Summary of SPARC II Interview with Student Affairs on 04/01/11  
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Student Affairs introduced an emerging plan at the beginning in October 2010. This plan incorporates ideas that are consistent with all five of Armstrong’s strategic goals. Below are some examples within the plan discussed on 04/01/11 that are consistent with the strategic goals. They are grouped under best practices, challenges, concerns and suggestions. The strategic goal number most related to each example is placed at the end of each example in brackets.

Best Practices:

- Student government is now involved in the entire funding formula and matched with the strategic goals. (#4)
- Some of the departments are addressing goal #3 through the utilization of Facebook, Youtube, Twitter and downloadable web site bar codes to promote services and programs. (#3)
- The emerging plan defined how they connected with other divisions and related to value of the university. Examples of collaborative efforts that fit with the goals (#1, #2, #4):
  - Judicial Affairs will partner with VPAA, Deans and Department Heads to reaffirm our Academic Honor Code with faculty, staff and students.
  - Career Services will work with Alumni Affairs to strengthen relationships and identify potential employment / internship opportunities and service delivery to students.
  - The Office of Multicultural Affairs will seek partnerships with the First Year Experience office and the Assistant Vice President of Enrollment Services to reintroduce the early alert program (EASE) focused on Minority Students.
  - Final step is prioritizing efforts, finding/naming the funding source, defining what the plan looks like for fy12
- Student Affairs has an evaluation process for the SGA offices
  - Evaluation process will be introduced in year one (2011-12) but not linked to SGA executive stipends until year two (2012-13).
- Student organizations have increased from 64 to 85 (#4)
- Student Affairs added digital scanners to track who attends and how many participants are at their events (#3)
- Facebook is used to poll students and keep them informed (Student Union and Activities, Recreation Wellness). Suggestion to use YouTube more often in the future. Twitter is being used. Bar codes are being used to take students to the webpage. (#3)
- Student Affairs is endeavoring to have Armstrong included in the federal listing of universities that successfully serve Latino and Hispanic students. (#5,#4)
- The Regents have approved a portion of the activity fee increase requested so supplemental community service funding is anticipated (#4).
Challenges:
• Need a system for assisting organizations and advisers (#1,#4)
• Need an online system to post goals mission statements for organizations (#3)
• A need is present for funding community service programming; funding was requested but it wasn’t approved. (#5)
• Need a method to provide counseling services for online students (#1,#3)
• Gen Z presents unique challenges as the numbers of students with poor communication, social and coping skills appears to be increasing:-will need to develop innovative approaches to counseling larger numbers of students (#1)
• Retention of students on campus and online will require creative financing and allocation of resources (#1)

Concerns:
• Taken a step back by mandating that we can’t email students anymore. Only 700 students follow us on Facebook. Inkwell used to advertise positions via email and the applications have dropped off since this mandate. (affects #3)
• Question from gallery -- What are offices doing to provide services to online students?
  ○ Nothing (#3) SACs does require that all students receive most services, yet we do not have a method to provide counseling for online students (#1)

Suggestions:
• A stronger utilization of communications technology (eg. Skype, Internet video meetings) may enable us to counsel online students. (#3)
• An entry level position for a Student Organization Coordinator would substantially improve efficiency (#1). This person would advise the Organization Presidents Council, promote the development and recognition of new organizations, coordinate workshops for Recognized Student Organization executives and their advisors and help facilitate leadership programs within the department and division.
• Increase counseling staff to address GenZ increasing numbers (#1)