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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.
Executive Summary

The Department of Student Activities was responsible for Greek Life, Student Media, Campus Recreation, Campus Activities Board, Black Awareness Programming Board, Student Leadership Resources, LEAD 110, Student Activities Accounts, Information and Event Planning, Hurlburt Student Center, and Bondurant Auditorium. The seventeen professional staff members, five 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. In addition, the professional staff members are truly a part of the RU community as highlighted in the Professional Staff Involvement section. This is a key factor in the success of the Department, as it keeps us apprised of the overall “big picture” on what the students are involved in and how we can provide real life involvement opportunities to what they are learning and experiencing in the classroom and through other out-of-the-classroom events.

2008-2009 Department highlights included:

- Implemented the first year of a department-wide student learning outcomes process.
- Successful in the partial accomplishment/accomplishment of 112 out of 122 (92%) of the goals identified for the academic year.
- The Bonnie student employees responded to RU’s emergency lockdown (due to an off campus shooting) with efficiency, calm and professionalism.
- Coordinated the raffle and buses for students to attend RU’s first round NCAA game.
- Student involvement again 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.
- Maintained the on-line interactive student events calendar that recorded over 157,000 hits during the year. This is a 30% increase over the previous year.
- The Departmental interactive website, www.radford.edu/stuact, registered over 51,000 hits. This is a 20% increase over the previous year with 51% of the hits being first time visitors.
- Successfully identified/reserved additional spaces for departments, student organizations, and colleges in spite of losing the Heth Hall meeting rooms to renovation.
- On average, over 8,100 individuals pass through the doors of the Bonnie each day.
- Created, administered and tabulated results for three new assessments: New Wellness and Recreation Center (1,300 returned), Campus Life (660 returned), and New Student Orientation (administered during summer 2009 New Student and Transfer Orientations).
- Worked with the Athletic Department, Facilities, IT, and outside vendors to open a new Muse Hall weight room in response to the students needs. This was accomplished in six weeks.
- Assisted the Student Finance Committee in allocating $1,191,834.
- Complied with the Governor’s green initiative order. This report was printed back-to-back and section cover pages were excluded in order to reduce the amount of paper and ink used.

The following annual report provides additional details into our 2008-09 accomplishments and highlights the direction we have set for 2009-10. Overall this annual report demonstrates our commitment to students through continued hard work, creativity and team work.
# Professional Staff

## Administrative
Assistant Vice President for Student Affairs/ Director for Student Act.
- **Ken Bonk**  
  Hurlburt 226  
  831-5197  
  kjbonk@radford.edu

Account Manager
- **Liz Koch**  
  Hurlburt 226  
  831-5044  
  ekoch@radford.edu

Account/Office Manager
- **Peggy Perdue**  
  Hurlburt 226  
  831-6019  
  pperdue@radford.edu

## Operations
Associate Director
- **Alice Coughlin**  
  Hurlburt 226  
  831-5708  
  atcoughli@radford.edu

Building Operations Manager
- **John Leonard**  
  Hurlburt 226  
  831-6379  
  jcleonar@radford.edu

Information and Event Planning Manager
- **Sally Cox**  
  Hurlburt 104  
  831-5420  
  skcox@radford.edu

Evening and Weekend Manager
- **Travis Lakata**  
  Hurlburt 226  
  831-7124  
  slakata@radford.edu

## Programming
Associate Director for Student Activities and Leadership
- **Heather Evans**  
  Hurlburt 212  
  831-5255  
  hlsmart@radford.edu

Coordinator for Student Activities-Greek Life
- **TBA**  
  Hurlburt 211  
  831-5941

## Student Media
Assistant Director
- **Geoff White**  
  Calhoun Hall  
  831-6381  
  gwhite13@radford.edu

## Campus Recreation
Assistant Director
- **David Goodman**  
  Hurlburt 121  
  831-6012  
  degoodman@radford.edu

Secretary
- **Donna Epperly**  
  Hurlburt 121  
  831-5369  
  depperl@radford.edu

Intramural Sports/Sports Club Coordinator
- **Foster Ridpath**  
  Hurlburt 121  
  831-6506  
  fridpath@radford.edu

Game Room Manager
- **TBA**  
  Hurlburt 135  
  831-7602

## Bondurant Auditorium
Theatre Production Manager
- **Doug Mead**  
  Preston Stage Office  
  831-5588  
  rmead@radford.edu

Assistant Theatre Production Manager
- **Nick Quitter**  
  Preston Stage Office  
  831-5588  
  nquitter@radford.edu
Professional Staff Involvement

RU Committee Involvement

Ken Bonk
- Family Weekend Committee
- Homecoming Committee
- Highlander Festival Committee
- Campus Signage Committee
- University Planning & Budget Advisory Committee
- Co-Curricular Activities and Facilities Committee chair
- Student Media Committee
- New Wellness/Recreation Committee
- Banner Standards Committee
- Sustainability Committee on Facilities
- Centennial Steering Committee
- Portal Committee
- RU Web Design RFP Committee

Alice Coughlin
- Performing Arts Series Committee
- Summer Conferences Committee
- Highlander Festival Committee
- Homecoming Committee/ King & Queen
- Family Weekend Committee chair
- Transportation Sustainability Committee
- Financial Aid Advisory Committee
- Conduct Board
- Centennial Committee
- Portal Committee for Calendaring
- Ring Ceremony Committee
- Outstanding Parent of the Year Committee
- Co-Curricular Activities & Facilities Committee

Geoff White
- Student Media Committee
- Greek Life Coordinator Search Committee

Peggy Perdue
- RU Spirit Committee

Liz Cook
- Student Media Committee
- Club Programming Committee
- Student Finance Committee

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

Sally Cox
- Commonwealth Advisory Committee
- Portal Committee for Calendaring
- Summer Conferences Committee
- Family Weekend Committee
- Bonnie Days of April Committee/Volunteer Coordinator

John Leonard
- Club Programming Committee
- Family Weekend Committee
- Summer Conferences Committee
- Homecoming Committee
- Conduct Board
- Alternate Senator/Staff Senate
- Sustainability Committee on Facilities

David Horton
- Homecoming Committee
- Highlander Festival Committee
- Opening Weekend Committee
- Club Programming Committee
- Blue Ridge Summit Planning Committee
- Commencement Committee
- Sustainability Committee-Grounds

Travis Lakata
- Summer Conferences Committee
- “MYRU” Portal Committee
- Family Weekend Committee
- Bonnie Days of April Committee
- APO Adviser

National/Regional/Local Conference Attendance

Geoff White
- College Media Advisors Conference

Heather Evans
- VTs Greek Gala on behalf of Tri Delta
- Tri Delta Convention

Steve Leist
- Southeastern Interfraternity Annual Conference
- Association Fraternity Advisors Annual Meeting
**Presentations/Instruction**

**Ken Bonk**
- Presenter for Leadership NRV
- Instructor for UNIV 100
- Instructor for LEAD 100
- Presenter at Introduction to Student Affairs Graduate Class

**Alice Coughlin**
- Instructor for UNIV 100

**Geoff White**
- Instructor for UNIV 100

**David Horton**
- Presenter for UNIV 100 on RU History
- Presenter for Communication Classes with Legends and Lore of RU
- Presenter at Blue Ridge Summit

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

**John Leonard**
- Instructor for UNIV 100

**David Goodman**
- Co-instructor for two courses at Concord University for rock climbing and caving
- Provided programs through RU Outdoor Caving for Brevard College UNC Charolette, and Western Carolina University
- Presenter at the Wilderness Education Association National Conference

**Heather Evans**
- Presenter at a Student Affairs/Higher Ed Class
- Presenter at Roanoke College’s Leadership, Organizational Management and Event Planning Workshop
- Presenter at Blue Ridge Summit
- Instructor for LEAD 110
- Presenter at Roanoke College’s Leadership, Organization Management and Event Planning Workshop

**National/Regional/Local Leadership Roles/Advisement**

**Heather Evans**
- Blue Ridge Summit Planning Committee co-chair
- Delta Delta Delta-Associate Director for recruitment and retention
- Tri Delta Fraternity Convention facilitator of PR/Recruitment Track
- Tri Delta Regional Leadership Conference-lead facilitator and facilitator in Emerging Leaders Track
- Tri Delta Fraternity volunteer

**Alice Coughlin**
- SASEA Co-Adviser

**John Leonard**
- Safe Zone trainer
- SASEA Co-Adviser

**Foster Ridpath**
- Blue Ridge Summit Planning Committee
- Temporary adviser to Women’s Basketball Club, Women’s Lacrosse Club, Tennis Club, Ping Pong Club, Field Hockey Club, and Men’s Boxing Club
- Kappa Sigma adviser
- Sports Club council adviser

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

**David Horton**
- Blue Ridge Summit Planning Committee
- Campus Activities Board adviser
- Black Awareness Programming adviser

**Membership in Organizations**

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

**David Goodman**
- National Speleological Society
- American Mountain Guide Association
- Wilderness Education Association
- Association for Outdoor Recreation and Education
- National Intramural-Recreational Sports Association-NIRSA
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. This year CAB underwent a major evaluation and evolution process to better meet the needs of the RU student population and transformed into Radford University Student Programming and Campus Events (R-SPaCE) effective for the fall semester of 2009. Through the new organization, there will be an enhanced emphasis on diversity, multicultural, educational and entertainment programs combined with a greater outreach effort to other campus organizations and underserved individuals.

The Black Awareness Programming Board (BAP) stimulates interest and heightens the awareness of the contributions of African-Americans by sponsoring cultural, educational, social and entertainment activities for RU and the surrounding communities. This year BAP also underwent a shift and have refocused their mission to serve as the Diversity Awareness Programming Board (DAP) with an emphasis on multiculturalism while maintaining efforts to enhance campus awareness of the African-American experience. DAP will be advised by the Office of Diversity and Inclusion beginning in 2009-2010.

CAB and BAP were 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.

**2008-2009 Highlights**

1. The Campus Activities Board re-evaluated its structure and constitution and completely reorganized into the Radford University Student Programming and Campus Events board while maintaining an outstanding schedule of programs.  

2. The Black Awareness Programming board conducted their most successful Kwanzaa celebration in recent years with more than 200 participants and a primarily “home-grown” program. 7-17 Goal 3.1.1

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

4. 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

5. CAB and BAP provided performers for two of the “Success Starts Here” series of programs for new freshman. 7-17 Goal 1.2.11

6. Sponsored one sold out concert featuring “American Idol” David Cook in April, a fall concert featuring indie-rockers “Hellogoodbye” and an end of the year comedy/music show featuring Stephen Lynch.

7. CAB exceeded increased revenue expectations in the movie budget line for the 2008-2009 year with a record number of admissions to campus movies (7,121 individuals).

8. Planned and sponsored University wide and federally required “Constitution Day” programs co-sponsored by several politically active campus organizations and the SGA.

9. 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, 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. 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

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

11. CAB and several University partners hosted four total “RU Up Late?” events including a new weekend spanning concept called “Winterfest” in February.

12. Excluding the regularly scheduled campus movies, CAB sponsored 64 campus events and activities. Of those 64 activities 100% were considered to have some entertainment value, 12 (19%) had an educational and cultural awareness component, 59% required collaborative efforts with other organizations and campus departments, and 44 (68%) were “evening or late night events”, which took place between the hours of 7 pm–1 am(68%). 7-17 Goals 1.2.10, 1.2.11, 2.1.9, 3.1.1

13. Counting all regularly scheduled movies once, CAB and BAP hosted 91 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 200 opportunities for students to attend a campus event or activity.

14. There were more than 22,000 admissions to events, activities, shows and concerts throughout the course of the year.

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. Completed. CAB completely overhauled its constitution and became R-SPaCE; BAP became DAP and reorganized its executive board structure and made changes to its constitution.
   • Ensure that programs have a core focus on the goals enumerated within the 7-17 strategic plan. Completed.
   • Re-evaluate the goals for both CAB and BAP and seek new solutions to help achieve success. Completed.
   • Evaluate positions within both organizations to make certain that they match the ongoing and evolving needs of Radford University’s student body. Completed. New positions in R-SPaCE will assist with diversity programming, recruitment and retention of membership and the forging of additional campus relations.
   • Evaluate the pros and cons of merging CAB and BAP into a single programming entity vs separation. Completed. It was determined that the missions of both organizations would be best served by following separate paths, but collaborating where advantageous.

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. Not Completed. With the overhaul of the organizations, there was not a focus for this goal at this time. It will carry over to the coming year.
   • Utilize additional studies to categorize general audiences of each event and look for new ways to engage additional campus organizations and individuals. Not Completed. With the overhaul of the organizations, there was not a focus for this goal at this time. It will carry over to the coming year.
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. **Completed. Enacted as a part of the new constitution for R-SPaCE.**
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. **Completed (for CAB). Implemented in 2008-2009 as a task of the Vice-President. A new position will be dedicated to improving recruitment and retention for 2009-2010.**
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. **Completed. Needs improvement.**
6. Increase collaborative efforts with strategic partners on and off campus from 46% to 50% of programming. **Completed. Exceeded with a total of 59% of programming co-sponsored.**
   - Contact all recognized clubs and organizations with information and ideas about co-sponsoring events with BAP and CAB. **Completed.**
   - Contact all departments within the Division of Student Affairs with information and ideas about co-sponsoring events with CAB and BAP. **Completed.**
7. Make better use of web through enhanced website, social networks, and the posting of more materials. **Completed. The use of sites such as Facebook, Twitter and others increased.**
   - 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. **Completed. Responsibility of the CAB Secretary in 2008-09.**

**2009-2010 Goals**

1. Define the new R-SPaCE (Radford University Student Programming and Campus Events) “brand” as it debuts this year through a variety of marketing efforts to ensure successful acceptance by the RU student population and the University Community at large.
   - Produce visual displays, signs and banners at all events that advertise the organization and upcoming events. **Ongoing**
   - Work with Student Media to produce stories about the changes to the organization and programs. **Fall 2009**
   - Create a system for introducing programs at each event, no matter how large. These introductions will contain a brief welcome from the organization, an overview of upcoming events and a description of the artist performing. **Ongoing**
   - Conduct surveys about programming and perception of the new organization during a minimum of 70% of events and shows. **Ongoing**
   - Conduct at least seven “live marketing” sessions during each semester where members actively engage students with organization information and staff a display featuring the activities of R-SPaCE. **Ongoing**
   - Directors will collaborate on publicity for most events within their areas. **Ongoing**
   - Develop a formal system for publicity approval that will include the Vice-President for Operations, the President and the Advisor. **Fall 2009**
   - Redesign the organization website to reflect the goals and needs of R-SPaCE and utilizes the graphic style of Radford University. **Fall 2009**
Redesign the organization brochure and publicity flyers so that the graphic image of R-SPaCE is consistent and utilizes the style of Radford University in all materials. **Fall 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**
   - Utilize the Department of Student Activities I.D. Swipe Card system to gather data on program participants at ALL events. Include this database in plans for electronic surveys of events. **Ongoing**
   - Ensure that programs have a core focus on the goals enumerated within the 7-17 strategic plan. **Ongoing**
   - Ensure that at least 10% of non-concert programs will be new to RU (or not produced within the last 5 years). **Ongoing**

3. Participate in the Radford University Centennial Celebration by providing up to 2 appropriate events to mark the occasion. Identify additional events that could be a part of a Centennial Series of activities. **Ongoing**

4. Increase collaborative efforts with University organizations from 59% to 65%.
   - Utilize the position of Vice President for Campus Relations to garner new collaborative partners for R-SPaCE. **Ongoing**
   - Contact all University Colleges and Departments regarding collaborations that could be integrated into the curriculum. **Fall 2009**

5. Explore the idea of additional multi-day, multi-organization campus-wide events such as “Winterfest” and “Homecoming” to help increase enthusiasm and participation among students. **Ongoing**

6. Increase cinema audience by at least 10%. **Ongoing**
   - Implement new digital projection system for cinema presentations. **Fall 2009**
   - Explore the use of double features, additional screening times and days and other partnerships to expand the cinema audience. **Ongoing**
   - Partner with Student Media and other organizations to conduct film festivals and other screenings (such as special events and TV premieres.) **Ongoing**

7. Expand the number of educational and multi-cultural programs offered to be at least 25% of overall non-concert programming. **Ongoing**

8. Conduct a large scale concert in the Dedmon Center. **Spring 2009.**

9. Utilize the organization and resources of R-SPaCE to their greatest capacity. **Ongoing**
   - Expand the use of committees to EVERY area within R-SPaCE. **Fall 2009.**
   - Create a system of monthly meetings for each Director and the Vice President of Operations to establish interim goals and objectives and to maintain an overview of the annual goals for the organization. **Fall 2009.**
   - Conduct retreats at the beginning of each semester focusing on training for R-SPaCE programming, learning outcomes and personal leadership development. **Ongoing.**
   - Conduct learning outcomes assessments on leadership positions and expand the assessments to the general body membership. **Ongoing**

10. Assign an individual in R-SPaCE 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.**
Program Assessment Results

The day-of-event surveys and general feedback including media reviews of programs confirmed that the CAB and BAP students, in the process of planning and implementing a successful programming schedule succeeded in carrying out the missions of their organizations while providing a learning environment for their members. An overview of the 150 surveys collected over the course of the year to a random sample of event participants showed the following:

-92% of people attending events thought they were Excellent or Outstanding and 7% felt the events were average.

-93% of respondents attended more than one program over the course of the year showing that we have a large number of repeat participants and that those individuals are extremely satisfied with the programming currently offered.

-72% are female and 28% male; 63% live on campus vs. 37% off campus; and 84% are undergraduates with only 16% attending graduate level classes. While these numbers are to be expected based on our campus demographic and national trends, it does show that there needs to be more focus on providing programs that attract more males and off campus students.

-The greatest number of majors represented at Student Activities programs were Education, Communications, and Business followed by Criminal Justice, Music, Nursing and Art.

-Comments regarding current programs included “enlightening”, “great speaker”, “awesome”, “great idea”, and “please conduct again every year.” Most events received only positive comments.

-Suggestions for the future included: Shows on the plaza, more Highlander Specials, more comedians and slam poets, and swing dances. Several of these ideas were incorporated into the remaining schedule for spring 2009 and are being planned for fall 2009 as well.

-28% heard about events from friends, 19% saw the information on the University Portal, 17% saw a flyer or poster, 12% just happened to be passing by and stopped to participate. 9% heard about events from faculty, 9% saw the event on the Student Activities website, and 6% found information on the campus informational television channel.

-Our publicity was identified as an area that should be enhanced moving forward and these statistics confirm that emphasis to a correct path for success. Both improved relationships with other organizations, increasing word of mouth for programs, and a greater marketing effort with electronic communication and traditional printed material should result in a dramatically larger participation rate in 2009-10.
Student Learning Outcomes

Throughout the course of the year, skill sets emphasized in the areas defined as desired learning outcomes for Radford University students were reviewed and strengthened through teambuilding exercises, event training sessions, and retreat exercises. Nine CAB Officers measured their personal leadership development by conducting a self-evaluation in the eight learning outcome areas. This self-evaluation occurred in May and it asked them to rank where they saw themselves at the start of the school year (September) and then after their involvement in the given media experiences. The scale was as follows: 1-not skilled in this area, 2-somewhat skilled, 3-average, 4-above average or 5-expert.

1. **Effective Communication Skills** (contacting agents/artists, marketing the programs, reporting at weekly meetings, collaborating with other departments/organizations, etc.)

<table>
<thead>
<tr>
<th>September ranking</th>
<th>May Ranking</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>4.33</td>
<td>1.33</td>
</tr>
</tbody>
</table>

Notes
- Students saw the need to communicate, while working events, served as a motivator
- 50% of the programs were a collaborative effort exposing the leaders to work with more students
- 60% of the programs were partnerships throughout the RU community

2. **Leadership Development** (conducting executive officer business, representing CAB/BAP on other committees, developing retreats, etc.)

<table>
<thead>
<tr>
<th>September ranking</th>
<th>May Ranking</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.88</td>
<td>4</td>
<td>1.12</td>
</tr>
</tbody>
</table>

Notes
- Students mentioned that serving as leaders forced them to develop skills
- Students noted that their personal development improved through the various trainings and advise they received from the CAB president and advisor

3. **Teamwork/Group Dynamics** (attendance and input at weekly meetings, working events, attending conferences, etc.)

<table>
<thead>
<tr>
<th>September ranking</th>
<th>May Ranking</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.88</td>
<td>4.11</td>
<td>1.23</td>
</tr>
</tbody>
</table>

Notes
- Students recognized that weekly teambuilding exercises and meetings with fellow officers helped in working with others
- Events starting on time and running smoothly were also strong indicators that the group dynamics were strong

4. **Time Management/Organizational Skills** (developing program work schedules for events, planning of events one month minimum prior to events, conducting assessments, etc.)

<table>
<thead>
<tr>
<th>September ranking</th>
<th>May Ranking</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.56</td>
<td>3.78</td>
<td>1.22</td>
</tr>
</tbody>
</table>

Notes
- With over 200 events during the year, responsibilities of class, work, volunteering, etc. could have attributed to a lower final ranking
- Focus on time management training could assist students in this area

5. **Understanding of Differences/Diversity** (researching and selecting cultural/diverse programs, collaborating with other cultural groups, etc.)

<table>
<thead>
<tr>
<th>September ranking</th>
<th>May Ranking</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.67</td>
<td>4.34</td>
<td>.67</td>
</tr>
</tbody>
</table>

Notes
- CAB had a diverse executive board; Asian-American, Latino, Indian-American, multiple socio-economic classes and regional differences
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.)

<table>
<thead>
<tr>
<th>September ranking</th>
<th>May Ranking</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.11</td>
<td>4.44</td>
<td>.33</td>
</tr>
</tbody>
</table>

Notes
- Students recognized the need to follow procedures in revenue collection, recording end-of-program monies, etc.
- Trainings and constant communication at meetings/via email provided consistency for the students

7. **Customer Service** (collecting money and writing receipts, checking identifications for ticketed events, etc.)

<table>
<thead>
<tr>
<th>September ranking</th>
<th>May Ranking</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.77</td>
<td>3.66</td>
<td>.89</td>
</tr>
</tbody>
</table>

Notes
- Surveys noted that other students felt the programs were good to very good, with a number of students attending various programs. This is a good indication of good customer service at these programs otherwise these students would not return
- Students indicated that they enjoyed working with the general public, agents, and performers and that customer service was the hallmark of the students. This was noted by multiple performers

8. **Personal Development** (identifying personal strengths and areas of improvement in relation to his/her role within the department, decision-making, positive attitude, balancing academics and other commitments, etc.)

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<th>May Ranking</th>
<th>Change</th>
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<tbody>
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<td>4.54</td>
<td>1.32</td>
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</table>

Notes
- Success in the other learning outcomes, the independence they are offered in event planning and execution, and the assurance of ample training, meeting time with each other and the advisor provided the confidence students needed.

Moving forward, the results of self-assessment tools, along with the continued use of the day-of-event surveys and statistical information about event participants gleaned from I.D. swipes gathered electronically will help refine and provide well-received programming and find opportunities to enhance and enlighten the campus community while providing opportunities for the student members to grow as future leaders. In addition, expansion in the number of surveys distributed and collected to not only the executive board members but to other aspiring general members will provide additional insight into what is/is not working as it relates to student learning outcomes.

BAP conducted few assessments of their programs, did not take part in a self-assessment due to a change of advisors, lack of programming in the spring semester, and concentration on building internal group cohesion. The new elected officers for 2009-10 have already demonstrated a renewed spirit in their two meetings they held prior to the end of the spring semester. It is unusual for newly elected leaders to hold one, let alone two, meetings prior to the end of the school year.
Campus Recreation consisted of RU Outdoors, Intramurals, Hurlburt Game Room, Climbing Wall, Aerobics, and advisement for the Sports Clubs. One graduate assistant, approximately 125 student workers assisted 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.

2008-2009 Highlights

1. Intramurals 7-17 Goals 1.1.1,2.4.2
   -Introduced the first online registration process for intramurals participants.
   -All supervisors were first aid and CPR certified through American Red Cross.
   -Offered new events such as indoor flag football with 40 participants and a fall paintball trip with 22 participants.
   -Increased participation in flag football, coed softball, and 5k run by 136 participants.
   -Worked in conjunction with Radford City to co-host the first joint 5k run.

2. Sports Clubs 7-17 Goal 2.4.2
   -Student Alex Driggers was recognized as an ALL-American wrestler from our Wrestling Club.
   -Three Billiards Club members qualified for nationals: Shane Coleman, Josh Cox, and Maggie Wood.
   -Approved four additional clubs: Fishing, Wrestling, Trap & Skeet, and Billiards.
   -Overall, clubs participated in 36 community service projects with over 100 hours of involvement, 180+ games, $10,500+ in fundraising, $8,000+ in donations.
   -Organized and held the first Sports Club Awards Banquet with 221 sport club members in attendance. Players of the year awards were presented by each sport club.
   -463 students are involved in sports clubs.

3. Hurlburt Game Room 7-17 Goals 2.4.2, 2.4.3
   -Game Room Group Reservation usage included:
     -RU Organizations: **195 total**, (108 Fall 08 & 87 Spring 09). This is an increase from 119 in 07-08.
     -Non RU Groups: **26 total**, (12 Fall 08 & 14 Spring 09). This is an increase from 14 in 07-08.
     -Rock N Bowls: **7 total**, (4 Fall 08 & 3 Spring ’09)
   -Hosted an 8-ball and 9-ball tournament during Family Weekend.
   -Provided bowling and billiards instruction for the McGlothlin Celebration of Teaching Awards participants.
   -Offered six family faculty and staff ‘family play times’ throughout the academic year.

4. Aerobics 7-17 Goals 1.1.1,2.4.2
   -In the fall semester 3,096 students participated and in the spring semester 5,811 totaling 8,907. This is down from last year by 768 participants. Fewer class times were available due to the academic schedule.
   -New classes offered included belly fit class (belly dancing), hula hoop fitness class, and yoga.
   -All instructors were first aid and CPR certified through American Red Cross.
5. **RU Outdoors 7-17 Goals 1.1.1, 2.4.2**
   - 183 students participated in programs offered during the academic year.
   - Purchased ten mountain bikes and a trailer.
   - As part of student staff training for trip leaders, paddled seventy two miles on the San Juan River in Utah for spring break. This time was utilized for training the staff as potential trip leaders.
   - Offered several new programs including a handgun safety course, stars at Selu program, and mountain bike trips.
   - This is the first year that National Outdoor Leadership School (NOLS), Outward Bound, and the International Wilderness Leadership School (IWLS) visited campus to recruit students.

6. **Climbing Wall 7-17 Goals 1.1.1**
   - Overall participation: **1,550 total**, 554 Females and 946 Males. This is an increase of 257 from last year.
   - Provided programming for the McGlothlin Celebration of Teaching Awards participants.

**2008-2009 Goals**

1. **Overall Campus Recreation Office**
   - Research software to help in registration and rental of equipment for events. **Completed. Purchased software/rights through NIRSA.**
   - Provide mass publicity to interested students for specific events via internet user groups. **Completed.**
   - Host a distance climbing competition in the Fall Semester. **Not Completed. Were limited by the number of staff available to work the wall.**
   - Create a promotional video to be used at events and classes to showcase all that we offer. **Partially Completed. A video was completed for intramurals.**
   - Develop and implement assessments for all areas. **Completed.**

2. **Intramurals**
   - Offer more none traditional sports to increase diversity and still have abundant activities. **Completed.**
   - Offer new activities such as co-ed basketball, disc golf, water polo and whiffle ball. **Partially Completed. Due to the pool being closed early we were unable to host water polo.**
   - Create a user friendly internet based site, so pictures and information about intramurals can easily be accessed. **Completed.**
   - Collaborate with Residential Life to develop competitions between resident hall students. **Completed. Were limited by the availability of space in Peters Hall.**

3. **Sports Clubs**
   - Add an additional three teams in 2008-2009 **Completed.**
   - Schedule Chris Skinner to speak to clubs about making better choices relating to drugs and alcohol. **Partially Completed. New Student Programs was already offering this venue so we had the club teams attend those session.**
   - Provide clubs more involvement opportunities in community service projects around the New River Valley. **Completed.**

4. **Game Room**
   - Decorate the area so it is a more pleasant and inviting atmosphere. **Not Completed. Pursuing murals for the walls and art work.**
   - Host a collegiate bowling tournament. **Completed.**
• Provide a Faculty/Staff Family Time on Saturdays during the academic year.  *Completed.*

5. RU Outdoors
• Offer new programs in recreational areas to increase involvement.  *Completed.*
• Increase trip leaders to seven in all areas.  *Partially Completed.*  Five staff members became trip leaders.
• Have all staff trained to drive the university vans.  *Completed.*

6. Aerobics
• Pursuing additional space and time for classes.  *Partially Completed.*  Could not find adequate space for classes on campus.
• Creating a lunchtime aerobics classes for students, staff and faculty.  *Partially Completed.*  Not permitted to use the room during this time because it was being used for an academic class or athletic practice.

2009-2010 Goals

1. Overall Campus Recreation Office
• Have all student and professional staff trained to use the new RU Express machine.  *Fall 2009*
• Have all student staff trained in first aid and CPR.  *Fall 2009*
• Create a rental contract for non-RU groups and individuals to borrow equipment for usage.  *Fall 2009*
• Create a promotional video to showcase what we offer through Campus Recreation.  *Spring 2010*
• Design, conduct and collect additional surveys on a more consistent basis.  *Ongoing*
• Conduct student learning outcomes assessments and program assessments on a more intentional basis.  *Ongoing*

2. Intramurals
• Actively pursue the ability to use more facilities and space that have been used in the past for Intramural and Sports Clubs for events and activities.  *Fall 2009*
• To continue offering non-tradition sports (i.e. coed basketball and coed water-polo seasons) on top of our already successful programs.  *Fall 2009*
• Collaborate with other University programs to find out additional ways to assist in the promotion of intramural events that we can implement on our campus.  *Fall 2009*

3. Sports Clubs
• Add an additional 2-3 teams to our 19 present teams.  *Spring 2010*
• Co-host a public speaker on anti-hazing with Greek Life.  *Fall 2009*
• Reevaluate/update forms and waivers after working in conjunction with other Universities and their processes.  *Fall 2009*

4. Aerobics
• Pursue additional space and time for classes.  *Fall 2009*
• Create a lunchtime aerobics classes for students, staff and faculty.  *Fall 2009*
• Design, conduct and collect additional surveys on a more consistent basis.  *Ongoing*
5. Game Room

- Promote the Open Game Room for Faculty, Staff and their Families weekends to increase attendance. **Fall 2009**
- Host an intercollegiate billiards tournament with at least three other schools participating. **Spring 2010**
- Host a table tennis tournament for students. **Fall 2009**
- Acquire a survey response from at least 50% of the groups and organizations that reserve the game room. **Spring 2010**

7. RU Outdoors

- Have all staff trained in CPR and first aid. **Fall 2009**
- Increase trip leaders to six in all areas. **Spring 2010**
- Review risk management plans and implement new standards as needed. **Spring 2010**

**Program Assessment Results**

Surveys were conducted for intramurals (88 completed), RU Outdoors (100 completed), and the game room area (16 completed). Results from the surveys indicated the following:

**RU Outdoors**
- Most highly attended event was caving with 21 participants
- Most highly attended clinics were the day hike and horseback riding, both with 12 participants
- 95% rated the location of trips as good/excellent
- 92% rated the equipment good/excellent

**Intramurals**
- 83% of the students stated that the website was excellent
- 85% of the students stated that the overall program was excellent

**Game Room**
- 100% rated the condition of the equipment as good/excellent
- 100% rated the rates as good/excellent

It is a goal for 2009-2010 to increase the number of distributed and collected assessments in all areas of Campus Recreation.

**Student Learning Outcomes**

Surveys were conducted for intramurals (88 completed), RU Outdoors (100 completed), and the game room area (16 completed). In addition, student workers were evaluated and results demonstrated growth in the understanding and carrying out of job responsibilities. While not all of the learning outcomes were evaluated, the results in some areas indicated that the student employees were very effective in completing their job requirements.

1. **Effective Communication Skills** (interpreting and enforcing rules of the intramural games, marketing the schedules for intramurals and RU Outdoors programs, etc.)
   - **RU Outdoors**
     - Students heard about the trips mostly through posters, friends and/or RU Portal
     - All seven of the RU Outdoors trip leaders demonstrated these skills in a more professional manner as the semester progressed

2. **Leadership Development** (refereeing of games, supervising multiple games, leading weekend trips, etc.)
RU Outdoors
-92 out of 100 participants scored the trip leaders as excellent in their ability as a trip leader
-96% rated the quality of instruction as good/excellent

Intramurals
-84% surveyed indicated that the student staff provided professional service

3. **Teamwork/Group Dynamics** (attendance and input at weekly meetings, running intramural competitions, etc.)

RU Outdoors
-96% rated their feeling of safety during the trip as good/excellent

Intramurals
-71% agreed that the registration process was excellent

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.)
- No comments/results were reported

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.)

RU Outdoors
-98% ranked the RU Outdoors office staff as good/excellent

Game Room
-Students were ranked excellent in their serving of the customers and maintaining the equipment

Intramurals
-85% surveyed indicated that the student staff had a friendly helpful attitude
-91% surveyed indicated that the student staff was dressed appropriately for their level of responsibility

6. **Honesty and Integrity** (calling infractions/fouls fairly, following through on the leave no trace rule when camping, etc.)

Game Room
-Students reconciled at the end of the day and there were no issues regarding any discrepancy of funds

7. **Understanding of Differences/Diversity** (leading aerobics for students, assisting various groups at the climbing wall, working with the bowling class students, etc.)
- No comments/results were reported

8. **Personal Development** (Positive attitude, good decision making, identifying strengths and areas of growth, balancing academics, work and other commitments, etc.)

RU Outdoors
-Throughout the year, professional trainings were offered for RU Outdoors staff such as medical training, whitewater safety, cave rescue training, and high angle rescue training so that they can build upon their skills in order to provide a safe and effective learning environment for participants.

It is a goal for 2009-2010 to increase the emphasis of assessments on student learning outcomes in all areas of Campus Recreation.
The Greek community at Radford University hosts twelve North American Interfraternity Conference fraternities (IFC), six 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 were served by the Coordinator of Student Activities–Greek Life and a graduate assistant. For spring 2009, the Greek community had a population of 1,063 (12.3% of the student population).

2008-2009 Highlights

1. The 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 deal with judicial matters concerning the Greek community. 7-17 Goals 1.1.1, 2.4.2

2. Ten council officers and the Coordinator attended the Southeastern Interfraternity Conference Leadership Academy in Atlanta. Twelve council officers and the Graduate Assistant attended the Southeastern Panhellenic Conference in Atlanta. 7-17 Goal 1.1.1

3. The National Pan-Hellenic Council held the annual Spring Scholarship Step Show. More than 600 people were in attendance and three scholarships designated for minority students received more than $1,400 to subsequently be awarded to deserving students through established scholarships.

4. Greek Week, themed “Greek Swap”, was held in April. House tours included the groups decorating a room in their house in the theme of the opposite sex. Judges toured and ranked them. The attendance at the Pageant, which was a take-off of a beauty pageant, (with the genders reversed) had more than 600 hundred in attendance. The attendance at the Cheerleading Competition and Powder Puff Football had more than 700 attendees. The Coffee House, talent competition, had more than 700 attendees. 7-17 Goal 1.2.10

5. 700 Greeks attended the Greek Life Awards. 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 President’s Cup. 7-17 Goal 1.1.3

6. More than 240 Greeks and the Coordinator participated in the “Clean with the Dean” Program in April. This was more than 100 Greek participants than last year. 7-17 Goal 1.1.3

7. Order of Omega, the Greek honor society, recognized 15 new members in spring 2009. A Greek student must have at least a 3.0 GPA and be of junior standing to receive this honor. Total membership now stands at 23.

8. PHC added 128 women during the formal recruitment period. NPHC added 12 new members, and IFC added 102 in the spring. The NALFO organization remained at two members.

9. Sigma Chi Fraternity hosted an open house in the fall at which President Kyle, Vice President Norleen Pomerantz, Assistant Vice President Ken Bonk, Associate Director Heather Evans, and Coordinator Steve Leist attended. Open Houses were also held during Homecoming by six organizations. They were attended by Dr. Pomerantz, Ken Bonk, Trae Cotton, and Steve Leist.

10. Pi Lambda Phi Fraternity was granted Colony status by their National organization and approved by the Interfraternity Council. Recognition as a student organization remains to be fulfilled.
11. Greek Life hosted three speakers. Mike Green presented, “The Four Stages of Drinking” to more than 1,000 students. This was co-sponsored with CAB and the Department of Athletics. Mari Ann Callais presented “From Ritual to Reality” to more than 600 Greeks and Dave Westol presented his Risk Management Seminar to more than 600 Greeks. **7-17 Goal 1.2.11**

12. Academic mentoring programs for new members continued through library training and study hours. **7-17 Goal 2.1.5**

### 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. **Completed. Although all meetings with advisors are not face to face, telephone and email were maintained.**
   - Continued evolvement of improving communications and relations with all inter/national organizations represented at Radford University. **Completed.**

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. **Completed. Consistent meetings with University and town officials was ongoing.**
   - Create a newsletter that will be distributed to all deans, directors, department heads, and community officials. **Not Completed. Time restraints.**

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. **Completed. All complied.**

4. Review the Standards of Excellence Program.
   - Revise areas of concern to the inter/national organizations and better define goals for the individual organizations. **Partially Completed.**
   - Define timelines and expectations for completeness. **Not Completed. Further review of the standards needs to be taken.**

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. **Completed. Constitutional change was approved on April 21, 2009.**

6. Review the Greek Life Mission Statement.
   - Redefine the statement to update language and new outlook for the Greek community at Radford University. **Completed. New mission statement was approved by all councils and is on the website.**

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. **Completed. Meetings with the City and University police were conducted during President Council’s Meetings and individual meetings with the coordinator also took place.**

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. **Completed. Three speakers on relevant topics to the Greek community were presented.**
• Seek other local educational opportunities through agencies that serve the Radford area.  Completed. Several local businesses, University partners (i.e., local Red Cross), and other clubs/organizations came and spoke to the councils and in return, these organizations received help with their efforts.

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.  Completed. An updated excel spreadsheet was developed in conjunction with Institutional Research and is operational.

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.  Completed. Though feedback was minimal, the current revised “Chapter Event Notification Form” is a very acceptable form for the University.

11. Create or use existing resources to better assess the productivity of programs and activities involving the Greek community.  Completed. Several surveys involving speaker presentations and Greeks were accomplished.

12. Update the Greek life web site to include a section speaking about hazing.  Completed.

2009-2010 Goals

1. Acclimate the new Coordinator of Student Activities – Greek Life to the nuances of the Radford Greek community.  Ongoing

2. Continue individual meetings with all presidents every semester.  Ongoing

3. Involve advisors more directly and assist in finding faculty interested in becoming involved. Fall 2009

4. Complete the review of and modification to the Standards of Excellence Program. Fall 2009

5. Continue to enhance the educational programming for all members by having at least one speaker per semester on issues relevant to Greek Life. Fall 2009 and Spring 2010

6. Continue to have standard meetings with University and local law enforcement personnel and have such officials speak to the councils and presidents at least once a semester.  Ongoing

7. Continue to invite administration, and others to have coordinated house tours each semester, in order to better the relationship between Greeks and the university/town as well as further the discussions of the conditions of Greek housing future planning options. Ongoing.

8. Create, by each council, an electronic newsletter to inform students and faculty of happenings in the Greek community. Fall 2009

9. Continue to be involved in the regional associations (SEPC, SEIFC, etc.) and encourage students to run for elective office in these organizations; thereby, enhancing the reputation and effectiveness of the Radford University Greek community. Fall 2009.

10. Conduct student learning outcomes assessments on a more intentional basis via standards of excellence, interviews, focus groups, etc.  Ongoing
Program Assessment Results
Assessments were conducted at various events. The following information provides a summary of collected responses.

Mike Green, "The Four Stages of Drinking"
-293 surveys were collected
-80% of the Greek attendees were completely satisfied or satisfied with the presentation
-90% of the athletic student attendees were completely satisfied or satisfied with the presentation
-Most comments reflected that the speaker was entertaining, yet realistic about the dangers of alcohol abuse

Mari Ann Callais, “From Ritual to Reality”
-71 surveys were collected
-68% of the attendees were completely satisfied or satisfied with the presentation
-Many comments noted the use of music (she played the guitar) to display an emotional exclamation point on the understanding of one's ritual within the Greek community

Dave Westol, “Risk Management”
-530 surveys were collected
-85% of the attendees were completely satisfied or satisfied with the presentation
-Many comments suggested that this was information they already knew, but it was good for the new members to hear. Most enjoyed the speaker’s personal presentation style and use of humor in conveying a very important subject to the Greek community

Greek Week, "Greek Swap"
-65 Surveys were collected
-58% were completely satisfied of satisfied with the programs that occurred during the week
-Comments included that it was difficult for everyone to participate in the open houses
Generally positive comments were given to the “Powder Puff” and "Cheerleading” competitions

Student Learning Outcomes
The Standards of Excellence program is a comprehensive group evaluation that each Greek organization is required to complete each year. These standards are meant to standardize the management of chapters and improve the quality of the Greek community and members. It is within these standards that the following learning outcomes are prevalent. However, it must be noted that no specific individual measurement was conducted or tabulated.

1. Effective Communication Skills (recruiting members, marketing programs, reporting at weekly meetings, collaborating with other departments/organizations, facilitating chapter workshops, etc.)
   -Greek Life increased communications with students and advisors led to improved programming and student leader/chapter performance
   -Greek Life performed exit interviews with council leaders in helping develop future changes in their specific positions
   -A Greek Life brochure was created and made available in April 2008
   -Greek Life policies and procedures were regularly reviewed and discussed at council meetings as well as special programs for the chapters and membership

2. Leadership Development (conducting executive officer business, representing the Greek community on other university committees, developing retreats and other educational programs, etc)
   - Greek Life surveys on speaker and programs increased this year
Greek Life maintains continual group leadership meetings in order to improve the communications and problem solving capabilities involving interpersonal and team conflicts.

- Academic standards are maintained for council leadership positions and are understood as a first priority and respected by the leadership.

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.)

- The year began (like in years past) with a Greek Executive Board Member Retreat.

4. **Time Management/Organizational Skills** (developing event work schedules, establishing group study times, pre-planning of events one month minimum prior to event, etc.)

- No comments/results were reported.

5. **Understanding of Differences/Diversity** (holding monthly presidents meetings, developing seminars/programs for chapter members, co-sponsoring of events between PHC, NPHC, IFC and NALFO and with other student groups, etc.)

- No comments/results were reported.

6. **Honesty and Integrity** (living up to the standards set by the National Offices, conducting disciplinary hearings when required, etc.)

- The Greek community continually strives to sponsor/increase education on responsible decision making.

7. **Customer Service** (assisting with community service projects, conducting office hours in the Greek Life Office answering questions with interfraternal spirit, etc.)

- Office hours are maintained and documented by Greek Life personnel. Each Greek council executive board member should complete at least two office hours per week.

8. **Personal Development** (Positive attitude, good decision making, identifying strengths and areas of growth, balancing academics, work and other commitments, etc.)

- No comments/results were reported.

It is a goal for 2009-2010 to increase the emphasis of assessments and collect actual results on student learning outcomes in Greek Life.
Operations

Operations included the Information and Event Planning Office, management of the Hurlburt Student Center, and Bondurant Auditorium in Preston Hall, and the coordination of campus wide events that include the Highlander Picnic, Club Fair, Family Weekend, the Highlander King and Queen competition and the Bonnie Days of April. Fifty student employees assisted the professional staff as operations assistants, information assistants, media technicians, and sound and lighting technical assistants.

Highlights 2008-2009

Event Planning Office
1. Entered over eight thousand reservations into EMS Reservations System during the fall and spring semesters including over 4,000 for Hurlburt Student Center and over 350 for Bondurant Auditorium.
2. Created customer service and telephone etiquette presentation for Information Office orientation program.  7-17  Goal 2.4.2
3. Updated student employee handbook.  7-17  Goal 2.4.2
4. 28 ticket sales were successfully conducted in 2008-2009.  7-17  Goal 2.3.4
   • Madrigal Dinner ticket sell conducted for the first time.
   • Arts Society ticket distribution system was implemented Fall 2008.
   • Family Weekend mail order ticket requests were filled from the office.
5. Assumed responsibility for new scheduling venues.  7-17  Goal 2.3.4
   • Muse Banquet Hall
   • Covington Center for the College of Visual and Performing Arts

Operations/Day/Weekend/Media Techs
1. Student Employment
   • Created new ops team leader position. Identified and promoted appropriate students into the role.
   • Created and presented a new “Top Operations Employee of the Semester” award (TOPS).
   • Conducted formal performance evaluations with all student employees and exit interviews with graduating seniors.  7-17  Goal 2.4.2
   • Implemented, first student staff retreat event, allowing students to gather for an informal, relaxing, recreational activity.
   • Student workers assisted in securing the Bonnie and responded appropriately during an emergency spring semester campus lockdown.  7-17  Goal
2. Daily Operations
   • Created new daily operations report to more accurately reflect building area use.
   • Major purchases to improve efficiency included cleaning cards for swipe locks, wireless power point presenters and rechargeable radio batteries.  7-17  Goal 4.3.2
   • Worked with Academic Computing to secure twelve new computers for student lounge area in the Bonnie.  7-17  Goal 4.3.2

Bondurant Auditorium
• Successfully trained employees on the use of the new sound and audio visual equipment.  7-17  Goal 2.4.2
• Devised numbering system for lighting instruments and expanded lighting inventory.

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• Maximized existing and very limited storage areas.
• Updated policies and procedures manual to enhance student employee training.
• Purchased new lighting instruments and portable projection screen.  7-17  Goal 4.3.2

Student Activities Student Employee Association
• Endowed departmental scholarship by reaching the $10,000.00 goal. The first scholarship will be awarded 2010-2011.  7-17  Goal 4.1.3
• Nominated Highlander King and Queen candidates.
• Participated and won first place in the Highlander Olympic challenge.

Campus-wide Events
• Family Weekend:
  - First time held in conjunction with the Highlander Festival.
  - New events included the President’s Opening Reception, academic presentations and Saturday evening concert.
  - Secured $5,000 funding from Balfour for Ring Ceremony  7-17  Goal 4.1.3
• Highlander King and Queen
  - First year coordinating the competition.
  - Re-vamped the program.
  - Part of the program raised over $2,000 in “Change for Charity”.
• Bonnie Days of April
  - Applied and secured $2,000 funding from the Parent Fund and also from SGA.  7-17  Goal 4.1.3
  - Increased student club/organization/academic involvement.
  - Updated games, provided additional game tents, and offered inexpensive food for the Friday carnival.

2008-2009 Goals
1. Upgrade EMS (Event Management System) to 11.0 version.  Completed.
2. Purchase of EMS software for master calendar option.  Not completed.  Currently software does not address the master calendar needs of the campus.
3. Continue researching new ticket processing software for Information Office.  Completed.  Software has been purchased from Ticket Return.
4. Transition to an online ticket purchasing option for Information Office.  Partially completed.  The online ticket program will be implemented in Fall 2009.
5. Create policies and procedures manual for use at Information Office.  Completed.
6. Write ticket sales and reconciliation procedures for Family Weekend.  Completed.  The new procedures were implemented for Family Weekend 08.
7. Continue to measure customer service satisfaction through the use of assessment tools.  Completed.  See assessment results in following section.
8. Continue to measure student employee job satisfaction through the use of assessment tools.  Completed.  A narrative type assessment was conducted during spring orientation.
9. Create check out procedures for new ThinkPad computers.  Completed.
10. Re-visit Operations student leader position.  Completed.  Students were identified and promoted Fall 08.
11. Create and implement standardized student performance evaluation form.  Partially completed.
12. Conduct one-on-one exit interviews with graduating seniors.  Completed.
15. Revise equipment inventory spreadsheet. **Completed.**
16. Plan and implement co-curricular programs/events for student employees. **Completed. Implemented Spring 09.**
17. Implement new Family Weekend database program. **Partially completed. The old program was updated.**
18. Implement new Family Weekend programs. **Completed. President’s Opening Reception, academic research presentations and Highlander Festival**
19. Evaluate Family Weekend brochure, ticket ordering, etc. **Completed.**
20. Implement SACS/CAS/ACU-I EBI recommendations. **Partially completed. Have not received feedback on SACS report.**
21. Work with OPS staff to identify ways and create a proposal on ways to improve EBI “Staff Rating” from Good to Excellent. **Completed. Met and discussed ways to improve and implement EBI results. Additional training was implemented.**
22. Work with director to create student learning outcomes pre and post tests for student employees. **Completed.**
23. Invite the university security director to present a program to student employees at fall orientation. **Completed.**
24. Purchase furniture/equipment for newly renovated Heth Hall. **Completed. Worked with Facilities Planning and Construction in selection and funding.**
25. Successfully train employees on the use of the new Bondurant Auditorium sound/av equipment. **Completed. Students were trained Fall ’08.**
26. Update Bondurant Auditorium inventory. **Completed.**
27. Devise a numbering system for lighting instruments and expand lighting inventory. **Completed. The new numbering system has proven to be much more efficient.**
28. Maximize existing storage areas. **Completed. Storage is limited.**
29. Increase student worker involvement in SASEA. **Partially completed. Spring semester saw increased participation by five students.**
30. Furnish dressing rooms with newer furniture from surplus. **Partially completed. No surplus items were appropriate.**
31. Update policies and procedures for Bondurant Auditorium. **Completed.**

**2009-2010 Goals**

**Event Planning Office**
- Train two student employees in the creation of advertisements for the broadcast system. **Summer/Fall 2009**
- Install new ticket software and equipment. **Summer 2009**
- Attend training on the use of the new ticket software. **Summer/Fall 2009**
- Train students in the use of the new ticket software. **Fall 2009**
- Update ticket sells/sales procedures. **Spring 2010**

**Operations/Day/Weekend/Media Techs**
- Revise student worker training manual and orientation program to reflect larger staff and two facilities. **Summer 2009**
- Hire and train eleven new staff members required to cover expanded facilities. **Summer/Fall 2009**
- Plan possible set-up configurations and occupancy capacity for each set-up style for thirteen new conference rooms in newly-renovated Heth Hall. **Summer 2009**
- Design and implement check-out procedure for laptop computers in Heth Hall and check-out procedure for Kensington Wireless Presenters. **Summer 2009**
• Create a more detailed job description and guidelines for Operations Team Leader position. **Summer 2009**
• Create a more effective Daily Operations Report, reduce length to save paper. **Summer 2009**
• Create Daily Operations Report for Heth Hall. **Summer 2009**
• Determine and implement permanent location for long-term file storage. **Summer/Fall 2009**
• Create student profiles to be used in student worker portfolios and personnel files to reflect their accomplishments as an Operations team member. **Fall 2009/Spring 2010**
• Identify and promote a third student to Operations Team Leader position. **Fall 2009**
• Hold regular meetings between Operations Managers and Team Leaders (in addition to regular Operations student worker staff meetings). **Fall 2009/Spring 2010**
• Determine appropriate roles for student workers in crisis/lockdown circumstances and train accordingly. **Fall 2009/Spring 2010**

**Student Employee Program**

• Continue to assess student satisfaction and student learning outcomes in a more deliberate and targeted fashion. **Fall/Spring 2009**
• Re-vamp student/senior recognition program. **Fall/Spring 2009**
• Work with Financial Aid to participate in the nation-wide student employee week. **Fall 2009**
• Work with foundation to determine scholarship criteria. **Summer 2009**
• Re-evaluate role of Student Activities Student Employee Association, goals etc. **Summer 2009**

**Campus Wide Events**

• Organize spring semester Club Fair in January/February. **Fall/Spring 2009**
• Conduct Club Programming Committee meetings and activities. **Ongoing**
• Apply for Parent Fund monies to offer Highlander King and Queen scholarship. **Fall 2009**
• Increase outside clubs and organizations involvement in “The Bonnie Days of April”. **Spring 2009**
• Increase attendance from all facets of the university community at the Highlander Picnic. **Summer/Fall 2009**
• Determine banquet and meal offerings for Family Weekend 2009. **Summer 2009**

**Program Assessment Results**

The operations staff has worked hard this year to provide the utmost in customer service. Customer satisfaction is measured with an online survey that is e-mailed to patrons the week following a scheduled event in Hurlburt Student Center or Bondurant Auditorium. The survey measures the customer’s satisfaction in four areas:

- Overall Facility
- Meeting Room(s)
- Staff
- Equipment

**Bonnie**

- Overall facility, as rated in February and March with 68 surveys returned, rated it as excellent, (55), or good, (12), which would be a percentage rate of 99%.
- 96% of users rated the professional service provided by the student staff as good-excellent
- 64 out of 68 users rated the friendly/helpful nature of the student staff as good-excellent
**Bondurant Auditorium**
- Seven out of seven customers rated the auditorium staff in all categories as excellent.

**Family Weekend**
-54 responses from the official survey, this number does not include the unsolicited responses to Dr. Pomerantz, indicated 27 families rated the overall weekend as excellent while 24 rated it as good.

**Student Learning Outcomes**
The Fall 2008 Student Orientation Assessment was used to measure the students perception as to the helpfulness of the orientation. One of the goals of the Fall Orientation is to present departmental policies and procedures to the students in an understandable way.

During Spring 2009 Student Orientation we surveyed the students to see which learning outcomes, if any, were accomplished. The students were asked to answer, in narrative form:

1. What have you learned, (skills, etc), since being employed in the Department of Student Activities.
2. How will these skills benefit you in your chosen career or personal success.

Although not specifically measurable, responses indicated several learning outcomes, particularly in the area of customer service and personal development, were attained. This type of assessment was used so that responses would be genuine and not influenced by the use of specific learning outcomes.

1. **Customer Service** (responding to users requests, contacting additional support, i.e. police/facilities/housekeeping, professionally answering the phone or greeting a visitor in person, demonstrating the policies and procedures, etc.)
   - The 2007 ACU-I Benchmark Student Center Survey results indicated a rating of “excellent” in all areas except the staff rating which got a rating of “good”. In thriving for an “excellent” rating, the operations staff implemented additional staff development and training sessions with student employees.
   - Out of 23 surveys collected at the Fall Orientation, 22 reported that the departmental policies and procedures were clearly stated and understandable.

2. **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.)
   - 18 out of 24 students answered “yes” to the question, “Did the orientation help you better understand your role within the Department of Student Activities”? (The department presented the students a “human” organizational chart during the Fall Orientation to demonstrate learning outcome number one within category two, which states, “recognize his/her role in the organization and how the role fulfills the mission of the department”).

3. **Effective Communication Skills** (following set up requirements for reservations, entering reservations, filling out daily reports, following ticket selling procedures, etc)
   - Improved communication skills is consistently stated on the Spring 2008 student employee survey as “improved” as a result of their employment within the department.
   - The operations student employees are evaluated on whether they, “produce detailed and accurate information”, on the daily report. A revised version of the daily report will be implemented this fall as a result of the student evaluations.
4. **Leadership Development** (in charge of the facilities in the absence of the professional staff, serving as an officer of the student employee association, etc.)
   - By implementing student performance reviews for all students, both the Event Planning Office and the OPS team, are able to better identify team leaders and promote them accordingly.

5. **Honesty and Integrity** (following correct closing procedures in absence of professional staff, making deposits, entering data into university budget system, etc.)
   - No discrepancies were reported in the money deposits made by the students in the Event Planning Office.
   - Students balanced out on ticket sells at the remote ticket sales in the Bondurant Auditorium.

6. **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.)
   - This is another area that was consistently stated as an “improved ability” directly related to their employment in the Department of Student Activities.

7. **Understanding of Differences/Diversity** (assisting diverse groups with reservation needs, stamping fliers for groups, etc.)
   - Diversity training comprised a portion of the Spring 2009 orientation program. No comments/reports were recorded.

8. **Personal Development** (Positive attitude, good decision making, identifying strengths and areas of growth, balancing academics, work and other commitments, etc.)
   - Student employees were able to specifically identify the highest number of student learning outcomes when asked to write, in narrative form, what they had learned while working in the Department of Student Activities, and how those skills would assist them in reaching their personal and career goals.

The Operations team will be more deliberate in assessing student learning outcomes in the 2009-2010 academic year as stated in the “goals” portion of this report; using a variety of assessments to measure and improve the learning outcomes of our student employees.
Student Activities Accounts

The Department of Student Activities is overall responsible for SFC budget lines totaling $1,191,834. The Assistant Vice President for Student Affairs/Director of Student Activities and two professional staff members, a Student Activities Account Manager and a Student Activities 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 e-VA and Banner.

2008-2009 Highlights

7-17 Goal 4.1.7

1. Visitors entering the Student Activities Suite to see professional staff must sign in. From August to December 2008 594 visitors signed in and from January 2009 to May 8 2009 699 visitors signed in.
2. SMADs ended the year with no outstanding invoices.
3. Processed 617 purchase orders totaling $571,740 into e-VA for the various SFC accounts.
4. Processed 97 purchase orders totaling $80,784 into e-VA for the administration account.
5. Attended the following training sessions: e-VA, Self Service Banner, COGNOS, PeopleAdmin, and encumbrance for reimbursements, and travel.

2008-2009 Goals

1. Create a training book for EVA and Banner accounting software programs. Completed
2. Train student office assistants on EVA and Banner Software. Not Completed. Could not train students because they were not allowed access to either software.
3. Train student office assistants on their own assignment of work that they will be responsible for through completion. Completed
4. Update main office policies and guidelines book. Completed
5. Improve sign in procedures for guests. Completed
6. Implement new inventory guidelines for supplies, laptops, and projectors. Completed
7. Implement procedures on how gas card purchases are paid and reconciled. Completed

2009-2010 Goals

7-17 Goal 4.1.7

1. Cross train student office assistants so when one student leaves for the day the next student can pick up and continue with assigned projects. Ongoing.
2. Train student office assistants on handling special assignments from professional staff. Ongoing
3. Assist newly hired professional staff members with the activation of e-mail addresses, access to IFAS, business and personal security codes for phones, travel card, Visa small purchasing card, etc. Ongoing
4. Train new graduate assistant on the pre-paid advertising collection system for SMADS. Ongoing
5. Decrease transaction time in processing e-VA purchase orders for SFC and administration accounts. Ongoing
6. Train student office assistants reading and reconciling COGNOS Budget Reports. Fall 2009 and Spring 2010
7. Update main office policies and guidelines book. Fall 2009
8. Update new inventory guidelines for supplies, laptops, and projectors. Fall 2009
**Student Leader Resources**

The Office of Student Leader Resources fostered the development of student leaders through the Leadership through Experience, Academics, and Development (LEAD) Scholar Program, the education and support services to 225 clubs and organizations, their student leaders as well as their advisors, the maintenance of resources such as the leadership library, the implementation of RUInvolved (online communication tool), and the coordination of the University student awards program. A graduate assistant for leadership assisted the professional staff member in the registration of clubs and organizations, supervising Student Leader Resources student employees, the training of student leaders and advisors, and the development of various events and leadership programs. The position for a graduate assistant for involvement was created in Spring 2009 and the graduate assistant assists with the implementation, support, and training for all aspects of RUInvolved (including student involvement transcript support).

### 2008-2009 Highlights

1. The annual Club Fair hosted 161 student organizations, 19 University offices, and 28 local vendors (208 total participants). In 2007-2008, there were 192 total 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 all recognized and newly formed student organizations, was held more than twelve times in Fall 2008. Approximately 190 clubs and organizations attended the session throughout the Fall 2008 semester. Best attendance to date. 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. A total of 126 students/staff attended the conference – of which 28 students/staff were from Radford University. 7-17 **Goal 1.1.1**

4. The number of students visiting the Office of Student Leader Resources remained strong during the 2008-2009 academic year. Since the facility was being used tremendously by clubs/organizations and student leaders, the SLR had to impose various limits on the available resources including a limit of 500 copies per month per organization and a limit of 5 banner papers/posters per month per organization. The number of students visiting the office for various reasons also decreased because Greek Life received a copy machine and other groups such as SGA and Sports Clubs were redirected to use the copy machines in their perspective offices. So, while it may seem that some of the SLR usage statistics imply a decrease in facility usage, it should be noted rather that total quality management measures were instituted this year to better ensure effective facility usage. 7-17 **Goal 2.1.9**

<table>
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<tr>
<th></th>
<th># of Visiting Students</th>
<th># of Copies</th>
<th># of Banners</th>
<th># of Posters</th>
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</thead>
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<tr>
<td>Spring 2009</td>
<td>866</td>
<td>17,719</td>
<td>126</td>
<td>78</td>
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<tr>
<td>Fall 2008</td>
<td>634 *</td>
<td>19,759</td>
<td>197</td>
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<td>Spring 2008</td>
<td>1,252</td>
<td>33,785</td>
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<td></td>
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<td>30,846</td>
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<td>27,068</td>
<td>389</td>
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<tr>
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<td>Spring 2006</td>
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<tr>
<td>Fall 2005</td>
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<td>10,844</td>
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<td></td>
</tr>
</tbody>
</table>

* 634 simply reflects the number of people coming into the SLR to make copies – it does not include every patron who also entered the SLR for computer usage. The numbers in that category for all other semesters includes both. So, the following should be noted - the SLR was switching spreadsheets during September; hence, three weeks of statistics are not included in this number (and September is one of the busiest months, Club Fair, Leadership Odyssey, etc).
The Committee on Clubs and Organizations approved and reactivated various student organizations.  7-17 Goals 1.1.1, 1.1.14

11 New Clubs/Orgs Recognized in Fall 2008

- Collegiate Middle Level Association
- ESHE Majors Club
- Minority Graduate Student Alliance
- Orthodox Christian Fellowship
- RA Advisory Board
- Students for Life
- Student Health Awareness Club
- Tennis Club
- Think in Pink
- Toastmasters
- Wildlife Society

4 Reactivated Clubs/Orgs in Fall 2008 (previously established clubs/orgs)

- Anthropology Club
- Chess Club
- National Residence Hall Honorary
- U.S. Institute of Theatre
- Technology

9 New Clubs/Orgs Recognized in Spring 2009

- Appalachian Partners for the Preservation of Life and the Environment
- College of Science and Tech. Club in Science, Tech., Engineering, and Mathematics
- Doctor of Psychology Student Organization
- Global Highlander Clan
- Improv Club
- Mu Sigma Upsilon (pending information to be shared with Office of Greek Life)
- Music Entertainment Industry Student Association
- Pre-Med Club
- Students Advocating Liberal Arts

3 Reactivated Clubs/Orgs Reactivated in Spring 2009 (previously established clubs/orgs)

- Chi Sigma Iota
- Gymnastics Club
- Latter-Day Saints Student Association

6. Club Programming Committee approved 74 requests from 40 clubs/organizations totaling approximately $72,000 in travel and programming funds. 7-17 Goals 1.1.1, 2.1.5

7. In Spring 2009, there were 55 students enrolled in LEAD 110 (Emerging Leaders class) and 9 graduating LEAD scholars (Leadership through Experience, Academics, and Development). In the year prior, there were 33 LEAD 110 students and 8 LEAD scholars which represents a 66.7% increase in class members and an 12.5% increase in LEAD Scholar graduates. Due to the influx of interested students, two sections of LEAD 110 were facilitated. 7-17 Goals 1.1.1, 1.1.3, 2.1.11

8. The 8th annual Student Awards Ceremony and Reception was held, and approximately 215 student leaders, family, friends, and university administrators were in attendance (230 in 2008). There were 13 speakers/presenters (13 in 2008), and 80 student award winners (113 in 2008). Attendance may have been influenced since Greek Life Awards were celebrated at their separate Greek Life Awards Ceremony and the RHA Awards were held at the same time/date. These awards were presented: 7-17 Goals 1.1.1, 1.1.3, 1.2.10

- Outstanding Student Award, thirteen students.
- Senior Excellence Award, three graduating seniors.
- Outstanding Student Organization, Unsung Hero, Programming Excellence, and Community Service Program, four recipients.
- Who’s Who Among Students in American Universities and Colleges, twenty-two students.
• Honors Academy Graduating Highlander Scholars, twenty-six students recognized.
• Graduating Leadership through Experience, Academics, and Development (LEAD) Scholars, nine LEADers.
• H.S. “Buddy” and Janet N. Johnson Outstanding Student Worker Awards, four students

9. RUInvolved made its formal debut to the RU community in Fall 2008. Students utilize the web-based information system for managing and tracking student organization involvement and for an overall student involvement transcript. Instead of visiting the former www.ruinvolved.com website, the site could be accessed in Spring 2009 through a single-sign on process through RU’s new portal. 7-17 Goals 1.1.13, 2.1.9

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. Completed.
   • Clarify the club/organization recognition and registration process. Completed. Clubs/Organizations are now utilizing RUInvolved for registration.
   • Place focus upon the development of relevant resources for club/organization advisors (i.e., create an advisor manual of resources). Partially Completed. A task force has been working in partnership to create valuable resources tailored to advisors at RU.
   • Enhance the Office of Student Leader Resources communication vehicles to incorporate new developments (i.e., RUInvolvmentLink after its first year). Completed.
   • Increase number of assessment opportunities during leadership events/programs and in the Student Leader Resources Center. Completed. Beginning in Spring 2009, surveys were emailed by SLR student workers periodically to SLR patrons to assess their most recent SLR experience. These surveys will continue to be sent via email.

2. Maximize the student leader and advisor usage of RUInvolvmentLink.
   • Increase exposure of RUInvolvmentLink university-wide. Completed. Exposure began before Club Fair 2009, club registration occurred via the site, it was a major focus of Leadership Odyssey, and a graduate assistant was hired in Spring 2009 to assist with its implementation and growth.
   • 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). Partially Completed. The management program was implemented; however, the first student involvement transcript will not be printed until Spring 2010 to ensure that RU’s and CollegiateLink’s technological requirements/capabilities are in sync (Banner implementation, etc.)
   • Realign process of how students express interest in clubs/orgs (i.e., during Quest or throughout the year). Completed. Beginning at NSO 2009, students expressed interest in clubs/organizations via the site and could continue to do so throughout the entire academic year.
   • Utilize swipe cards through SA LINK partnership to track attendance at events. Partially Completed. Swipe cards were used during some campus events, but not all of the events. Usage will continue to increase during the 2009-2010 academic year.
3. Develop engaging opportunities for student leaders to enhance leadership skills.
   - Reinvent the Leadership Odyssey experience to incorporate benefits of RUInvolvedLink. \textit{Completed. RUInvolved was a major focus of the presentation and will continue to be in Fall 2009. Swipe cards will also be used in Fall 2009 to track attendance at this event.}
   - Offer various opportunities for leadership development programs/workshops/seminars/conferences in order to assist in the development of overall leadership skills. \textit{Partially Completed. During the Spring 2009 semester, a graduate assistant for involvement was hired and she will be facilitating various training sessions in the upcoming academic year regarding RUInvolved (RUI). RUI topics have been identified and presentation dates have been selected. SLR student workers will also be facilitating seminars regarding leadership topics.}

4. Revitalize the Student Awards selection process and recognition ceremony.
   - Assess current student recognition processes in order to fully celebrate all student leader accomplishments. \textit{Completed. The Spring 2009 Student Awards Ceremony and Reception was revamped to ensure that all awards presented at ceremony provided the best avenue for the campus-wide spotlight.}
   - Comprehensively revise all student award applications. \textit{Completed in Spring 2009.}

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. \textit{Not Completed. Although discussions did occur with various students/university representatives and enhancements were made to the LEAD Scholar Program, a formal focus group was not gathered in Fall 2008.}
   - Seek new alternatives for recognizing student leader and LEAD scholar achievements at a university-wide level. \textit{Partially Completed.}

\textbf{2009-2010 Goals}

1. Ensure quality support mechanisms for all new, established, and reactivated clubs/organizations.
   - Compressively revise Club Programming Committee materials to ensure funding efficiency and application clarity. \textit{Summer 2009}
   - Overhaul the “How to Kit.” \textit{Summer 2009}
   - Develop an advisor manual for club/organization advisors. \textit{Fall 2009}
   - Build upon the number of assessment opportunities regarding SLR, learning outcomes, resources/supplies, student leadership offerings, and student leadership recognition. \textit{Ongoing}

2. Increase the student leader and advisor usage of RUInvolved.
   - Utilize swipe cards through RUInvolved to track attendance at events. \textit{Fall 2009}
   - Create marketing materials to promote access of RUInvolved through RU’s new portal. \textit{Fall 2009}
   - Fully implement the student involvement transcript program (i.e., print the first student involvement transcript in Spring 2010). \textit{Spring 2010}
   - Ensure smooth implementation of RUInvolved mechanisms with new portal improvements as well as the Banner system. \textit{Spring 2010}

3. Develop engaging opportunities for student leaders to enhance leadership skills.
   - Create assessment opportunities of Department of Student Activities Learning Outcomes. \textit{Summer 2009}
   - Develop a leadership topic/seminar program to support club/organization leaders and advisors (a lunchtime seminar program regarding topics of interest to include: time management, leadership, stress, parliamentary procedure, RUInvolved, etc.). \textit{Fall 2009}
- Research opportunities for RU developing its own one-day leadership workshop for students, student leaders, LEAD Scholars, advisors, etc. Spring 2010

4. Ensure support mechanisms for the success of the LEAD Scholar program.
- Assess LEAD Scholar Program strengths, weaknesses, opportunities, and threats. Summer 2009
- Research options of offering LEAD 110 in both Fall and Spring semesters. Fall 2009
- Revise the support mechanisms for tracking LEAD Scholar involvement, academic courses as well as assessing LEAD Scholar communication opportunities. Fall 2009
- Assess new ways of recruiting LEAD Scholars. Spring 2010
- Develop and implement a class evaluation tool for LEAD 110. Spring 2010

Program Assessment Results
Assessments were conducted at various events. The following information provides a summary of collected responses.

Club Fair
- 17 surveys were collected from clubs/organizations/departments/vendors
- 94% noted that they were either satisfied or completely satisfied with Club Fair
- 88% of respondents noted that they were pleased with the check-in process the day of the event
- 88% noted that they would like the event to remain on Heth Lawn and not moved to the Hurlburt Student Center area

Leadership Odyssey
- 191 surveys were collected from session participants (participant attendance depended on his/her submission of a survey)
- 97% of attendees were completely satisfied or satisfied with the session
- 49% of attendees noted that they heard about Leadership Odyssey by seeing the flier in the Club Fair registration packet
- 100% of attendees were pleased with the sign-in process for the event
- 98% were pleased with the covered topics

Blue Ridge Summit
- 79 attendees participated in the BRS survey process
- 83% noted that the variety of session topics was good and/or excellent
- 57% of respondents noted that they learned of the BRS through a student organization meeting
- 89% noted that they agreed or strongly agreed that because of their attendance at BRS, they learned new strategies/ways of viewing leadership that will allow them to develop new skills

Student Learning Outcomes
As indicated in the following 2008-2009 highlights and goals, Student Leader Resources visibility and use of resources has continued to grow. In addition, with this steady stream of visitors to the SLR, surveys were emailed (beginning in Spring 2009) by SLR student workers to the SLR customers that had visited. These surveys were sent about every two weeks and assisted the SLR in communicating in a new way with its customers while at the same time learning how enhancements/changes could be made to the offered resources. While measurable assessments were not used to justify the items noted under each outcome, they indicated that learning was taking place. Also LEAD 110 peer instructors were evaluated by both the professors and classes.

1. Effective Communication Skills (students are comfortable in asking questions of leadership consultants, leadership consultants assisting students with questions about RUInvolved, LEAD 110 peer instructors teaching class, etc.)
- After training, the SLR student workers began informing customers upon entrance to the SLR on whether or not their organization was fully registered for RUInvolved
- LEAD 110 peer instructors were required to teach two classes on their own and the class verbally critiqued their teaching at the end of the classes

2. **Teamwork/Group Dynamics** (Leadership consultants properly document CPC applications, leadership consultants understand the role of the SLR, etc.)
- The Department of Student Activities student employee orientation was made mandatory for the SLR leadership consultants thereby providing the students the opportunity to see how the SLR role fits into the department
- Icebreakers were added to each SLR staff meeting

3. **Time Management/Organizational Skills** (Leadership consultants working set schedules, leadership consultants properly assisting users with proper check-in procedures, LEAD 110 peer instructors recording grades, attendance, etc.)
- A leadership consultant developed an excel spreadsheet program to replace the paper version SLR check in process. The other leadership consultants could accurately inform customers about paper/banner balances upon arrival to the SLR and the spreadsheet also tracked customer attendance in the SLR
- Due to feedback from SLR assessments, SLR hours of operation were revised for the 2009-2010 academic year
- SLR leadership consultants recommended the limited of certain leadership resources.
- LEAD 110 peer instructors had proper recording of grades so mid-terms and final grades were submitted on time

4. **Understanding of Differences/Diversity** (Leadership consultants assisting members of up to 225 student organizations with requests, leadership consultants dealing with conflict resolution, LEAD 110 peer instructors working with class, etc.)
- Since the SLR is open to all student leaders at RU, the SLR staff assists a wide variety of SLR customers
- LEAD 110 peer instructors assisted in leading and joining in low ropes course activities that stressed this outcome

5. **Honesty and Integrity** (Leadership consultants correctly explaining the policies and information outlined in the Club/Organization Student Leaders and Advisors Manual, LEAD 110 peer instructors following proper grading procedures on assignments, etc.)
- SLR staff, having a copy of the manual at their desk, answered questions daily about club/org operations and information outlined in the manual
- SLR staff enforced the rules within the area i.e. ensuring that the user use only the resources as written down in the sign in sheet, or that the users not use the computers for personal use, etc.

6. **Customer Service** (Leadership consultants helping at Club Fair check in, LEAD 110 peer instructors preparing for class each session in order to teach, etc.)
- 100% of those responding to the SLR surveys ranked the leadership consultants as being satisfied/very satisfied with their service
- 100% of those responding to the SLR surveys ranked the leadership consultants as being satisfied/very satisfied with their courtesy

7. **Leadership Development** (LEAD 110 peer instructors developing class materials on his/her own, students enrolling in the LEAD Scholar Program, etc.)
- A formal evaluation tool was developed for SLR student workers and implemented in December (half way through their student worker experience)
- LEAD 110 peer instructors had to research, develop and present two classes worth of materials to the faculty instructors for approval prior to actual presentation

8. **Personal Development** (Positive attitude, good decision making, identifying strengths and areas of growth, balancing academics, work and other commitments, etc.)
- The” three strikes” policy was fully implemented this year to encourage the leadership consultants to be mindful of their responsibilities and actions
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 yearbook magazine; formerly a traditional yearbook)
Exit 109 (annual literary and arts 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 as well as online)
SMADs (advertising group)
The Tartan (weekly newspaper)
Whim (weekly online magazine)

The Assistant Director for Student Media was 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.

2008-2009 Highlights
1. Whim had an average of 5,750 hits per week, The Tartan produced 22 issues and one Orientation issue (88,000 papers), Exit 109 produced 1,000 copies of its literary and arts journal (which sold out halfway through the summer), The Beehive produced 3,000 yearbook magazines, and Radio Free Radford and ROC-TV broadcasted weekly from September through April. 7-17 Goals 1.1.2; 1.1.3; 1.2.10; 2.4.3; 4.2.3
2. A new SMADs Business Manager was hired. She was fully trained on Quickbooks and in all other aspects of the job before the Spring Semester ended. 7-17 Goals 1.1.2; 2.6.1; 4.5.1
3. The Editor-in-Chief of The Tartan attended the Society of Environmental Journalists Conference in Roanoke. 7-17 Goal 2.1.9
4. ROC-TV held its first-ever Highlander Film Festival with the help of the Campus Activities Board. The event was attended by 100 people and featured films from the Radford student body. 7-17 Goals 1.1.1 and 2.1.5
5. Exit 109 held a poetry-reading event at the Coffee Mill in Radford during the Fall semester. 7-17 Goal 3.2.1
6. The Beehive changed its publication format for 2008-09 (SFC supported the change). This year’s iteration was a short magazine that highlighted certain aspects of the academic year. 7-17 Goal 4.2.3
7. Seven members of Student Media (the student leaders of ROC-TV, Whim, Radio Free Radford, The Tartan, the Beehive, Exit 109, and a representative from SMADs) and the Assistant Director attended the annual ACP/CMA (Associated Collegiate Press/College Media Advisers) conference. 7-17 Goals 1.1.1 and 2.1.5
8. ROC-TV established a new segment that reports on local music groups and performers in and around Radford. 7-17 Goal 4.2.3
9. All but one of the media groups had an adviser for the majority of the school year. 7-17 Goal 1.1.14
10. SMADs sold approximately $46,000 in advertising. 7-17 Goal 3.2.1
11. SMADs joined the Montgomery County Chamber of Commerce. 7-17 Goals 3.2.1 and 3.2.3
12. Radio Free Radford upgraded its entire music library, quadrupling the amount of music and also updating to more contemporary music. **7-17 Goal 4.5.1**

13. Radio Free Radford received a new production computer to be used for promotions, station imaging, and other uses. **7-17 Goal 1.1.1**

14. Whim was able to secure the rights to both the www.ruwhim.com and www.ruwhim.net domain names. **7-17 Goal 4.2.3**

### 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. **Completed.**

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. **Not Completed.** Final Cut requires licensing fees that were unaffordable on Student Media’s Budget. Students can still use iMovie on the lab computers.
   - Upgrade all computers with latest updates, drivers and software versions. **Completed.**

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).
   - Invite faculty to Student Media training sessions. **Completed.**
   - Ask faculty for suggestions in what information would be most helpful to Student Media students. **Completed.**
   - Bring in outside professionals to conduct workshops and seminars. **Completed.**
   - Assistant Director for Student Media to conduct training sessions. **Completed.**

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

5. Assistant Director to be trained on QuickBooks software program. **Partially Completed.** The Assistant Director received some training.

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. **Completed.**

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.) **Partially Completed.** The new publication was more easily produced, more visible, and more accessible; but interest is still not as high as it could be.

8. Increase listenership and participation in Radio Free Radford. **Completed.** Radio Free Radford had 11 people doing shows during the Fall and Winter semesters, nearly triple what they had the previous year.

9. Produce more original programming by ROC-TV. **Completed.**

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

12. Radio Free Radford to sponsor or to present more on-campus entertainment. **Not Completed.** Radio Free Radford concentrated on improving its music offerings and maintaining its broadcasting computer this year.

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

14. SMADs to collect their projected revenue. **Partially Completed.**
2009-2010 Goals

1. Continue to 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).
   - 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**

2. Improve the Highlander Film Festival
   - Solicit submissions beginning in the Fall Semester **Fall 2009**
   - Continue to fine-tune the presentation of the festival. **Spring 2009**
   - Continue cooperation with Student Programming and Campus Events (formerly Campus Activities Board) **Ongoing**

3. Expand multimedia offerings on Tartan website, i.e., audio and video clips. **Fall 2009**

4. Sponsor or present more on-campus entertainment (Radio Free Radford) **Spring 2010**

5. Utilize RFR production computer to begin creating station imaging. **Fall 2009**

6. Publish a higher-quality Beehive magazine. **Spring 2010**

7. Diversify SMADs advertising offerings
   - Utilize newsstand space for advertising. **Fall 2009**
   - Advertise in Exit 109 **Spring 2010**
   - Advertise in the Highlander Film Festival. **Spring 2010**

8. Collect projected SMADs revenue. **Spring 2010**

9. Revamp Whim website **Fall 2009**

10. Return Whim to weekly format **Fall 2009**

11. Increase participation in Exit 109
    - Speak in classes to increase number of submissions **Fall 2009**
    - Recruit more staff members **Fall 2009**
    - Increase attendance at Poetry Readings through better promotion and planning **Fall 2009**

12. Continue training Assistant Director for Student Media on QuickBooks software program. **Ongoing**

13. Conduct publishing software (Indesign, Illustrator, etc) training sessions for Tartan, Beehive, and Exit 109 staff members. **Fall 2009**

14. Remove old Student Media Website from Radford University server space. **Spring 2009**

15. Increase cooperation between Student Media organizations and the University community
    - Keep required office hours **Ongoing**
    - Advertise and hold open meetings **Fall 2009**
    - Attend meetings of other campus groups **Fall 2009**

16. Project a professional attitude by having a clean, well-maintained office and media lab in Calhoun Hall. **Ongoing**

17. Post operations manuals on the RUInvolved web space for each Student Media organization. **Fall 2009**

18. Continue to survey the campus population each semester in order to better serve the readers and consumers of Student Media. **Ongoing**

19. Adjust to a size change in the Tartan newspaper, if the current printer goes through with re-sizing the current broadsheet paper. **Fall 2009**

20. Adjust sizes of ads offered in the Tartan by SMADs. This will likely only result in changing the physical space, not the percentage of the page nor the price for the ad. **Fall 2009**

21. Refocus on written rather than video content on Whim. **Fall 2009**

22. Expand promotion of each Student Media organization. **Ongoing**
Program Assessment Results

**ROC-TV (48 surveys collected)**
- Students rated the need to increase publicity 4.2 out of 5.
- ROC-TV had its first ever Highlander Film Festival this year which will go an extremely long way towards increasing publicity.

**RFR (84 surveys collected)**
- The majority of survey respondents (70) listen to RFR 1 hour or less each week.
- The average score rating RFR’s promotional techniques was 4.5 out of ten.
- Most respondents also indicated “hit music” would get them to listen more. For this reason, RFR’s music library was completely overhauled, expanded, and updated to more contemporary selections.
- RFR is also planning on sponsoring and promoting more on-campus music events in the upcoming year to also increase exposure.

**SMADs (7 surveys collected)**
- 2 of the clients rated their experience with SMADs as “Outstanding”.
- 3 of the clients rated their experience as “Good”.
- 4 of the clients find SMADs’ prices reasonable.

**The Tartan (38 surveys collected)**
- The median score for appearance and layout received a median 5 out of 5 score.
- The quality of writing received an average score of 3.7. Many comments were made about the need for fewer errors and mistakes.

**Beehive (year movie) (66 surveys collected)**
- Respondents gave the old year movie a 3 out of 5 score, while responding with an average of 3.9 out of 5 liking the idea for a magazine.
- Respondents rated their interest in yearbooks at an average 3.6 out of 5.

**Whim (68 surveys collected)**
- In the fall, Whim received survey results that indicated that over half of those surveyed had heard of Whim.
- Quality of writing received a 4.1 out of 5 average.

**Exit 109 (32 surveys collected)**
- Survey results indicated an overwhelmingly positive opinion of the design, layout and overall appearance (4.8 out of 5 average).
- Quality of writing and artwork (4.4).
- Quantity of errors (5 being none, with a 4.5 average).
- 40% of respondents did not fill out the section rating Exit 109’s poetry readings and premier events.

In 2009-2010 Student Media will incorporate surveys during both semesters for all media groups in order to determine student satisfaction of their perspective media. 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.
**Student Learning Outcomes**

In April, 23 students, including each of the Student Media Leaders and the outgoing SMADs Business Manager, completed a self-assessment, rating themselves on each of eight learning outcomes. The self-assessment asked them to rate their abilities as they perceived them when they began their work in Student Media, and again as they currently stood. The self-assessment was a 1-10 scale with 10 being excellent and 1 being poor.

Each of the seven Student Media leaders was also evaluated by the Assistant Director for Student Media in both the Fall and Spring semesters. The evaluations were structured with categories representing each of the learning outcomes. In each evaluation question, students were rated on a 1-5 scale, 1 being ‘Does not meet expectations’ and 5 being ‘Exceeds Expectations.’ Average results for those evaluations are indicated below with an asterisk*.

1. **Customer Service** (selling ads, collecting ad dollars, handling comments/complaints about articles, etc.)
   - Students indicated this outcome as one of their weakest abilities when they began. On average they went from 7.30 to 8.61 (which ended up being the lowest end-score)
   - *Student leaders showed an average improvement of 0.67 to each of the questions, especially on “Does he/she show respect toward the regional community?”

2. **Teamwork/Group Dynamics** (attendance and input at weekly staff meetings, collectively producing a publication, etc.)
   - This outcome had average beginning and end scores 7.87 and 8.92 respectively (this was the lowest average improvement at 1.05)
   - *Student leaders showed a .5 average improvement in the questions, “Does he/she work well with other staff?” and “Does he/she know his/her role within Student Media and the University”

3. **Effective Communication Skills** (recruiting members, writing/editing submissions for publication, presenting proposals for events/trips, etc.)
   - Students indicated that they had the highest average improvement in this outcome area at 1.5
   - Students indicated that it was one of their strongest abilities overall at the time they took the self-assessment with a 9.09 average, (this tied with Honesty/Integrity as the highest)
   - *Student leaders improved by .5 in each question, such as ‘Does he/she communicate effectively with staff members?”

4. **Leadership Development** (conducting meetings, serving as section editors, conducting SMC meetings, attending conferences and other educational programs, etc.),
   - Students gave themselves low assessments on their leadership abilities at the beginning, with an average score of 7.30
   - Students improved to an ending average of 8.65
   - *Student leaders especially improved .5 average in the question “Does he/she manage internal conflicts fairly and effectively?”

5. **Honesty and Integrity** (following SMC bylaws and ethics standards, charging reasonable rates for advertising, researching and reporting the facts, conducting proper interviews, etc.)
   - Students beginning average score was 8.04 (which was by far the highest)
   - Students finished with an average score of 9.09 with an average improvement of 1.05
   - *Student leaders did not show much improvement, as the Assistant Director for Student Media used the average score of 3 as a baseline, and since no students displayed any lack of honesty and integrity, the scores remained largely unchanged from one semester to the next

6. **Time Management/Organizational Skills** (producing content and layout on production nights, providing scheduled maintenance of computers, working out production schedules, etc.)
   - Students ranked themselves relatively low with an average score of 7.31

40
- Students at the end of their time with Student Media ranked themselves with an average score 8.70
- *Student leaders had a marked improvement of .67 average in the question “Does he/she hold meetings and arrive punctually?”

7. **Understanding of Differences/Diversity** (covering stories on student club/org programs/initiatives, writing editorials, selecting writings and art for publication, etc.)
- Students ranked themselves an average 7.87 as the beginning score and an 8.96 average ending score in the outcome.
- *Student leaders improved an average .5 in the question “Does he/she treat others with differences equally and fairly?” with a final average of 4.5 out of 5. Each of the other two questions, attempting to recruit and retain a diverse staff and seeking opportunities to engage others from different cultures saw average scores of 4.17 and 4.0, respectively

8. **Personal Development** (growing in their roles as leaders, learning more about their own strengths and weaknesses and how to address them.)
- Students gave themselves an average beginning and ending scores of 7.53 and 9.04
- While the beginning score of 7.53 was middle-of-the-pack, the 9.04 end-score was the second-highest
- *Student leaders showed the best improvement of .5 average when asked “Does he/she request assistance from others when appropriate,” and “Is he/she able to handle tasks independently?”

In 2009-2010, Student Media will continue to expand on ways to gauge the student leader learning outcomes and further include the other student media staff.
Departmental
Student Learning
Outcomes/Improvements

The Department student learning outcomes were as follows:

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

The Department of Student Activities continued to provide many avenues for student learning and development. Student learning outcomes were implemented for the 2008-09 academic year, and while the Department continues to work on consistency in the implementation and reporting of the results, what information has been collected highlights student learning progress that would have been unlikely had it not been for student involvement/leadership in employment, programming, clubs and organizations, conferences, classes, etc. In addition, where assessments indicated a need for improvements, action was taken to enhance the opportunities for student learning.

Additional details regarding learning outcomes can be found in the individual departmental reports as listed in the table of contents.
## RADFORD UNIVERSITY CAMPUS PROGRAMMING
### 2008-2009

<table>
<thead>
<tr>
<th>Event</th>
<th>Program Type</th>
<th>Attendance</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening Weekend</td>
<td>EN, CO, LN</td>
<td>200</td>
<td>8/28/2008</td>
</tr>
<tr>
<td>Rock N Bowl</td>
<td>EN, CO, LN</td>
<td>200</td>
<td>8/29/2008</td>
</tr>
<tr>
<td>Fall Opening Picnic</td>
<td>EN</td>
<td>1700</td>
<td>8/29/2008</td>
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<tr>
<td>More Than Me (Musical performance)</td>
<td>EN</td>
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<td>Exotic Animals</td>
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<td>Shark Slide</td>
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<td>Movie on the Lawn &quot;Iron Man&quot;</td>
<td>EN, LN</td>
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<td>Rock N Bowl</td>
<td>EN, CO, LN</td>
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<td>8/30/2008</td>
</tr>
<tr>
<td>Club Fair</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Wild One (Obstacle Course)</td>
<td>EN</td>
<td>150</td>
<td>9/5/2008</td>
</tr>
<tr>
<td>3-Lane Bungee Run</td>
<td>EN</td>
<td>150</td>
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<td>Highlander Special &quot;Magazine Covers and Airbrush Tattoos&quot;</td>
<td>EN</td>
<td>150</td>
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<tr>
<td>Showtime at the Bonnie &quot;TV Premiere Night&quot;</td>
<td>EN</td>
<td>30</td>
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<tr>
<td>Constitution Day</td>
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<tr>
<td>Tye Die T-Shirts</td>
<td>EN, H</td>
<td>300</td>
<td>9/15/2008</td>
</tr>
<tr>
<td>Constitution Distribution and Election Information</td>
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<td>9/15/2008</td>
</tr>
<tr>
<td>Late Night: Casino Night</td>
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<tr>
<td>9 Casino games and Dance Dance Revolution</td>
<td>EN, LN</td>
<td>150</td>
<td>9/19/2008</td>
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<tr>
<td>Rock Band 2</td>
<td>EN, H, LN</td>
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<td>Rock N Bowl</td>
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<td>Race Machine</td>
<td>ED, EN, CO, CU</td>
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<tr>
<td>Lecture &quot;Virginia Housing Development Authority&quot;</td>
<td>ED, EN</td>
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<td>9/24/2008</td>
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<tr>
<td>Showtime at the Bonnie &quot;Meg Allison and Josh Stevens&quot;</td>
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<tr>
<td>Lecture &quot;Mike Green&quot;</td>
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<td>Showtime at the Bonnie &quot;Chinua Hawk w/ Chris Cauley&quot;</td>
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<td>30</td>
<td>10/7/2008</td>
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<tr>
<td>Family Weekend</td>
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<tr>
<td>ComedySportz, Improv Comedy Act</td>
<td>EN</td>
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<td>10/10/2008</td>
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<tr>
<td>RockN Bowl</td>
<td>EN, CO, LN</td>
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<td>10/10/2008</td>
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<tr>
<td>Rock N Bowl</td>
<td>EN, CO, LN</td>
<td>200</td>
<td>10/11/2008</td>
</tr>
</tbody>
</table>

### CODE KEY
- **EN**: Entertainment
- **ED**: Educational
- **CO**: Collaborative
- **H**: Homegrown
- **LN**: Late Night
- **CU**: Cultural
- **SSH**: Success Starts Here

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**Event Program Type Attendance Date**
- Opening Weekend: EN, CO, LN 200 8/28/2008
- Fall Opening Picnic: EN 1700 8/29/2008
- Exotic Animals: ED, EN 400 8/29/2008
- Shark Slide: EN 300 8/29/2008
- Movie on the Lawn "Iron Man": EN, LN 150 8/29/2008
- Rock N Bowl: EN, CO, LN 200 8/30/2008
- Club Fair
  - The Wild One (Obstacle Course): EN 150 9/5/2008
  - 3-Lane Bungee Run: EN 150 9/5/2008
  - Rock N Bowl: EN, CO, LN 200 9/5/2008
- Highlander Special "Magazine Covers and Airbrush Tattoos": EN 150 9/10/2008
- Showtime at the Bonnie "TV Premiere Night": EN 30 9/11/2008
- Constitution Day
  - Tye Die T-Shirts: EN, H 300 9/15/2008
  - Constitution Distribution and Election Information: ED, EN, CO, H 300 9/15/2008
- Late Night: Casino Night
  - 9 Casino games and Dance Dance Revolution: EN, LN 150 9/19/2008
  - Rock Band 2: EN, H, LN 35 9/19/2008
  - Rock N Bowl: EN, CO, LN 200 9/19/2008
- Lecture "Virginia Housing Development Authority": ED, EN 10 9/24/2008
- Showtime at the Bonnie "Meg Allison and Josh Stevens": EN 40 9/25/2008
- Lecture "Mike Green": ED, EN, CO, SSH 1000 9/30/2008
- Showtime at the Bonnie "Chinua Hawk w/ Chris Cauley": EN 30 10/7/2008
- Family Weekend
  - ComedySportz, Improv Comedy Act: EN 100 10/10/2008
  - RockN Bowl: EN, CO, LN 200 10/10/2008

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This document outlines various events and activities scheduled for the 2008-2009 academic year at Radford University, categorized under different themes and types of programming. Each event is listed with its corresponding program type, attendance, and date, providing a comprehensive overview of the campus events for the specified period.
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<th>Event</th>
<th>Type</th>
<th>Location</th>
<th>Date</th>
</tr>
</thead>
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<td>Highlander Special &quot;Sign Shop&quot;</td>
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<td>300</td>
<td>10/15/2008</td>
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<tr>
<td>Lecture &quot;Tory Belleci&quot; Behind the Scenes with Mythbusters</td>
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<tr>
<td>Showtime at the Bonnie: Todd Carey with Film</td>
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<tr>
<td>Todd Carey and Band (Musical Performance)</td>
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<td>10/21/2008</td>
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<td>Film, &quot;Palo Alto&quot;</td>
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<td>Late Night: Ghost Hunters</td>
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<td>Program by Chris Fleming, Ghost Hunter</td>
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<td>Rock and Bowl</td>
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<td>Highlander Special &quot;Build-A-Bear&quot;</td>
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<td>Rock and Bowl</td>
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<td>Photo Postcards (&quot;Return to Dedmon&quot; Game)</td>
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<td>Ice Skating Rink</td>
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<td>Photo Snowglobes</td>
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<tr>
<td>Film: &quot;Cool Runnings&quot;</td>
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<td>Magician, Justin Kredible</td>
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<td>Highlander Special &quot;Build-A-Bear&quot;</td>
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<td>250</td>
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<tr>
<td>Thinkfast Game Show (for SGA Highlander Olympics)</td>
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<td>Balloon Art and Body Art with Lester and Susan</td>
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<td>Homecoming Game After-Party</td>
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<td>Showtime at the Bonnie: Singer, Nathan Angelo</td>
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<td>Highlander Special &quot;Motorcycle License Plates&quot;</td>
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<td>3/25/2009</td>
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<tr>
<td>RU UP Late?: &quot;Girl's Night Out&quot;</td>
<td>EN, LN</td>
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<td>Make your own shorts</td>
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<td>30</td>
<td>3/27/2009</td>
</tr>
<tr>
<td>Film &quot;10 Things I Hate About You&quot;</td>
<td>EN, LN</td>
<td>250</td>
<td>3/27/2009</td>
</tr>
<tr>
<td>Midnight Breakfast</td>
<td>EN, LN</td>
<td>250</td>
<td>3/27/2009</td>
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<tr>
<td>Showtime at the Bonnie: Harper's Island TV Premiere</td>
<td>EN</td>
<td>85</td>
<td>3/30/2009</td>
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<tr>
<td>Event Description</td>
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<td>Co-Spons</td>
<td>Capacity</td>
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<td>Showtime at the Bonnie: Slam Poet, Taylor Mali</td>
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<td>DUI Simulator</td>
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<td>4/6/2009</td>
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<td>100</td>
<td>4/21/2009</td>
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<td>One-woman play on eating disorders</td>
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**Number of Programs (excluding concerts and movies):** 61
**Number of Co-Sponsored Programs:** 36
**Percent of Programs Co-Sponsored:** 59%
**Organizations Co-Sponsored with (including movies):** 27
GREEK ORGANIZATIONS

INTERFRATERNITY COUNCIL
Alpha Chi Rho
Alpha Sigma Phi
Delta Chi
Kappa Delta Rho
Kappa Sigma
Phi Kappa Sigma
Phi Sigma Kappa
Pi Kappa Phi
Sigma Chi
Sigma Pi
Tau Kappa Epsilon
Theta Chi

NATIONAL PAN-HELLENIC COUNCIL
Alpha Kappa Alpha Sorority, Inc.
Delta Sigma Theta Sorority, Inc.
Sigma Gamma Rho Sorority, Inc.
Zeta Phi Beta Sorority, Inc.
Alpha Phi Alpha Fraternity, Inc
Iota Phi Theta Fraternity, Inc..
Kappa Alpha Psi Fraternity, Inc.
Omega Psi Phi Fraternity, Inc.
Phi Beta Sigma Fraternity, Inc.

PANHELLENIC COUNCIL
Alpha Sigma Alpha
Alpha Sigma Tau
Delta Zeta
Phi Sigma Sigma
Sigma Kappa
Sigma Sigma Sigma
Zeta Tau Alpha

NATIONAL ASSOCIATION OF LATINO FRATERNAL ORGANIZATIONS
Chi Upsilon Sigma National Latin Sorority, Inc.
### Academic Honor Fraternities
- Alpha Phi Sigma: Criminal Justice Honor
- Beta Beta Beta: Biology Major Honor
- Beta Gamma Sigma: Business Honor
- Chi Sigma Iota: Counselor Honor
- Kappa Delta Pi: Education Honor Society
- Lambda Pi Eta: Communication Honor Society
- Omicron Delta Epsilon: Economics Honor
- Phi Alpha: Social Work Honor
- Phi Kappa Phi: Scholar Honor
- Pi Gamma Mu: Social Science Honor
- Phi Chi: Psychology Honor Society
- Sigma Iota Epsilon: Business Honor
- Sigma Gamma Epsilon: Earth Science/Geology Honor
- Sigma Pi: Physics Honor
- Sigma Tau Delta: English Honor

### Leadership Honors
- Omicron Delta Kappa: Leadership Honor Society
- Order of Omega: Greek Honor Society
- Phi Sigma Pi: Academic, Leadership, and Service
- Rho Delta: Sorority Leadership Honor Society
- Rho Lambda: Lambda Honor Society

### Activity Clubs and Orgs
- Ambassadors
- Al U Hip
- Ceramic Guild
- Chess Club
- Clogging Team
- College Entrepreneurs
- Deliverance Gospel Choir
- Emerging Leaders Society
- Hip Hop Wanted: Belly Dance Club
- House of the Midnight Watch
- Improv Club
- Jewelry Guild
- Korean Student Association

### Men of Standards
- National Society for Collegiate Scholars
- Okato-Dorn: Japanese Animal
- Radio Broadcasting Club
- Role Players Guild
- ROTARACT Club
- Society of the Career Coaching Club
- Southwest VA Classical Guitar Society
- Student Activities Student Employee Assoc.
- The Umbrella Organization
- The Veteran Student Organization
- Toastmasters
- Wildlife Society
- Wine Society
- Women of Purpose and Power

### Curriculum Clubs and Orgs
- Alpha Kappa Phi: Business Fraternity
- American Advertising Federation
- American Chemical Society
- American Marketing Association
- American Sign Language
- American Society of Interior Design
- Anthropology Club
- A.P.P.I.E.: Appalachian Focus
- Art Guild
- Association of Computing Machinery
- Association of Engineering Geologists
- Association of Women in Computing
- Athletic Trainer’s Student Association
- Chinese Club
- Collegiate Middle Level Association
- Collegiate Music Ed Nat’l’ Conference
- Criminal Justice Club
- CSAT STEM
- Delta Sigma Pi: Business Fraternity

### Dietetic Association
- Doctor of Psychology Student Organization
- Economic Student Association
- English Club
- ESHE Majors Club
- Fashion Society of Merchandise and Design
- Financial Management Association
- Geography Club
- Geology Society
- Graduate Art Student Association
- Graduate Student Council
- Graphic Design Guild
- Harmony in Motion: Dance Club
- Honors Academy Student Org.
- Institute of Management Accountants
- International Assoc. of Jazz Educators
- La Sociedad Hispanica: Spanish Club
- Lambda Alpha Epsilon: Criminal Justice
- Le Cercle Francais
- Math Club
- MEISA: Music Business Organization
- Minority Graduate Student Alliance
- MBA Student Association
- Mu Epsilon: Music Fraternity
- Music Majors Organization
- Music Therapy Student Organization
- NAT’S: Student Speech-Language-Hearing Association
- Phi Beta Lambda: Business Organization
- Phi Mu Alpha Sinfonia: Men’s Fraternity
- Physics and Astronomy Club
- Political Science Club
- Pre-Dental Club
- Pre-Med Club
- Pre-Law Club
- Psychology Club
- Public Relations Student Society
- Recreation, Parks, and Tourism Club
- School Psychology Graduate Organization
- Sigma Alpha Iota: Women’s Fraternity
- Social Work Club
- Society for Advancement of Minst.
- Society for Human Resource Management
- Society of Physics Students
- Student Council for Exceptional Children
- Student Health Awareness Club
- Student Managed Investment Port.
- Student Nuning Association
- Student Personnel Association
- Student VA Education Association
- U.S. Institute for Theatre Technology

### Greek Life
- IFC
- Men’s Fraternity
- Alpha Chi Rho
- Alpha Sigma Phi
- Delta Chi

### NPC
- Alpha Phi Alpha
- Kappa Delta Chi

### NPHC Fraternities
- Women’s Sorority
- Chi Upsilon Sigma

### Recognized Sports Clubs
- Baseball, Men’s
- Basketball, Men’s
- Billiards Club
- Fishing Club
- Football Club
- Ice Hockey
- Lacrosse, Men’s
- Lacrosse, Women’s
- Redcoats Equine Team
- Rugby, Men’s
- Soccer, Women’s
- Softball, Women’s
- Ultimate Frisbee, Men’s
- Ultimate Frisbee, Women’s
- Volleyball, Men’s
- Wrestling, Women’s

### Residence Hall Association
- National Residence Hall Honor Council
- RA Advisory Board
- Residence Hall Association
- Roll Call Residence Hall Council
- Draper Residence Hall Council
- Floyd Residence Hall Council
- Jefferson Residence Hall Council
- Madison Residence Hall Council
- Moffett Residence Hall Council
- Muse 1-3 Residence Hall Council
- Muse 4-5 Residence Hall Council
- Muse 6-9 Residence Hall Council
- Muse 10-12 Residence Hall Council
- Norwood Residence Hall Council
- Peavy Residence Hall Council
- Porchoteaux Residence Hall Council
- Stuart Residence Hall Council
- Trinkle Residence Hall Council
- Tyler Residence Hall Council
- Washington Residence Hall Council

### Student Organizations
- Alpha Phi Omega: Coed Service Fraternity
- Circle K
- Emergency Medical Services
- Habitat for Humanity

### Social Action Organizations
- Amnesty International
- Colleges Against Cancer
- College Republicans
- Environmental Club
- Invisible Children
- NAACP

### Programming Organizations
- Appalachian Events Committee
- Diversity Awareness Programming
- R-Space: Campus Activities

### Religious Organizations
- Baptist Collegiate Ministries
- Campus Crusade for Christ
- Campus Outreach
- Canterbury House
- Catholic Campus Ministries
- Chi Alpha Christian Fellowship
- Crossroads Presbyterian Fellowship
- Disciples on Campus
- Hillel, B’nai Brith
- Intervarsity Christian Fellowship
- Omega Delta Gamma: Women’s Fraternity
- Orthodox Christian Fellowship
- Wesley Foundation United Methodist

### Residence Hall Honorary
- National Residence Hall Honor Council
- RA Advisory Board
- Residence Hall Association
- Roll Call Residence Hall Council
- Draper Residence Hall Council
- Floyd Residence Hall Council
- Jefferson Residence Hall Council
- Madison Residence Hall Council
- Moffett Residence Hall Council
- Muse 1-3 Residence Hall Council
- Muse 4-5 Residence Hall Council
- Muse 6-9 Residence Hall Council
- Muse 10-12 Residence Hall Council
- Norwood Residence Hall Council
- Peavy Residence Hall Council
- Porchoteaux Residence Hall Council
- Stuart Residence Hall Council
- Trinkle Residence Hall Council
- Tyler Residence Hall Council
- Washington Residence Hall Council

### Student Government Association
- Black Student Affairs Council
- First-Year Council
- International Student Affairs Council
- Off-Campus Student Council

### Student Media
- The Tartan
- The Beethoven year magazine
- Exit 109 literary magazine
- Raider on Camera (ROC TV)
- Radio Free Radford
- Student Media Advertising
- Whim online magazine
### Event Planning and Information

### User/Reservation Statistics

<table>
<thead>
<tr>
<th>User Type</th>
<th>% of Bookings</th>
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<tbody>
<tr>
<td>Academics</td>
<td>14%</td>
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<tr>
<td>Administration</td>
<td>5%</td>
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<tr>
<td>BAP</td>
<td>.5%</td>
</tr>
<tr>
<td>CAB</td>
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<tr>
<td>Faculty</td>
<td>1%</td>
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<tr>
<td>Greek</td>
<td>17%</td>
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<tr>
<td>Non-RU Groups</td>
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<tr>
<td>Student Affairs/Services</td>
<td>20%</td>
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<tr>
<td>Student clubs/Orgs</td>
<td>33%</td>
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<tr>
<td>Visual &amp; Performing Arts</td>
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**Total Bookings**

9,198

**Total Reserved Hours**

29,525
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Total Fall Male Participants: 1,093  
Total Fall Female Participants: 529  
Total Fall Participants: 1,622
### SPRING 2009 INTRAMURALS STATISTICS

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<th>Sport</th>
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<th>Sport</th>
<th># of Teams</th>
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<td>138</td>
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Total Spring Male Participants: 1,245
Total Spring Female Participants: 539
Total Spring Participants: 1,784

Total Male Participants 08/09: 2,338
Total Female Participants 08/09: 1,068
Total 08/09 Participants: 3,406
## SPORTS CLUB PARTICIPATION

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<th>Clubs</th>
<th>Males</th>
<th>Females</th>
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<tr>
<td>Men's Rugby</td>
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<tr>
<td>Women’s Ultimate</td>
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<tr>
<td>Redcoats</td>
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### New Clubs

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<tr>
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<td>25</td>
</tr>
</tbody>
</table>

### Grand Totals:

<p>| | | | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>359</td>
<td>108</td>
<td>463</td>
<td></td>
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</tbody>
</table>
Total surveys collected: 619

Overall percentages reflecting somewhat to very satisfied or somewhat to strongly agree with the following questions.

How satisfied are you:

- with the number of out-of-classroom activities/programs that are offered through the recognized student organizations, campus programming boards, departments and academic colleges? 68%

- with the opportunities to be involved with the decisions in creating an active campus culture? 53%

- with the availability/selection of reservable spaces to hold student activities/programs on campus? 50%

Do you agree that:

- the available opportunities for out-of-classroom activities/programs develop a sense of community? 62%

- the out-of-classroom activities/programs expand your understanding of others whose backgrounds differ from yours? 56%

- the opportunities you have to join recognized organizations and/or assume leadership roles within these organizations are adequate? 65%

- the University assists in the promotion of an active student life/sense of community on campus outs of the classroom? 56%

On average, how often do you participate in out-of-classroom activities/programs that are sponsored by recognized student organizations, campus programming boards, departments, or academic colleges?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never</td>
<td>9%</td>
</tr>
<tr>
<td>More than once per week</td>
<td>8%</td>
</tr>
<tr>
<td>2-4 times per week</td>
<td>25%</td>
</tr>
<tr>
<td>1-2 times per semester</td>
<td>21%</td>
</tr>
<tr>
<td>Daily</td>
<td>8%</td>
</tr>
<tr>
<td>Once per week</td>
<td>9%</td>
</tr>
<tr>
<td>1-3 times per month</td>
<td>20%</td>
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</table>