href="mailto:gwhite13@radford.edu">gwhite13@radford.edu</a></td>
</tr>
</tbody>
</table>

#### Campus Recreation

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Office</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Assistant Director</td>
<td>David Goodman</td>
<td>Hurlburt 121</td>
<td>831-6012</td>
<td><a href="mailto:degoodman@radford.edu">degoodman@radford.edu</a></td>
</tr>
<tr>
<td>Secretary</td>
<td>Donna Epperly</td>
<td>Hurlburt 121</td>
<td>831-5369</td>
<td><a href="mailto:depperl@radford.edu">depperl@radford.edu</a></td>
</tr>
<tr>
<td>Intramural Sports/Sports Club Coordinator</td>
<td>Foster Ridpath</td>
<td>Hurlburt 121</td>
<td>831-6506</td>
<td><a href="mailto:fridpath@radford.edu">fridpath@radford.edu</a></td>
</tr>
<tr>
<td>Game Room Manager</td>
<td>John Barret</td>
<td>Hurlburt 135</td>
<td>831-7602</td>
<td><a href="mailto:jbarret@radford.edu">jbarret@radford.edu</a></td>
</tr>
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#### Bondurant Auditorium

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<tr>
<th>Position</th>
<th>Name</th>
<th>Office</th>
<th>Phone</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Theatre Production Manager</td>
<td>Doug Mead</td>
<td>Preston Stage Office</td>
<td>831-5588</td>
<td><a href="mailto:rmead@radford.edu">rmead@radford.edu</a></td>
</tr>
<tr>
<td>Assistant Theatre Production Manager</td>
<td>Cody Blischok</td>
<td>Preston Stage Office</td>
<td>831-5588</td>
<td><a href="mailto:cblischok@radford.edu">cblischok@radford.edu</a></td>
</tr>
</tbody>
</table>
Professional Staff Involvement

RU Committee Involvement
Ken Bonk
- RU Calendaring Committee
- Luminis Content Portal Committee chair
- Dean of Students Search Committee
- Family Weekend Committee
- Homecoming Committee
- Campus Signage Committee
- SC SACS Review Committee
- Co-Curricular Activities and Facilities Committee chair
- Student Media Committee
- Assistant Director for Student Media Search Committee chair

Alice Coughlin
- SC SACS Review Committee chair
- Performing Arts Series Committee
- Summer Conferences Committee
- Luminis Content Portal Committee
- Homecoming Committee
- Family Weekend Committee chair
- Coordinator for Student Activities-Greek Search Committee chair
- Blue Ridge Summit Committee
- Financial Aid Advisory Committee
- Conduct Board

Geoff White
- Student Media Committee

Peggy Perdue
- RU Spirit Committee

Travis Slakata
- Summer Conferences Committee

Presentations/Instruction
Ken Bonk
- Presenter for RU/VT Drive-In Workshop
- Presenter for Leadership NRV
- Instructor for UNIV 100

Alice Coughlin
- Instructor for UNIV 100

David Horton
- Presenter for UNIV 100 on RU History

Steve Leist
- Presenter on hazing for Alpha Kappa Psi
- Participant for ritual initiation for Theta Chi

John Leonard
- Instructor for UNIV 10

Heather Evans
- Committee on Clubs and Organizations chair
- Club Programming Committee chair
- Student Awards Committee chair
- Administrative/Professional Faculty Senate
- Dining Services Committee
- University Performance Series Committee
- Student Athlete Appeals Committee
- Luminis Content Portal Committee
- Coordinator of Student Activities-Programming Search Committee chair
- Coordinator of Student Activities-Greek Life Search Committee

Sally Cox
- Commonwealth Advisory Committee
- Summer Conferences Committee
- Family Weekend Committee

John Leonard
- Club Programming Committee (interim chair)
- New Student Program Search Committee
- Summer Conferences Committee
- Evening and Weekend Coordinator Search Committee chair
- Conduct Board

David Horton
- Homecoming Committee
- Highlander Festival Committee
- Opening Weekend Committee
- Club Programming Committee

David Goodman
- Co-instructor for two courses at Concord University for rock climbing and caving
- Provided programs through RU Outdoor Caving for Brevard College and Ohio State

Heather Evans
- Presenter at Office of Multicultural and International Student Services Orientation
- Presenter at Dr. Nadine Hartig’s Introduction to Student Affairs in Higher Education class
- Instructor for UNIV 100
- Instructor for LEAD 110
- Presenter at Roanoke College’s Leadership, Organization Management, and Event Planning Workshop
National/Regional/Local Conference Attendance

David Goodman
- Association for Outdoor Recreation and Education National Conference
- American Mountain Guide Association for Top Rope Site Manager Course
- National Speleological Society National Conference (led two nine hour caving trips)

Steve Leist
- Southeastern Interfraternity Annual Conference
- Southeastern Panhellenic Association Conference

National/Regional/Local Leadership Roles/Advisement

Heather Evans
- Blue Ridge Summit co-chair and presenter
- Delta Delta Delta-Associate Director for recruitment and retention
- Delta Delta Delta Webinar-Developed material for and facilitated recruitment training
- Tri Delta Volunteer-Symposium facilitator
- Tri Delta Fraternity Founder’s Day Event-Distinguished speaker

David Goodman
- Climbing and Rappelling Club, Bowling Club and Billiards Club adviser

David Horton
- RU Foundation Board member
- Blue Ridge Summit Planning Committee
- National Conference on Homecoming and Reunion Programs (CASE) chair
- RU Ambassadors adviser

John Leonard
- Safe Zone trainer
- SAEC adviser

Foster Ridpath
- Blue Ridge Summit Planning Committee
- Women’s Basketball Club, Women’s Lacrosse Club and Men’s Boxing Club temporary adviser

Steve Leist
- Alter Award Committee of Theta Chi member select

Awards

Sally Cox
- Bea Covington Award nominee

Departmental Membership in Organizations

- Association of College Unions International-ACUI
- National Association for Campus Activities-NACA
- Association of Fraternity Advisers-AFA
- College Media Advisers-CMA

- International Leadership Association
- National Speleological Society
- American Mountain Guided Association
- Wilderness Education Association
- Association for Outdoor Recreation and Education
The Campus Activities Board (CAB) is the all-campus programming board. CAB sponsors cultural, educational, social and entertainment activities for RU and the surrounding communities. During each academic year, CAB sponsors a weekly movie series, novelty acts, comedians, hypnotists, magicians, lectures, national recording artist concerts, etc.

The Black Awareness Programming Board (BAP) stimulates interest and heightens the awareness of the contributions of African-Americans. BAP also sponsors cultural, educational, social and entertainment activities for RU and the surrounding communities.

CAB and BAP are funded through student activity fees. CAB and BAP each have an executive board and an average of 20-30 volunteer general body members. A Graduate Assistant assists the professional staff member in the planning, executing and evaluating of the programs, and advising the student leaders and members. For most of the Fall 2007 Semester, the organizations were without the services of a dedicated advisor and still managed to maintain high standards of student service throughout the course of the year.

As indicated in the following 2007-2008 highlights and goals, CAB and BAP completed a successful year of programming. The day-of-event surveys and portions of the 2006-07 ACUI/EBI Student Union Comparative Assessment demonstrated that the CAB and BAP students, in the process of planning and implementing a successful programming schedule, demonstrated the following learning outcomes:

1. **Effective Communication Skills** (contacting agents/artists, marketing the programs, reporting at weekly meetings, collaborating with other departments/organizations, etc.),
2. **Leadership Development** (conducting executive officer business, representing CAB/BAP on other committees, developing retreats, etc),
3. **Teamwork/Group Dynamics** (attendance and input at weekly meetings, working events, attending conferences, etc.),
4. **Time Management/Organizational Skills** (developing program work schedules for events, planning of events one month minimum prior to events, conducting assessments, etc.),
5. **Understanding of Differences/Diversity** (researching and selecting cultural/diverse programs, collaborating with other cultural groups, etc.),
6. **Honesty and Integrity** (following proper procedures when collecting money for paid events, recording office hours as required, completing requirements as specified on leadership compensation contract, etc.), and
7. **Customer Service** (collecting money and writing receipts, checking identifications for ticketed events, etc.)

The ACUI/EBI Student Union Assessment (when comparing data with 113 participating institutions) re-enforced the success of the programming with the following statistics:

- Ranked 24-“Is a place to get involved in campus life”
- Ranked 13- “Is a source of reasonably priced entertainment”
- Ranked 21- “Overall value: Comparing the activities fees to the quality of activities provided, rate the value of the dollars spent.”
- Ranked 21-“Involves students in the decisions about activities.”

In addition, another ACUI/EBI assessment that specifically focused on student activities was conducted during the 2007-08 academic year. The results will be available to CAB and BAP during late summer of 2008. These results, along with the continued use of the day-of-event surveys, will help refine/provide well-received programming and find opportunities to enhance and enlighten the campus community while supporting the goals of the 7-17 plan in relation to cultural awareness, diversity and general intellectual advancement.
2007-2008 Highlights

1. Student leaders presented an educational session at the Blue Ridge Summit Regional Collegiate Leadership Conference. 7-17 Goal 1.1.1

2. Leadership retreats for CAB and BAP officers were held at the beginning of both the fall and spring semesters. 7-17 Goal 1.1.1

3. CAB and BAP provided performers for five out of thirteen of the “Success Starts Here” series of programs for new freshman. 7-17 Goal 1.2.11

4. 2007-2008 was an outstanding concert season with one sold out concert, Taylor Swift with 1,500 participants, and one of the most attended comedy shows at RU in recent years featuring Charlie Murphy with 754 participants.

5. CAB exceeded revenue expectations in the movie and spectrum budget lines by 10%.

6. Planned and sponsored University wide and federally required “Constitution Day” programs.

7. Participated in collaborative programs with Chartwells/RU Catering, New Student Programs, Business Affairs, RU Athletics, Student Government Association, Multicultural and International Student Services, Campus Recreation, Preston Hall, Office of Greek Life and several Greek Organizations, Office of Student Leader Resources, The Art Department, Residential Life, RU Able, Office of Substance Abuse and Sexual Assault, Dedmon Center, the Provost’s Office, the President’s Office, the Vice President for Student Affairs Office, Family Weekend, Homecoming Weekend, Alumni Affairs, various campus clubs and organizations, the English Department, UNIV 100, and Success Starts Here programs. Throughout the course of the year, every college was contacted about co-sponsoring at least one program. 7-17 Goals 1.2.11, 2.1.5

8. CAB and BAP conducted 25 day-of-event surveys in order to obtain student satisfaction and direction for future programs. 7-17 Goal 1.1.13

9. CAB and BAP hosted six total “RU Up Late?” events and two “Movies on the Lawn”

10. A total of 27 movies were shown over the course of the academic year. Each movie was shown every Friday through Monday at 8 pm (Sundays also had 2pm matinees). In addition, one movie was co-sponsored with the Art Department for a one-time showing. Overall, 6,573 students and guests attended the campus movie.

11. Excluding the regularly scheduled campus movies, CAB and BAP sponsored 86 campus events and activities. Of those 86 activities, all were considered to have some entertainment value (100%), 16 had an educational and cultural awareness component (19%), 39 required collaborative efforts with other organizations and campus departments(45%), 9 were “homegrown” (created rather than contracted) programs(10%), and 65 were “evening or late night events”, which took place between the hours of 7 pm – 1 am(75%). 7-17 Goals 1.2.10, 1.2.11, 2.1.9, 3.1.1

12. Counting all regularly scheduled movies once, CAB and BAP hosted 113 events and activities during the year. Counting all movies each time they were shown (27 movies, 5 showings each, with one additional showing), there were 222 opportunities for students to attend a campus event or activity. All together, there were more than 16,850 participants throughout the course of the year.

13. New Coordinator for Student Activities-Programming was hired.
2007-2008 Goals*

*Note, these goals were set before the current Coordinator of Student Activities – Programming was hired. Hence, a few goals were not fully completed and/or changed due to the change in staff/direction.

1. Encourage BAP to plan, implement, and sponsor/co-sponsor no less than one cultural event or program per month from September through April. Completed. Most of the programming was accomplished through traditional program channels within the Campus Activities Board. BAP created and produced several additional programs to round out the year. All events were co-branded CAB and BAP.
   - Research lecturers, poets, dancers, musicians, story tellers, and other performers to promote awareness and support of African-American issues. Completed.
   - Participate monthly in collaborative cultural events with the Office of Multicultural and International Student Services. Partially completed. There were a number of events but they did not take place monthly. Through greater communication between the Offices of Multicultural and International Student Services and Student Activities as well as improved representation on both CAB and BAP by other Multicultural and International campus organizations, the monthly goal should be accomplished in 2008-2009.

2. Increase CAB and BAP sponsored/co-sponsored educational programs to 15% (versus 11% of the events held in 2006-2007). Completed. Exceeded the goal with 19% of the programs having an educational component and helping to support the cultural and campus environment.
   - Research speakers and programs dealing with ethical issues, diversity, learning and physical disabilities, leadership education, sexual assault, and sexually transmitted diseases. Completed.
   - Create an Educational Chair position within the Campus Activities Board to plan and implement details of educational components to entertainment-based events. Completed.
   - Encourage the Educational Chair (CAB) and Educational/Cultural Chair (BAP) positions to work collaboratively to create campus-wide educational programs. Partially completed. More work could be done to create a more cohesive working relationship.

3. Enhance the assessment of on-campus programs and performers.
   - Distribute and collect paper surveys at every BAP and CAB sponsored program. Partially completed. 22% of the total events included survey distribution/ tabulation.
   - Complete the Radford University Event/Performer Evaluation for every campus program. Not completed.
   - Complete the online NACA (National Association for Campus Activities) evaluation for every NACA-booked artist or event. Not Completed.

4. Focus on recruitment and retention of general body members for CAB and BAP.
   - Increase general body membership per organization from 20-30 members to 30-40 members. Partially completed.
   - Advertise the many exciting social and leadership opportunities that CAB and BAP provide for their members. Completed. Much of the promotion for CAB and BAP took place during Club Fair and in University 100 classes.
   - Continue member incentive and awards programs. Partially completed. The membership incentive program in CAB was coordinated but not used to its fullest potential. BAP needs to establish a member tracking, incentive and rewards program.
• Consistently relay membership expectations to general body members and executive officers. **Partially completed. This was done within some CAB meetings but because membership expectations were not specifically enumerated within BAP, such notices were much more ambiguous.**

• Contact campus recognized clubs and organizations and recommend that representatives attend CAB and BAP meetings. **Partially Completed. A few organizations were represented by members of both CAB and BAP however most were not there specifically as envoys from their organizations.**

• Increase CAB and BAP collaborative events to 50% (versus 46% of the events that were collaboratively planned and implemented in 2006-2007). **Not completed. The same percentages of events were collaborations in 2007-2008 as in the previous year. Both CAB and BAP need to stress the importance of growing campus relationships to allow for improved participation and awareness.**

• Contact all recognized clubs and organizations with information and ideas about co-sponsoring events with BAP and CAB. **Completed. Needs more follow up.**

• Contact all departments within the Division of Student Affairs with information and ideas about co-sponsoring events with CAB and BAP. **Completed. Needs more follow up.**

5. Improve the quality and quantity on and off-campus marketing and promotion of BAP and CAB sponsored events.

• Require that each event be publicized by a minimum of six different methods (posters, fliers, table tents, campus-wide emails, previews/power point shown before campus movies, RU portal, Target Vision, Facebook ads, Tartan ads, ¼ page handouts, give-a-ways, announcements at SGA/IFC/NPHC/PHC, RU homepage articles, press releases, Whim ads, walking promotion, other college contacts, etc.) **Partially completed. Very much improved in 2007-2008. There were many new publicity avenues explored.**

• Encourage creativity with the creation of promotional materials. **Completed.**

• Suggest that all CAB and BAP officers help the Publicity Chair persons with the creation and distribution of promotional materials. **Partially completed. More involvement needs to be coordinated between program planners and publicity.**

6. Regularly update officer contact and meeting information, calendar/event announcements, performer photos and website links, and event photos on BAP and CAB websites.

• Require weekly website updates regarding upcoming events. **Completed.**

• Recommend that pictures be taken and autographs collected at every event. Pictures should be posted to the CAB and BAP websites within three days of the event and an archive system developed for all pictures. **Partially Completed. Most events had pictures taken and posted, but a member should be designated at each event to be sure that those are completed.**

• Create links from event details/information to performer and/or agency sites. **Completed.**

• Include trailers and video clips of all movies and performers on both websites. **Completed. In addition to the web, trailers, clips, and announcements were shown prior to the movies on a weekly basis.**
2008-2009 Goals

1. Ensure that the mission of each organization or that of a combined organization meets the needs of the RU student population.
   - Review and restructure, if needed, the constitutions for both CAB and BAP to ensure an improved environment for success. **Fall 2008.**
   - Ensure that programs have a core focus on the goals enumerated within the 7-17 strategic plan. **Ongoing**
   - Re-evaluate the goals for both CAB and BAP and seek new solutions to help achieve success. **Ongoing**
   - Evaluate positions within both organizations to make certain that they match the ongoing and evolving needs of Radford University’s student body.
   - Evaluate the pros and cons of merging CAB and BAP into a single programming entity vs separation. **Fall 2008 and Spring 2009**

2. Analyze all recent and current programming and audiences served.
   - Utilizing data from the Association of College Unions International (ACUI) and locally developed data from event survey results, examine the perception of RU students with regard to campus programming in relation to peer institutions. **Ongoing**
   - Utilize additional studies to categorize general audiences of each event and look for new ways to engage additional campus organizations and individuals. **Ongoing**

3. Establish new representation and programming from underserved populations on and off campus.
   - Evaluate permanent delegate seats on both boards for a variety of campus organizations such as BSAC, ISAC, Spectrum, Greeks, etc. **Fall 2008**

4. Enhance membership requirements and benefits. Establish new guidelines and procedures for both.
   - Establish a position on the executive board for both CAB and BAP to oversee membership in general. **Fall 2008**

5. Improve the quality and quantity on and off campus marketing and promotion of BAP and CAB sponsored events.
   - Review and refresh marketing techniques focusing on more non-traditional communications channels. **Ongoing.**

6. Increase collaborative efforts with strategic partners on and off campus from 46% to 50% of programming.
   - Contact all recognized clubs and organizations with information and ideas about co-sponsoring events with BAP and CAB. **Ongoing.**
   - Contact all departments within the Division of Student Affairs with information and ideas about co-sponsoring events with CAB and BAP. **Ongoing.**

7. Make better use of web through enhanced website, social networks, and the posting of more materials. **Ongoing**
   - Assign an individual in both CAB and BAP who has the responsibility of recording the activities of the organizations and creating an ongoing record of these events both online and in an archive. **Ongoing**
Campus Recreation

Campus Recreation consists of RU Outdoors, Intramurals, Hurlburt Game Room, Climbing Wall, Aerobics, and advisement for the Sports Clubs. Two graduate assistants, approximately 125 student workers and 12 student volunteers assist the professional staff as referees, scorekeepers, supervisors, trip leaders, game field attendants, equipment desk attendants, climbing wall monitors, aerobics instructors, game room assistants, and office assistants.

As indicated in the following 2007-2008 highlights and goals, Campus Recreation completed a successful year in the above mentioned areas of responsibility. Surveys were conducted for intramurals and for RU Outdoors. Results from the surveys indicated that the student employees were effective in demonstrating the following learning outcomes:

1. **Effective Communication Skills** (interpreting and enforcing rules of the intramural games, marketing the schedules for intramurals and RU Outdoors programs, etc.),
2. **Leadership Development** (refereeing of games, supervising multiple games, leading weekend trips, etc.),
3. **Teamwork/Group Dynamics** (attendance and input at weekly meetings, running intramural competitions, etc.),
4. **Time Management/Organizational Skills** (the planning for and loading of supplies for weekend trips, starting tournaments on time and keeping them on schedule, etc.),
5. **Customer Service** (serving customers in the game room and RU Outdoor rental office, assisting climbers at the climbing wall, assisting visitors in the Campus Recreation Office, etc.),
6. **Honesty and Integrity** (calling infractions/fouls fairly, following through on the leave no trace rule when camping, etc.) and
7. **Understanding of Differences/Diversity** (leading RU Outdoor trips for students, assisting various groups at the climbing wall, working with the bowling class students, etc.)

While surveys were not conducted in the other areas of responsibility, it was required that students are proficient in *customer service* (responding to users requests, contacting additional support i.e. police/facilities/housekeeping, professionally answering the phone or greeting visitors in person, running the cash register, etc.).

The 2006-2007 ACUI/EBI Student Union Assessment allowed for institutional specific questions. Two of these questions focused on Campus Recreation and the results re-enforced the use and satisfaction of the programming and services offered:

- 75% of respondents were satisfied to very satisfied with the game room facilities.
- Programs that the respondents participated in through Campus Recreation included:
  
<table>
<thead>
<tr>
<th>Program</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Game Room</td>
<td>37%</td>
</tr>
<tr>
<td>Aerobics</td>
<td>24%</td>
</tr>
<tr>
<td>Intramurals</td>
<td>17%</td>
</tr>
<tr>
<td>Sports Clubs</td>
<td>10%</td>
</tr>
<tr>
<td>Climbing Wall</td>
<td>7%</td>
</tr>
<tr>
<td>RUOutdoors</td>
<td>5%</td>
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</tbody>
</table>

The increase in numbers in some of the programs, the establishment of new clubs, and the purchase of new equipment addressed in the highlights and completion of the 2007-2008 goals demonstrated the response of Campus Recreation in relation to the assessment results.

In 2008-2009 all components of Campus Recreation will incorporate surveys in order to determine student satisfaction of the services and the programs and to re-evaluate those programs that have lower usage. Results of these surveys could justify some level of change on how the student employees will be trained and what programs will be offered.
2007-2008 Highlights

1. Intramurals 7-17 Goals 1.1.1, 2.4.2
   - Sponsored a second year of Spring Sunday League Football. This year 24 teams participated, compared to 13 the year before.
   - Sponsored a first ever paintball trip to Wolfs Ridge Paintball. 35 students participated.
   - Co-hosted an Alumni Football tournament with Alumni Affairs. 130 students and 29 Alumni participated.
   - Received $4,950 from the SFC for an Intramurals/Sports Club Awards Wall to be placed in the Bonnie.

2. Sports Clubs 7-17 Goal 2.4.2
   - Men’s Rugby won the Division II National Championship.
   - Men’s Lacrosse, Men’s Ultimate and Ice Hockey made it into their conference championships.
   - Added three new teams: Men’s Volleyball, Women’s Lacrosse, and Football.
   - Participation in Sports Clubs increased from 343 participants in 2006-2007 to 411 participants 2007-2008.
   - Received an additional $5,000 from the SFC to the 2008-09 annual budget.

3. Hurlburt Game Room
   - The revenue totals for the Game Room:
     | August to May |          |
     | 2006-07       | $38,932.58 |
     | 2007-08       | $28,633.53 |
     Difference of ($10,299.05). New rental policy fees were enacted that lowered fees for outside users and included the stipulation that RU groups no longer had to pay for reserving the game room. Use of the game room by RU groups increased and when this occurred paying patrons were unable to use the game room during the reserved times.
   - Hosted 119 RU groups, 14 non RU group events and 18 Rock N Bowls.
   - The Billiards Club and a Bowling Club hosted tournaments in both semesters.
   - One student is competing in the ACUI National Billiards 9 Ball Tournament, first ever to qualify from RU.

4. Aerobics 7-17 Goal 2.4.2, 1.1.1
   - Offered four new aerobics classes: Pilates, abs, stretch and water aerobics.
   - Received $3,484 from the SFC for new equipment.
   - In the fall semester 5,016 students participated and in the spring semester 4,659 participated totaling to 9,675. This is an increase of 1,132 students from 2006-07.

5. RU Outdoors 7-17 Goals 1.1.1, 1.2.11, 2.4.2
   - Hosted the first ever SCUBA program on campus with 20 participants.
   - Sponsored a Wilderness First Responder course and had six RU Outdoors staff attend.
   - Sponsored the International Wilderness Leadership School to visit campus.
   - Participated at Bridge Day with several staff and alumni for an 876’ rappel.
   - Traveled to Moab, UT over spring break for staff development and canyoneering.

6. Climbing Wall 7-17 Goal 1.1.1
   - Co-hosted a bouldering and distance competition with the Climbing and Rappelling Club.
   - Overall participation for fall/spring semesters.
     Females 521
     Male 722
     Total 1,243
2007-2008 Goals

1. Overall Campus Recreation Office
   - More publicity for Campus Recreation. **Partially completed. Looking to expand on ideas for marketing**
   - Expand aerobics program. **Completed. Offered a variety of different programs but are still limited by available space.**
   - Host climbing competition in October. **Completed. Hosted in April.**

2. Intramurals
   - Introduce a Dodge Ball Season. **Not completed. Limited space and a full schedule for existing spaces.**
   - Increase women’s participation in softball by 8%. **Completed. Unable to host an indoor tournament this year but participation still increased by 9%.**
   - Increase weekend tournaments by offering dual events in Peters Hall. **Completed. Able to schedule basketball, indoor soccer, and dodge ball tournaments while the gym was also being used by our Sports Clubs programs and open play by the general student body.**
   - We will co-host an Alumni Football Tournament during Alumni Weekend with Alumni Affairs. **Completed.**

3. Sport Clubs
   - Individual training with clubs regarding monies and budgetary needs. **Completed.**
   - To include three new clubs to the council. **Completed.**
   - Increase community involvement and recognition so we provide a positive image. **Completed. This is a large part of the point system that was introduced to the Sports Club Council. 16 community service projects were initiated.**

4. Game Room
   - Decorate the area so it is a more pleasant and inviting atmosphere. **Partially completed. In process of pursuing options of murals and appropriate art work.**
   - Host tournaments with the perspective clubs to increase involvement. **Completed. Hosted billiards and bowling events for the clubs.**
   - Provide a Faculty/Staff Family Time on Saturdays during the academic year. **Completed. Offered two events and will continue this for the Fall 2008.**

5. RU Outdoors
   - Increase trip leaders to five in all areas. **Not completed. Due to injuries, unable to train in a timely manner.**
   - Create a kayaking trip program that is adequate to the other standards we have set for trip leaders. **Completed.**
   - Increase rental usage by 8%. **Completed. Increased by 9%. Leading rentals were tents and sleeping bags.**
   - Offer new programs in recreational areas to increase involvement. **Partially completed. Reviewing other opportunities to offer as trips.**
2008-2009 Goals

1. Overall Campus Recreation Office
   • Research software to help in registration and rental of equipment for events. *Spring 2009*
   • Provide mass publicity to interested students for specific events via internet user groups. *Fall 2008*
   • Host a distance climbing competition in the Fall Semester. *Fall 2008*
   • Create a promotional video to be used at events and classes to showcase all that we offer. *Spring 2009*
   • Develop and implement assessments for all areas. *Ongoing*

2. Intramurals
   • Offer more none traditional sports to increase diversity and still have abundant activities. *Spring 2009*
   • Offer new activities such as co-ed basketball, disc golf, water polo and whiffle ball. *Spring 2009*
   • Create a user friendly internet based site, so pictures and information about intramurals can easily be accessed. *Fall 2008*
   • Collaborate with Residential Life to develop competitions between resident hall students. *Ongoing*

3. Sports Clubs
   • Add an additional three teams in 2008-2009 *Spring 2009*
   • Schedule Chris Skinner to speak to clubs about making better choices relating to drugs and alcohol. *Spring 2008*
   • Provide clubs more involvement opportunities in community service projects around the New River Valley. *Spring 2009*

4. Game Room
   • Decorate the area so it is a more pleasant and inviting atmosphere. *Spring 2009*
   • Host a collegiate bowling tournament. *Fall 2008*
   • Provide a Faculty/Staff Family Time on Saturdays during the academic year. *Fall 2008*

5. RU Outdoors
   • Offer new programs in recreational areas to increase involvement. *Spring 2009*
   • Increase trip leaders to seven in all areas. *Spring 2009*
   • Have all staff trained to drive the university vans. *Spring 2009*

6. Aerobics
   • Pursuing additional space and time for classes. *Spring 2009*
   • Creating a lunchtime aerobics classes for students, staff and faculty. *Fall 2008*
Greek Life

The Greek community at Radford University hosts twelve North American Interfraternity Conference fraternities (IFC), nine National Pan-Hellenic Conference (NPHC) fraternities and sororities, seven National Panhellenic Conference (NPC) Sororities and one National Association of Latino Fraternal Organizations (NALFO) sorority. These organizations are served by the Coordinator of Student Activities–Greek Life and a graduate assistant. For Spring 2008, the Greek community had a population of 1,048 (12.3% of the student population) and that percentage represents the largest the system has been in five years.

As indicated in the following 2007-2008 highlight and goals, Greek life has a formidable presence on campus. While no surveys were officially conducted throughout the semester, the ‘Standards of Excellence’ packet is a comprehensive group evaluation that each Greek organization is required to complete each year. These standards are meant to standardize the management and improve the quality of the Greek community and members. It is within these standards that the following learning outcomes are prevalent:

1. **Effective Communication Skills** (recruiting members, marketing the programs, reporting at weekly meetings, collaborating with other departments/organizations, etc.),
2. **Leadership Development** (conducting executive officer business, representing the Greek community on other committees, developing retreats and other educational programs, etc.),
3. **Teamwork/Group Dynamics** (attendance and input at weekly meetings and events, modeling the importance of brotherhood and sisterhood, attending conferences, participating in Greek Week, etc.),
4. **Time Management/Organizational Skills** (developing event work schedules, establishing group study times, pre-planning of events one month minimum prior to event, etc.),
5. **Understanding of Differences/Diversity** (holding monthly presidents meetings, co-sponsoring of events between PHC, NPHC, IFC and NALFO and with other student groups, etc.),
6. **Honesty and Integrity** (living up to the standards set by the National Offices, conducting disciplinary hearings when required, etc.) and
7. **Customer Service** (taking tickets and/or working the doors at socials, assisting with community service projects, etc.)

The 2006-2007 ACUI/EBI Student Union Assessment allowed for institutional specific questions. One of these questions focused on Greek Life. The question, “To what degree do Greek SOCIAL fraternities and sororities represent themselves as dedicated to positive social development, service and civic opportunities and campus involvement?” received a 50% moderately to extremely favorable response.

In 2008-2009 Greek Life will incorporate surveys for specific events such as Greek Week, speakers, recruitment efforts, etc. in order to determine student satisfaction of the services and the programs amongst it members as well as throughout the general student population. This will assist in the re-evaluation of those programs and could justify some level of change in the education of the Greek community and what programs will be offered.
2007-2008 Highlights

1. A new coordinator of Student Activities–Greek Life was hired.

2. The new Coordinator met with the Dean of Students about expectations and procedures of/within the Greek community and with the Assistant Dean of Students to review judicial procedures and to clear judicial actions implemented before his arrival. 7-17 Goal 2.4.2

3. Seven council officers and the coordinator attended the Southeastern Interfraternity Conference Leadership Academy. Nine council officers and the coordinator attended the Southeastern Panhellenic Conference. 7-17 Goal 1.1.1

4. National PanHellenic Council held the annual Spring Scholarship Step Show in March. More than 600 people were in attendance and three scholarships were subsequently awarded to deserving minority students.

5. Greek Week, themed “Decades,” was held in April. The attendance at the “Coffee House” talent show was over two hundred and at the “Air Bands”, dance/performance competition attendance was over three hundred. A real sense of interfraternalism existed as chapters supported each other in the events. 7-17 Goal 1.1.10

6. The Greek Life Awards had over seven hundred attendees in the Muse Ballroom. Faculty advisors, chapter advisors and administration were present and recognized. Thirty awards were presented reflecting excellence in scholarship, philanthropy, community service, intramurals, chapter operations, and overall excellence defined by the Presidents Cup. 7-17 Goal 1.1.3

7. Over 100 Greeks and the Coordinator participated in the “Clean with the Dean” Program in April. 7-17 Goal 1.1.3

8. Phi Sigma Kappa and Theta Chi fraternities engaged in a neighborhood clean up the Sunday after the “unofficial” Quadfest. 7-17 Goal 1.1.3

9. Order of Omega, the Greek honor society recognized 12 people for Spring 2008. A student must have at least a 3.0 GPA and be of junior standing to receive this honor.

10. PHC added 125 women during the formal recruitment period. NPHC added 5 new members, and IFC added 87 in the spring.

11. The Greek life office acquired a printer and a copy machine.

12. Greek life received expansion inquiries from Gamma Phi Beta Sorority and Pi Lambda Phi Fraternity.

13. Nationally renowned speaker on the issue of hazing, Erie Morring spoke to more than one thousand Greeks in Preston Auditorium. 7-17 Goal 1.2.11

14. Expanded academic mentoring programs for members in order to strengthen the overall academic Greek community GPA. 7-17 Goal 2.1.5
2007 – 2008 Goals*

*Note, these goals were set before the current Coordinator of Student Activities – Greek Life was hired. Hence, a few goals were not fully completed and/or changed due to the change in staff/direction.

1. Encourage resource sharing and increase educational opportunities in order to produce memorable Greek membership experiences.
   - Executive Board of NPHC, Graduate Assistant for Greek Life and Coordinator for Student Activities-Greek Life to attend the respective regional Greek Leadership conferences. **Completed.**
   - Provide the opportunity for all required Greek Life paperwork to be submitted online. **Partially Completed.**
   - Establish a list-serve of all those members within the Greek Community to increase better communication to the entire community about social and educational opportunities. **Not completed. Other communication venues need to be explored first.**
   - Revise and facilitate the New Member Education program for the Greek Community. **Completed.**

2. Evaluate Greek Life’s public image and enhance educational opportunities so that the public is aware of the Greek community mission.
   - Overhaul the Greek Life website so that it is more user-friendly and to include online forms and information on hazing. **Not Completed. A student has been identified that will be taking this project on in the fall.**
   - Create and publish “A Guide to Greek Life” in collaboration with the three governing councils of our Greek Community. **Partially completed. Drafts for an informational brochure have been developed, but not published.**
   - Increase communication with the Radford Community by producing a monthly newsletter. **Not Completed. This project is also on line for the fall.**
   - Work closely and collaboratively with Athletics, Kristen Mosby, on program and educational opportunities for the Athletic and Greek Community. **Completed.**

3. Evaluate overall council operations while strengthening the commitment to fiscal responsibility, intellectual achievement, and philanthropic spirit.
   - Evaluate “Standards of Excellence” program to ensure relevance. **Not completed. The program will be reviewed this summer and presented in the fall.**
   - Invite speaker to visit one council meeting per semester to discuss proper organization of personal/chapter finances. **Not Completed. Change of personnel inhibited planning.**
   - Comprehensively update each council’s Constitutions and Bylaws. **Not Completed. Is a stated goal for fall.**
   - Host a PHC Summit with guests from the National offices, area advisors, faculty advisors and student leaders to address issues concerning New Member Education programming and Academics. **Completed.**
   - Establish a Radford University Greek Community Advisory Board which will meet twice a semester. The Advisory Board will be comprised of the Faculty Advisors and Chapter Advisors of the recognized Greek-Letter organizations at Radford University. **Not Completed. Will research past attempts to coordinate this and evaluate in the fall.**
   - Host an IFC, PHC and NPHC leadership retreat to refocus for the new academic year. **Completed**
4. Ensure Greek community growth through successful recruitment and retention.
   - Maximize educational opportunities (such as UNIV 100) to educate publics regarding Greek membership. **Completed.**
   - Assist newest NALFO chapter and potential colonies with recruitment efforts. **Partially completed. Lambda Upsilon Lambda is struggling to have required membership for status. Will continue to work with them.**
   - Assist NPHC chapters with recruitment efforts. **Completed.**
   - Restructure IFC Fall informal recruitment and Spring Formal recruitment so that it is consistent with PHC recruitment. **Not completed. There is no particular rationale or impetus to structure IFC recruitment to be consistent with PHC recruitment.**

5. Increase education regarding the rights and responsibilities of Greek membership.
   - Sponsor and co-sponsor at least one speaker per semester regarding risk management, personal health, or ritual awareness. **Partially completed. Scheduling did not occur before new coordinator arrived for spring semester.**
   - Host or Co-Host at least one educational session following each intake/recruitment (each semester) for new members regarding rights and responsibilities of Greek membership. **Not completed. Scheduling did not occur before new coordinator arrived.**
   - Evaluate and update the risk management sections of councils’ Constitutions. **Not completed. This is part of the goal for fall in reviewing all constitutions.**
   - Create or purchase a brochure discussing the dangers of hazing for our students and their families. **Partially completed. Although resources were purchased for National Hazing Prevention Week, brochures were not distributed.**
   - Update the Office of Greek Life website to include a section on hazing. **Not completed. Goal for fall.**

6. Ensure that the Office of Greek Life is consistent with the mission of the Office of Student Activities and CAS Standards.
   - In collaboration with our Faculty chapter advisors create an instrument to measure the effectiveness of the Office of Greek Life. **Not completed. No record found for this effort.**
   - In preparation for SACS conduct a self review with the Associate Director of Student Activities the Office of Greek Life based on CAS Standards. **Not completed. Waiting for schedule of SACS review of this area.**
2008-2009 Goals

1. Continue to take advantage of the growing positive relationship between the Office of Greek Life and the individual constituencies that are served by the Coordinator of Student Activities – Greek life.
   - Individual meetings with all presidents and advisors will continue every semester. **Ongoing**
   - Continued evolvement of improving communications and relations with all inter/national organizations represented at Radford University. **Ongoing**

2. Define and organize public relations efforts.
   - Make sure that our communications with the University, the city, and the general public is of one voice. **Ongoing**
   - Create a newsletter that will be distributed to all deans, directors, department heads, and community officials. **Spring 2009**

3. Conduct a review of the Constitutions and By-laws of each council to ensure compliance with the Constitutions of the governing councils inter/national NIC, NPHC, NPC, NALFO. **Fall 2008.**

4. Review the Standards of Excellence Program.
   - Revise areas of concern to the inter/national organizations and better define goals for the individual organizations. **Summer 2008**
   - Define timelines and expectations for completeness. **Fall 2008**

5. Move Panhellenic elections to a true balloting format.
   - Remove slating as the procedure for elections and have a true application and individual speech for each position and voted on by the council representatives. **Spring 2009**

6. Review the Greek Life Mission Statement.
   - Redefine the statement to update language and new outlook for the Greek community at Radford University. **Fall 2008**

7. Have standard meetings with university and local law enforcement personnel.
   - Schedule, at least once a semester, meetings with head personnel. Also, invite personnel to speak to the governing councils each semester. **Ongoing**

8. Continue to enhance the educational programming for all members.
   - Make sure at least one speaker per semester, on relevant topics to Greeks, is scheduled and executed. **Fall 2008 and Spring 2009**
   - Seek other local educational opportunities through agencies that serve the Radford area. **Fall 2008 and Spring 2009**

9. Develop a static and reliable Greek grade program through Institutional Research.
   - Formalize the process in which each chapter can be identified, with membership, thereby simplifying the process of updating and lessening the time to gain the information at the end of each semester. **Fall 2008**

10. Investigate peer institutions for their procedures in registering, or identifying off campus activities by Greek organizations (or other organizations).
    - Through electronic communications, compile examples of registrations and solicit feedback of successes or failures. **Fall 2008**

11. Create or use existing resources to better assess the productivity of programs and activities involving the Greek community. **Ongoing**

12. Update the Greek life web site to include a section speaking about hazing. **Fall 2008**
Operations

Operations include the Information and Event Planning Office, management of the Hurlburt Student Center, Bondurant Auditorium in Preston Hall, coordination of Family Weekend and Highlander Picnic and advising the Department of Student Activities Student Employee Association Advisory Board. 50 student employees assist the professional staff as operations assistants, information and main office assistants, media technicians, and sound and lighting technical assistants.

As indicated in the following 2007-2008 highlights and goals, the Operations staff completed a successful year in lieu of Heth Hall going offline in Fall 2007 for renovations. The 2006-07 ACUI/EBI Student Union Comparative Assessment demonstrated that the student employees, in the general running of the facilities the department is responsible for and in addressing all reservation requests, demonstrated the following learning outcomes:

1. Effective Communication Skills (following set up requirements for reservations, entering reservations, filling out daily reports, following ticket selling procedures, etc.),
2. Leadership Development (in charge of the facilities in the absence of the professional staff, serving as an officer of the student employee association, etc.),
3. Teamwork/Group Dynamics (working large events together, sharing input at student staff meetings, running the lighting and sound via the stage director cues, keeping the office functions running smoothly between shift changes, etc.),
4. Time Management/Organizational Skills (abiding by work schedules for events, keeping storage room in order, conducting inventory, selling tickets to several events at the same time, prioritizing work assigned by professional staff, etc.),
5. Customer Service (responding to users requests, contacting additional support, i.e. police/facilities/housekeeping, professionally answering the phone or greeting a visitor in person, etc.),
6. Honesty and Integrity (following correct closing procedures in absence of professional staff, making deposits, entering data into university budget system, etc.) and
7. Understanding of Differences/Diversity (assisting diverse groups with reservation needs, stamping fliers for groups, etc.)

The 2006-2007 ACUI/EBI Student Union Assessment (when comparing data with 113 participating institutions) re-enforced two successes: That the Bonnie was fulfilling the role as a safe, comfortable, energized place on campus and that the operations staff was responsive to the needs of the users. The following statistics are a small sample of the overall results of the assessment:

- Ranked 1 out of our Select Six Group and 23 out of all participants to “The College Union is a place where I feel welcome.”
- Ranked 2 out of our Select Six Group and 25 out of all participants to “The College Union is an enjoyable place to spend time.”
- Ranked 2 out of our Select Six Group and 20 out of all participants to “The College Union is a student-oriented facility.”
- Ranked 40 out of all participants to questions involving “College Union Staff courtesy, availability and knowledge”.
- Ranked 33 out of all participants to questions involving the “Overall Effectiveness of the College Union in fulfilling its mission as the center for college community life, enhancing the educational experience, and in recommending the services to a close friend.”

As outlined in the 2008-2009 Goals, Operations will again institute user satisfaction surveys, will review training in customer service with student employees and will continue to keep the facility and the equipment in excellent condition.
1. Counters on exterior doors of “The Bonnie” recorded an average of 64,200 passes per week. This represents a 55% increase over 2006-2007.
2. Room reservations increased in “The Bonnie” by 621 from Fall 2007 to Spring 2008 due to Heth Hall going off line, an increase of 31%. User breakdown was as follows: Student Clubs and Organizations 34%, Academics 23%, Greeks 18%, Student Affairs 17%, Misc use by faculty/staff, Administration (IT, finance, athletics, etc.) 7% and non RU groups 1%. 7-17 Goal 2.3.4
3. Upgraded the event broadcast system (Symon Communications). Re-creation of 477 slides/advertisements for the broadcast system. 7-17 Goal 2.4.1
4. Customer service video created for the Information Office orientation program. 7-17 Goal 2.4.2
5. Installed Event Management System, (EMS), the room reservation software, in RU Catering Services and training of personnel on EMS remains in progress.
6. Removed and moved furniture, equipment, and offices out of Heth Hall due to renovation.
7. Installed new lights in Bonnie auditorium to spotlight guest speakers at primary podium locations.
8. Reduced student staff through attrition and creative scheduling, (rather than termination), in anticipation of reduced staff needed during Heth Hall renovation.
9. Hired a new Night and Weekend Manager. 7-17 Goal 2.4.2
10. Collaborated with two art classes to bring student art installations into “The Bonnie”.
11. Completed SACS/CAS review in a timely manner.
13. Hosted approximately 635 families and 2000 guests during Family Weekend. 7-17 Goal 1.2.11
14. Implemented EBI Student Activities Survey. 7-17 Goal 1.1.13
15. Coordinated the Bonnie Days of April/SASEA:
   Received $2,500.00 from CPC
   Collaborated with RU Dining Service in their rib cook off
   Increased participation in the mini club fair by 33 clubs
   Approximately 1,000 were in attendance at the Friday event
   Registered 45 entries for dog show
16. Purchased a new sound board, data projector and projection screen and repaired to Bondurant Auditorium house system. 7-17 Goal 4.3.2
17. Provided exceptional customer service and addressed the ever changing facility requests when we hosted Governor Warner in and Governor Kaine in June 2008.
18. Updated operations manual and provided regular training for student staff on emergency procedure and reporting of security related incidents. 7-17 Goals 2.4.1, 2.4.2
2007-2008 Goals

1. Upgrade Target Vision, complete training, train student leaders and create all advertisements and announcements for 2007/08. Completed. The upgrade was completed in Summer '07 and all advertisements were recreated.


4. Implement a customer service presentation during fall orientation. Completed. A video was created for the Information Office student orientation.

5. Write ticket sales and reconciliation procedures for Family Weekend. Not completed. Lack of time was the factor in not completing this goal.

6. Hire and train a new OPS staff (75% graduated or will not be returning). Completed

7. Prepare Heth Hall old game room space for conversion to classroom space for fall semester. Completed. Short lived due to mold contamination in the space.

8. Determine plan of action regarding student worker staff after Heth Hall closes. Completed.

9. Determine level of involvement with the Drive-In Workshop 2008. Completed. RU will not be involved with the Drive-In Workshop in 2008 but sent recommendation to regional ACUI leadership for an “around the state” drive in series.

10. Work with RU Art Galleries to expand student art collection in “The Bonnie”. Not completed. Upon receiving an influx of “art” work as a result of the closing of Heth Hall, a conscious decision was made not to bring more art work in “The Bonnie” at this time. However, art students displayed their work twice during the year part of a class project.

11. Determine the status of furniture and equipment in Heth Hall as it relates to the upcoming renovation. Completed. This process was a huge undertaking but items were correctly identified for inventory.

12. Install additional lighting in Hurlburt Auditorium for better options during presentations. Completed.

13. Implement and train staff and patrons on the usage of Assistive Listening Device System. Completed. The system was installed, signs were posted and staff was trained.


15. Continue to measure customer service satisfaction through the use of assessment tools. Completed.

16. Continue to measure student employee job satisfaction through the use of assessment tools. Completed.


18. Enact appropriate SACS/CAS recommendations. Not completed. The staff has not been informed of the SACS committee’s approval of recommendations.

19. Increase student employee involvement in SASEA. Completed.

20. Analyze EBI/ACUI survey results and make recommendations for changes/upgrades etc. Not completed. See goals.

21. Work with department webmaster to upgrade Family Weekend database. Completed. Database upgraded as a class project in a computer programming class.

22. Repair the Bondurant Auditorium house sound system and purchase two crossover and two subs for performance sound system. Completed. See highlights.

23. Purchase twelve lighting instruments for Bondurant Auditorium inventory. Completed. Special initiative was approved. More than twelve units were purchased.

25. Update and revise training procedures for Bondurant Auditorium student employees.  
   Completed.
26. Propose a student wage program that would provide monetary increases for students 
    based on length of service and performance. Not completed. Higher 
    minimum wage legislation enacted.

2008-2009 Goals
2. Purchase of EMS software for master calendar option. Fall 2008
3. Continue researching new ticket processing software for Information Office. Fall 2009
4. Transition to an online ticket purchasing option for Information Office.  
   Summer 2009
5. Create policies and procedures manual for use at Information Office. 
   Summer 2008
6. Write ticket sales and reconciliation procedures for Family Weekend. Fall 2008
7. Continue to measure customer service satisfaction through the use of assessment tools. 
   Fall 2008
8. Continue to measure student employee job satisfaction through the use of assessment tools. Spring 2009
9. Create check out procedures for new ThinkPad computers. Fall 2008
11. Create and implement standardized student performance evaluation form. Fall 2008
12. Conduct one-on-one exit interviews with graduating seniors. Fall 2008/Spring 2009
13. Revise student worker manual for Operations Assistant and create new orientation 
    program for Ops Assistants and Media Technicians. Summer 2008
15. Revise equipment inventory spreadsheet. Fall 2008
16. Plan and implement co-curricular programs/events for student employees. Spring 2009
17. Implement new Family Weekend database program. Fall 2008
18. Implement new Family Weekend programs. Fall 2008
19. Evaluate Family Weekend brochure, ticket ordering, etc…Summer 2008
21. Work with OPS staff to identify ways and create a proposal on ways to improve EBI 
    “Staff Rating” from Good to Excellent. Spring 2009
22. Work with director to create student learning outcomes pre and post tests for student 
    employees. Fall 2008
23. Invite the university security director to present a program to student employees at fall 
    orientation. Fall 2008
24. Purchase furniture/equipment for newly renovated Heth Hall. Spring/Summer 2009
25. Successfully train employees on the use of the new Bondurant Auditorium sound/av 
    equipment. Fall 2008
26. Update Bondurant Auditorium inventory. Fall 2008
27. Devise a numbering system for lighting instruments and expand lighting inventory. 
    Spring 2009
28. Maximize existing storage areas. Spring 2009
29. Increase student worker involvement in SASEA. Fall 2008
30. Furnish dressing rooms with newer furniture from surplus. Summer 2008
31. Update policies and procedures for Bondurant Auditorium. Spring 2009
Student Activities Accounts

The Department of Student Activities is overall responsible for SFC budget lines totaling $1,124,449. The Director of Student Activities and two professional staff members, a Student Activity Account Manager and a Student Activity Account Manager/Office Manager, share the responsibility of assisting the various departments, student clubs and organizations in following RU spending policies and procedures, in the processing of expenditures, in making deposits, and in entering information into Voyager.

The student learning categories and outcomes are addressed in the Operations section.

2007-2008 Highlights

7-17 Goal 4.1.7

1. CPA was hired to consult and assist the Business Manager and Account Manager with Quick Book issues.
2. Cross trained student office assistants so when one student leaves for the day the next student can pick up and continue with assigned projects.
3. Travel gas card procedures refined so the traveler fully understands responsibilities and a system has been articulated with accounts payable that allows for quicker processing of invoices.
4. Implemented a sign in book for the receptionist desk to control and eliminate unannounced walk ins for professional staff. Over 1,200 visitors signed in from late Sept. 2007 to early May 2008.
5. Assisted the newly hired five professional staff members with the activation of e-mail addresses, access to IFAS, business and personal security codes for phones, travel card, MasterCard, etc.
6. Implemented a pre-paid advertising collection system for SMADS.
7. Identified monies for a new copier for the main office work room and printers for select staff members.
8. Worked with IT to create a more efficient process in keeping more supplies in stock and the computers and printer working in the Bonnie student lounge.
9. SMADS collected past due monies from previous year’s ads.

2007-2008 Goals

1. Verify that Tartan reconciliation is done correctly by the Student Media Business Manager on a monthly basis. Completed
2. Process deposits per state guidelines. Completed
3. Ensure that at the end of each semester, the SMADS Business Manager has entered all of the SMADS entries in QuickBooks and reconciliation matches with the IFAS report. Completed
4. Continue to meet weekly with the SMADS staff and Assistant Director for Student Media to go over new policies if need be or to address any problems. Completed
5. Set up office hours to have regular set times to meet with students. Completed
6. Continue to cross train student workers office assistants so during rushed projects or in the absent of a student employee, projects can continue. Completed
7. Implement internal auditing system with staff members responsible for deposits. Not Completed. When audited all staff members involved with deposits were found 100% in compliance with State and University Guidelines.
2008-2009 Goals

1. Create a training book for EVA and Banner accounting software programs. *Ongoing*
2. Train student office assistants on EVA and Banner Software. *Fall 2008 and Spring 2009*
3. Train student office assistants on their own assignment of work that they will be responsible for through completion. *Ongoing*
4. Update main office policies and guidelines book. *Fall 2008*
5. Improve sign in procedures for guests. *Fall 2008*
6. Implement new inventory guidelines for supplies, laptops, and projectors. *Fall 2008*
7. Implement procedures on how gas card purchases are paid and reconciled. *Ongoing*
Student Leader Resources

The Office of Student Leader Resources fosters the development of student leaders through the Leadership through Experience, Academics, and Development (LEAD) Program, the education and support services to 205 clubs and organizations, their student leaders as well as their advisors, the maintenance of resources such as the leadership library, and the coordination of the University student awards program.

Enhancements were made to the professional position (Associate Director for Student Activities and Leadership). A graduate assistant assists the professional staff member in the registration of clubs and organizations, supervising Student Leader Resources student employees, the training of student leaders, and the development of various events and leadership programs.

As indicated in the following 2007-2008 highlight and goals, Student Leader Resources visibility and use of resources has extensively grown. Surveys were collected at Club Fair and Leadership Odyssey. Students comments within these surveys along with the day-to-day assistance provided to the clubs provided support for the following learning outcomes:

1. **Effective Communication Skills** (students marketing their programs/club, students presenting proposals for events/trips, etc.),
2. **Teamwork/Group Dynamics** (student attendance and input at weekly meetings, students following the group’s constitution, students planning group activities, etc.),
3. **Time Management/Organizational Skills** (students pre-planning of events/trips within the allowable guidelines, students running the actual programs, student employees working set schedules, etc.),
4. **Understanding of Differences/Diversity** (student employees assisting groups with SLR requests, co-sponsorship of events with other student groups, etc.),
5. **Honesty and Integrity** (students developing the constitution and bylaws, students preparing and presenting budgets/budget proposals, students following the Organization and Advisors Manual policies, etc.),
6. **Customer Service** (student employees assisting groups with SLR requests, student employees helping at Club Fair check in, etc.) and
7. **Leadership Development** (students using the leadership library materials, students taking part in LEAD 110, students conducting meetings, students selecting officers, students attending conferences and other educational programs, etc.)

The 2006-2007 ACUI/EBI Student Union Assessment allowed for institutional specific questions. One of these questions focused on Student Leader Resources. The question, “To what degree are you familiar with what the Student Leadership Resources Room in the Student Center has to offer student organizations?” received a 75% satisfied to very satisfied response.

In 2008-2009 Student Leader Resources will incorporate surveys for the SLR resources, RU Involved link, sponsored leadership programs, etc. in order to determine additional student satisfaction in all components. This will assist in the re-evaluation of the programs and services which could justify some level of change on what programs and services are to be offered.
2007-2008 Highlights

1. The annual Club Fair hosted 139 student organizations, 17 University offices, and 36 local vendors (192 participants). This level of participation is in congruence with 2006-2007 levels (195 participants). Approximately 3,500 students, faculty, staff, and Radford community members attended the event. **7-17 Goal 1.1.1**

2. Leadership Odyssey, an annual orientation program for student organizations, was held on various dates in early September as well as throughout the academic year in order to educate and assist clubs/orgs. **7-17 Goal 2.4.2**

3. The Blue Ridge Summit is a regional student leadership conference hosted by Radford University, Virginia Tech, and Roanoke College. The first ever Radford University hosted event was held and a total of 144 students/staff attended the conference (11 more attendees than 2006) – of which 68 students/staff were from Radford University (11 more RU attendees than 2006). **7-17 Goal 1.1.1**

4. The number of students visiting the Office of Student Leader Resources greatly increased. The SLR office hours were extended to 9:00 am – 7:00 pm (Monday - Thursday) and 9:00 am – 3:00 pm on Fridays. The office features: Six computers, two printers (one being a color printer), a scanner, a photocopy machine, a leadership library, rolls of banner paper, a poster maker, an Ellison letter making machine, a cold laminator, and other supplies as well as resources. Signed copies of the RU Points of Pride posters are spotlighted in the office. **7-1 Goal 2.1.9**

<table>
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<th></th>
<th># of Visiting Students</th>
<th># of Copies</th>
<th># of Banners</th>
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<tr>
<td>Spring 2006</td>
<td>268</td>
<td>14,892</td>
<td>179</td>
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<tr>
<td>Fall 2007</td>
<td>1,340</td>
<td>30,846</td>
<td>271</td>
</tr>
<tr>
<td>Fall 2006</td>
<td>468</td>
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</tr>
<tr>
<td>Fall 2005</td>
<td>160</td>
<td>10,844</td>
<td>57</td>
</tr>
</tbody>
</table>

5. The Office of Student Leader Resources maintains the records for the 205 student organizations and the Committee on Clubs and Organizations approved and reactivated various student organizations. The following list represents an incredibly substantial increase in club recognition/reactivation from the 2006-2007 academic year. **7.17 Goals 1.1.1, 1.1.14**

**Clubs/Orgs Recognized in Fall 2007 (new clubs/orgs)**

*Note: Three clubs/orgs were recognized in Fall 2006.*

- Colleges Against Cancer
- Emerging Leaders
- Fishing Club
- Graphic Design Guild
- Pre-Law Club
- Racquetball Club
- Radio Broadcasting Club
- Rock Climbing and Rappelling Club
- School Psychology Graduate Organization
- Society of Career Coaching Club
- Society of Human Resource Management
- The UmbRella Organization
- Women of Purpose and Power
- Wrestling Club

**Clubs/Orgs Reactivated in Fall 2007 (previously established clubs/orgs)**

*Note: Two clubs/orgs were reactivated in Fall 2006.*

- American Society of Interior Designers
- Art Guild
- House of the Midnight Watch
- MBA Student Association
- Role Players Guild
Clubs/Orgs Recognized in Spring 2008 (new clubs-orgs)

Note: Seven clubs/orgs were recognized in Spring 2007.
-Boxing Club
-Campus Outreach
-Chinese Club
-Invisible Children
-Korean Student Association
-Music Majors Organization
-Paintball Club
-Roller Hockey Club
-Sigma Iota Epsilon
-Table Tennis Club
-Veteran’s Student Organization
-Women’s Field Hockey

Clubs/Orgs Reactivated in Spring 2008 (previously established clubs/orgs)
Note: One club/org was reactivated in Spring 2007.
-Le Cercle Francais
-Phi Alpha
-Women’s Club Basketball

6. Club Programming Committee granted approximately $55,500 in travel and programming funds to 44 clubs/organizations. With the increase in requests this year, the committee received an extra $15,000 from the Student Finance Committee. In addition, a tiered system for granting travel funds was established. **7-17 Goals 1.1.1, 2.1.5**

7. In Spring 2008, there were 33 students enrolled in LEAD 110 (Emerging Leaders class) and eight graduating LEAD scholars (Leadership through Experience, Academics, and Development). In the year prior, there were 25 LEAD 110 students and six LEAD. Due to the influx of interested students, two sections of LEAD 110 were created. **7-17 Goals 1.1.1, 1.1.3, 2.1.11**

8. The seventh annual Student Awards Ceremony and Reception welcomed approximately 230 student leaders, family, friends, and university administrators. There were 13 speakers/presenters and 113 student award winners. These awards were presented:
   - **Outstanding Student Award**, thirteen students.
   - **Senior Excellence Award**, five graduating seniors.
   - **Outstanding Student Organization and Unsung Hero**, two recipients.
   - **Who’s Who Among Students in American Universities and Colleges**, twenty-eight students.
   - **Greek Life Advisor of the Year, President’s Cup, Greek Women of the Year, and Greek Men of the Year**, eight recipients.
   - **Honors Academy Graduating Highlander Scholars**, forty-three students recognized.
   - **Graduating Leadership through Experience, Academics, and Development (LEAD) Scholars**, eight LEADers.
   - **H.S. “Buddy” and Janet N. Johnson Outstanding Student Worker Awards**, three students
   - **RU Points of Pride**, three students.

9. In Spring 2008, RUInvolvementLink (“a web-based information system for managing and tracking student organizations, leadership, and co-curricular programs” (SA LINK proposal, 2007)) was formally launched to student clubs and organizations. **7-17 Goal 1.1.13**
2007-2008 Goals*

*Enhancements were made to this professional position. These goals were created before Heather Evans transitioned into the role of Associate Director for Student Activities and Leadership. Hence, a few goals were not fully completed due to the transition.

1. Provide relevant resources to all student leaders and advisors.
   - Improve the quality of the Leadership Library resources. Completed.
   - Increase the number of assessment opportunities regarding SLR resources/supplies and continue to enhance resources offered. Partially Completed.

2. Implement the co-curricular transcript and web-based club/organization management program through the SA LINK partnership. Partially Completed. The web-based program was launched to clubs/organizations in mid-March with the transcript component being available in Fall 2008.

3. Offer student leaders various opportunities for developing leadership skills.
   - Co-host a regional student leadership conference with Virginia Tech and Roanoke College at Radford University. Completed. Radford University hosted the conference in October and RU students had record attendance at the event.
   - Offer relevant leadership information/“one pagers” for the Office of Student Leader Resources (time management, leadership, stress). Not Completed. After assessment, this goal was not deemed high priority and online resources should be offered instead.
   - Research leadership seminar opportunities (i.e., possibly produce a lunchtime seminar program for student leaders regarding topics of interest). Completed.
   - Participate in various regional conferences to help foster collaboration between organizations and develop student leader presentation skills. Completed. Many student leaders participated in the Blue Ridge Summit at Radford University and Club Programming Committee continually sponsored attendance at workshops/conferences/seminars; for, the committee granted funds for sixteen travel requests this year.

4. Revise the Office of Student Leader Resources communication vehicles.
   - Refine “How to Kit” to ensure clarity. Completed.
   - Overhaul the Office of Student Leader Resources website. Completed. Updated information was added to the site regarding clubs/organizations; however, the RUInvolve Link site will become the official site for club/organization correspondence, updates, and information.
   - Redo all club and organization brochures. Completed.
   - Improve visibility of leadership resources by seeking different marketing methods. Partially Completed. The center increased usage of the event broadcast system, the club/organization listserv and RUToday to highlight leadership events and programs.

5. Assess club/organization recognition, registration, and funding process.
   - Evaluate the efficiency of current club recognition and registration procedures. Partially Completed. This goal will continue into 2008-2009.
   - Assist with the evaluation of club funding materials to ensure consistency and clarity. Completed. Club Programming Committee travel guidelines were amended.

6. Increase visibility of LEAD program.
   - Implement a focus group composed of students, faculty, and staff from each area to advise the development of the LEAD program. Not Completed. This goal will continue into 2008-2009.
• Produce various marketing materials. **Partially Completed.**
• Evaluate opportunities for development of LEAD 410. **Not Completed. The class proposal was not passed (Leading in a Global Society); hence, the class could not be a focus for the year.** However, with the university’s increased interest in international education (as specified in the 7-17 plan), the class will hopefully be reconsidered in future academic years.

**2008-2009 Goals**

1. **Ensure quality support mechanisms for all new, established, and reactivated clubs/organizations.**
   • Conduct a full assessment of education and support offered to new student organizations. **Fall 2008**
   • Clarify the club/organization recognition and registration process. **Summer 2008**
   • Place focus upon the development of relevant resources for club/organization advisors (i.e., create an advisor manual of resources). **Summer 2008**
   • Enhance the Office of Student Leader Resources communication vehicles to incorporate new developments (i.e., RUInvolvementLink after its first year). **Spring 2008**
   • Increase number of assessment opportunities during leadership events/programs and in the Student Leader Resources Center. **Spring 2008**

2. **Maximize the student leader and advisor usage of RUInvolvementLink.**
   • Increase exposure of RUInvolvementLink university-wide. **Fall 2008**
   • Fully implement the student involvement (co-curricular) transcript and web-based club/organization management program through the SA LINK partnership (i.e., print the first student involvement transcript in Fall 2008). **Fall 2008**
   • Realign process of how students express interest in clubs/orgs (i.e., during Quest or throughout the year). **Summer 2008**
   • Utilize swipe cards through SA LINK partnership to track attendance at events. **Spring 2008**

3. **Develop engaging opportunities for student leaders to enhance leadership skills.**
   • Reinvent the Leadership Odyssey experience to incorporate benefits of RUInvolvementLink. **Summer 2008**
   • Offer various opportunities for leadership development programs/workshops/seminars/conferences in order to assist in the development of overall leadership skills. **Fall 2008**

4. **Revitalize the Student Awards selection process and recognition ceremony.**
   • Assess current student recognition processes in order to fully celebrate all student leader accomplishments. **Fall 2008**
   • Comprehensively revise all student award applications. **Fall 2008**

5. **Increase university visibility of LEAD program and overall student leader achievements.**
   • Implement a focus group composed of students, faculty, and staff in order to make enhancements to Radford University’s LEAD program. **Fall 2008**
   • Seek new alternatives for recognizing student leader and LEAD scholar achievements at a university-wide level. **Spring 2008**
Student Media

Student Media groups serve to educate, inform, entertain, and inspire the campus community while students receive hands-on experience in the realm of media. RU’s media organizations include:

- **The Beehive** (annual year movie; formerly a traditional yearbook)
- **Exit 109** (annual arts and literary magazine published in the spring semester)
- **Radio Free Radford** (daily internet radio station)
- **ROC-TV** (aka Radford on Camera, weekly television programs for the campus Residence Life channel)
- **SMADs** (advertising group)
- **The Tartan** (weekly newspaper)
- **Whim** (weekly online magazine)

The Assistant Director for Student Media is joined by a part-time student computer lab technician and the student leaders from all the organizations in the day-to-day operations of Student Media. Each organization usually has its own faculty adviser or co-advisers who serve in the role of offering opinions and are in no way responsible for the content choices made by the student staffs.

As indicated in the following 2007-2008 highlights and goals, Student Media was integral in providing information to the campus community and beyond. While the information was disseminated through the different mediums, there was little, if any, overall surveys conducted. However, to coordinate and produce each medium, the student leaders had to demonstrate the following learning outcomes:

1. **Effective Communication Skills** (recruiting members, writing/editing submissions for publication, presenting proposals for events/trips, etc.),
2. **Leadership Development** (conducting meetings, serving as section editors, conducting SMC meetings, attending conferences and other educational programs, etc),
3. **Teamwork/Group Dynamics** (attendance and input at weekly staff meetings, collectively producing a publication, etc.),
4. **Time Management/Organizational Skills** (producing content and layout on production nights, providing scheduled maintenance of computers, working out production schedules, etc.),
5. **Customer Service** (selling ads, collecting ad dollars, handling comments/complaints about articles, etc.)
6. **Honesty and Integrity** (following SMC bylaws and ethics standards, charging reasonable rates for advertising, researching and reporting the facts, conducting proper interviews, etc.), and
7. **Understanding of Differences/Diversity** (covering stories on student club/org programs/initiatives, writing editorials, selecting writings and art for publication, etc.)

The 2006-2007 ACUI/EBI Student Union Assessment allowed for institutional specific questions. One of these questions focused on Student Media. The question, “What Student Media publications have you read or listened to in the last year?” The breakdown showed 82% read *The Tartan*, 6% read Whim, 4% read Exit 109 and listened to RFR, 3% watched ROC-TV and 2% watched the Beehive year movie.

In 2008-2009 Student Media will incorporate surveys during both semesters for all media groups in order to determine student satisfaction of their perspective mediums. This will assist in the evaluation of the various mediums and could justify some level of change or determine which ones would continue to be offered.
2007-2008 Highlights

1. Whim had an average of 10,000 hits per week, up from last year's 2,000, The Tartan produced 21 issues and one Quest issue (88,000 papers), Exit 109 produced 1,000 copies of its art and literary journal (with more than 50% being distributed before the end of the 2008 spring semester), the Beehive produced 250 year movies, and Radio Free Radford and ROC-TV (ROC-TV began using Youtube.com to provide video content over the internet) broadcasted weekly from September through April. 7-17 Goals 1.1.2, 1.1.3, 2.4.2, 4.2.1

2. Student Media moved its data from its in-house server to a University server in order to create more space and have daily back-ups of data.

3. Whim produced a feature-length movie, "Revenge of the Whimlander." This was taped on-campus and entirely by/with students. 7-17 Goal 1.1.1

5. Exit 109 held a poetry-reading event at the Coffee Mill in Radford.

6. The Beehive changed its publication format for 2008-09 (SFC supported the change). The ‘year movie’ approach was adopted three years ago to address sagging hardbound yearbook sales. The ‘year movie’ remained unpopular despite the implementation of numerous marketing efforts. The new format will be a short magazine with sections depicting different aspects of campus life.

7. Student Media relocated from Heth Hall to Calhoun Hall at the end of the fall semester, with all organizations meeting deadlines and production schedules during the move.


9. A new Assistant Director for Student Media was hired.

10. Hired a new lab technician who was responsible for maintenance of lab computers and equipment, as well as troubleshooting software and offering assistance with production of Student Media.

11. Seven members of Student Media (the student leaders of ROC-TV, Whim, Radio Free Radford, The Tartan, SMADS, the Beehive, and Exit 109) and the Assistant Director attended the annual ACP/CMA (Associated Collegiate Press/College Media Advisers) conference. 7-17 Goal 1.1.1

12. ROC-TV established a segment that reports on new businesses in the city Radford. 7-17 Goal 4.2.1

13. All but one of the media groups had an adviser for the majority of the school year. 7-17 Goal 1.1.14

14. SMADS sold $52,500 in advertising. 7-17 Goal 3.2.1

15. Student media upgraded some of its equipment that included a DV camcorder, a Canon GL-2 camcorder, two Canon SX100 Digital Cameras, a color printer and copier.
2007-2008 Goals*

*Note, these goals were set before the current Assistant Director for Student Media was hired. Hence, a few goals were not fully completed and/or changed due to the change in staff/direction.

1. Update and redesign Student Media Web site. **Partially Completed.**
   - Produce Student Media and Student Media Committee bylaws and procedures in an electronic form and have them posted on Student Media Web site. **Partially Completed. The bylaws have been revised and updated. Upon approval by the SMC in Fall 2008, they will be posted to the Student Media website.**

2. Work with RU Foundation and Grants & Sponsored Programs to find additional financial support for Student Media, particularly for new equipment and furnishings after the remodeling of Heth Hall. **Not Completed.**

3. Collect projected revenue for SMADS. **Not Completed. SMADS raised over $52,500 towards their goal of $67,500--the difference was taken out of Student Media's expenditure lines.**

4. Hire a Graduate Assistant to work as the SMADs Business Manager. **Completed.**

5. Hire a consistent sales staff of at least three people (four optimum) for SMADS. **Partially Completed. SMADs has had three ad reps during the entire school year. This staff was consistent throughout the year.**

6. Conduct Student Media info sessions in fall and spring for all on the campus community who may be interested in finding out more about Student Media and who may want to get involved. **Completed. During the fall, the Assistant Director and several media leaders spoke to a Media Studies Class. In the spring, Student Media hosted an open house in Calhoun.**

7. Sell 250 year movies. **Partially Completed.**

8. Have at least 15 DJs on the air at Radio Free Radford. **Not Completed. RFR had at least seven DJ's working weekly shifts. This will be addressed in 2008-2009 goals.**

9. Produce more original programming by ROC-TV. **Partially Completed. ROC-TV has produced a regular show, “The Flippin’ Kitchen: Cooking on a College Student’s Budget”, and “RU in Focus”, and will be trying to do more original programs in the future.**

10. Purchase a new printer for the Student Media lab. **Completed.**

11. Encourage more synergy and convergence among Student Media organizations. Have ROC-TV producing video for The Tartan and the Beehive. Have ROC-TV videos on Whim. Have The Tartan offering news information to Radio Free Radford, etc. **Partially Completed. This will be reflected in 2008-2009 goals.**

12. Have The Tartan to utilize its Web site more to deliver news between printings of the regular weekly print editions. **Not Completed. The new editor for the Tartan has a stated goal and priority of producing original stories online in between weekly Tartan publications.**
2008-2009 Goals

1. Update and redesign Student Media Web site.
   - Produce Student Media and Student Media Committee bylaws and procedures in an electronic form and have them posted on Student Media Web site. **Fall 2008**

2. Continue to update the equipment and software available in Calhoun Hall.
   - Install the Final Cut editing program, as well as Canon photography software on some of the Media Lab computers. **Fall 2008**
   - Upgrade all computers will be upgraded with latest updates, drivers and software versions. **Fall 2008**

3. Foster greater faculty/staff involvement in the learning/training aspects of Student Media (i.e. conflict of interests, interviewing techniques, quality opinion pieces, writing tips for news, freedom of speech, etc). **Ongoing**
   - Invite faculty to Student Media training sessions. **Ongoing**
   - Ask faculty for suggestions in what information would be most helpful to Student Media students. **Ongoing**
   - Bring in outside professionals to conduct workshops and seminars. **Ongoing**
   - Assistant Director for Student Media to conduct training sessions. **Ongoing**

4. Conduct assessments of all Student Media each semester. **Ongoing**

5. Assistant Director to be trained on QuickBooks software program. **Spring 2009**

6. Conduct Student Media info sessions for all on the campus community who may be interested in finding out more about Student Media and who may want to get involved. **Fall 2008 and Spring 2009**

7. Renew interest with campus community for the Beehive year-end publication. (The new format should be more easily produced, more visible, and more accessible for students.) **Spring 2009**

8. Increase listenership and participation in Radio Free Radford. **Ongoing**

9. Produce more original programming by ROC-TV. **Spring 2009**

10. Implement attendance of sales staff at SMADS weekly business meetings. **Spring 2009**

11. Encourage more synergy and convergence among Student Media organizations. Have ROC-TV producing video for The Tartan and the Beehive. Have ROC-TV videos on Whim. Have The Tartan offering news information to Radio Free Radford, etc. **Ongoing**

12. Radio Free Radford to sponsor or to present more on-campus entertainment. **Spring 2009**

13. The Tartan to increase utilization of its web site more to deliver news between printings of the regular weekly print editions. **Spring 2009**

14. SMADs to collect their projected revenue. **Spring 2009**