STUDENT AFFAIRS 08-09 ANNUAL REPORT DATA

**IMPORTANT:** Please submit by July 20, 2009 and be sure to read the form instructions. As you prepare this be sure to refer to last year's annual report and your department’s 2008-09 Planning Document.

Annual report, 2007-08
http://www.memphis.edu/studentaffairs/annualreport0708.htm

**Department/Sub-Department Name:** Adult and Commuter Student Services

**Location:** 500 Wilder Tower

**Phone Number:** 901-678-2644; 901-678-2995

**Web Site:** http://www.memphis.edu/acss

**Director Name:** Joy Rogers Stout

**Director Email:** jstout@memphis.edu

**Number of Full-Time Staff:** 2

1. **What is your BHAG?**

   To increase individual ACSS office visits/contacts to 1600 per academic year by 2012.

2. **Because different departments approach learning objectives in different ways, you can complete this section in one of two ways:**

   1. You may list the primary plans and projects you undertook in 2008-09. For each project list outcomes, including at least one student learning outcome, along with assessment data.

   -OR-

   2. You may list your student learning outcomes for 2008-09. For each student learning outcome list primary plans and projects that supported that outcome, along with assessment data.

**Training Seminars –**

- *Staying Safe On and Off Campus* – (collaboration with Police Services, Shelby County Sheriff’s Department and ACAD 1100).
  - Students will:
• apply learned safety tips as needed on and off campus
  Examples: call Tiger Patrol, park in well lit areas, walk in groups and assess their surroundings
  o Assessment method – Seminar evaluation responses
  o Number of respondents: 32

• Personal Financial Management – (collaboration with ACAD 1100 and Clearpoint Financial Solutions – Mrs. Cynthia Hampton; hosted both fall 08 and spring 09).
  o Students will:
    ▪ create/prepare a budget
    ▪ explain the difference between good and bad debt
    ▪ revise their spending habits
    ▪ utilize technology to access and review their consumer credit report
  o Assessment method – Seminar evaluation responses
  o Number of respondents: 35 (fall 08)/ 14 (spring 09)

• Tiger Technology: Who’s Profiling Your Profile – (Collaboration with ACAD 1100 and Career Services – Libby Lessentine)
  o Students will:
    ▪ design a Facebook/MySpace profile that would reflect an employer-friendly image/aspiring professional
    ▪ display appropriate pictures on Facebook/MySpace
    ▪ demonstrate appropriate use of comments for public viewing
  o Assessment method – Seminar evaluation responses
  o Number of respondents: 60

• Understanding Leasing Agreements – (collaboration with ACAD 1100 and Crye-Leike Property Management– Michele Harris)
  o Students will:
    ▪ explain their legal rights as a tenant
    ▪ know how to effectively evaluate a rental property before signing a lease agreement
    ▪ compare and select appropriate living arrangements
  o Assessment method – Seminar evaluation responses
  o Number of respondents: 14

• Healthy Eating – (collaboration with ACAD 1100 and Student Health Services – Ms. Jacque De Fouw)
  o Students will:
    ▪ explain the importance of reading food content labels
    ▪ select or prepare healthier meals and snacks
    ▪ discuss the importance of eating healthy
  o Assessment method – Seminar evaluation responses
  o Number of respondents: 13

• Love and Relationships – (collaboration w/ ACAD 1100 and Academic Affairs – Dr. Joseph
Ventimiglia, Sociology)
  o Students will:
    ▪ critique their current relationships
    ▪ discuss differences with their partner
  o Assessment method – Seminar evaluation responses
  o Number of respondents: 16

**Off Campus Housing Information Fair** – Participants: 602 (from 533 in 2008)

Students will:
  • Demonstrate an awareness of how to do an apartment search
  • Use skills learned in the *Understanding Lease Agreements* seminar to engage in conversation with leasing representatives
  • Identify specific apartments of interest

**Adult and Commuter Connection E-newsletter** –

Students will:
  • Identify programs and services of interest
  • Plan to attend listed events
  • Apply study tips and green/energy-saving tips to everyday activities
  • Recall information shared in the e-newsletter
  • Use technology to access and view the e-newsletter:
    o Assessment Method – Statistics/site analytics from issuu.com
    o Unique readers/clicks:
      ▪ Fall newsletters (Aug. – Dec. 2008) – 308
      ▪ Spring newsletters (Jan. – May 2009) – 536

**Women’s History Month Event** – (collaboration with College of Education, College of Communication and Fine Art, Department of Environmental Health and Safety, Campus School, Memphis City Schools, Memphis Light Gas & Water Recycling, Jabberblabber Magazine, and RecycleMania.)

Students will:
  • Recognize the importance of women and their contributions to society/environment
  • Discuss ways to conserve energy
  • Apply recycling tips at home and school
  • Differentiate between energy conservation and recycling
  • Attendance:
    o 65 students (elementary, high school, graduate/undergraduates)

**Market the new Commuter Lounge to students** -

  • Start Your Day With Us – We handed out over 650 bottles of water and over 1,000 flyers and buttons to students during the first week of fall classes.
3. Address the reasons for any primary plans and projects in your 2008-09 planning document that were not undertaken or achieved.

I. Establish a “Resimuter” identity at The Stratum on Highland Apartments:
   - A resimuter is a commuter student who resides in an apartment community and functions as a resident assistant or advisor would in an on-campus setting.
   - We initially connected with management at The Stratum on Highland to discuss this initiative. They were receptive and fully supportive of the idea.
   - After a major act of violence was reported at the Stratum Apts. in January 2009, we collaborated with the Center for Counseling, Learning and Testing, the U of M Police Services, Shelby County Sherriff’s office and the Commuter Student Association to provide a Safety seminar for commuter student residents of that property. This seminar would also serve as a “kick-off” to our plans to establish a Resimuter at that property.

   NOTE: This seminar was cancelled at the request of the owners and attorneys of the Stratum Apts. due to legal concerns related to the violent incident that occurred in January 2009.

II. Establish an adult peer mentor program to foster student learning through peer mentoring:
• Adult students will learn from each other how to be successful academically through tutoring opportunities
• This new initiative will encourage adult student retention, and allow for tracking the academic progress of program participants from semester-to-semester.

NOTE: Due to the lack of adequate staff and time to fully develop this project, the initiative was not achievable during the 08-09 academic year. There are plans to revisit this initiative during the 2009-10 academic year.

4. **If applicable, provide detailed utilizations numbers for 08-09 (e.g. counseling sessions, cases, students housed, children cared for, student visits, tests administered, students tutored, interviews hosted, internships posted and filled, etc.)**

**2008-09 Adult and Commuter Student Services Office Usage Data (by semester)**

**FALL 2008 (Aug. 1 - Dec. 31)**

<table>
<thead>
<tr>
<th>Reason For Visit</th>
<th>Sign-ins</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eat/Get Hot Beverage</td>
<td>450</td>
</tr>
<tr>
<td>Get Campus Information</td>
<td>16</td>
</tr>
<tr>
<td>Get Housing or Childcare information</td>
<td>11</td>
</tr>
<tr>
<td>Get Transportation Information</td>
<td>20</td>
</tr>
<tr>
<td>Study/Study Group</td>
<td>648</td>
</tr>
<tr>
<td>Take a Break</td>
<td>1441</td>
</tr>
<tr>
<td>Tutoring</td>
<td>40</td>
</tr>
<tr>
<td>Use the Computer</td>
<td>264</td>
</tr>
<tr>
<td>Work/Scholarship Service</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total Sign-ins</strong></td>
<td><strong>2890</strong></td>
</tr>
<tr>
<td><strong>Unique Sign-ins</strong></td>
<td><strong>233</strong></td>
</tr>
</tbody>
</table>

**SPRING 2009 (Jan. 1 - May 30)**

<table>
<thead>
<tr>
<th>Reason For Visit</th>
<th>Sign-ins</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eat/Get Hot Beverage</td>
<td>180</td>
</tr>
<tr>
<td>Get Campus Information</td>
<td>26</td>
</tr>
<tr>
<td>Get Housing or Childcare information</td>
<td>10</td>
</tr>
<tr>
<td>Get Transportation Information</td>
<td>7</td>
</tr>
<tr>
<td>Study/Study Group</td>
<td>317</td>
</tr>
<tr>
<td>Take a Break</td>
<td>668</td>
</tr>
<tr>
<td>Tutoring</td>
<td>37</td>
</tr>
<tr>
<td>Use the Computer</td>
<td>222</td>
</tr>
<tr>
<td>Work/Scholarship Service</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total Sign-ins</strong></td>
<td><strong>1467</strong></td>
</tr>
<tr>
<td><strong>Unique Sign-ins</strong></td>
<td><strong>156</strong></td>
</tr>
</tbody>
</table>
## 2008-09 Adult and Commuter Student Services Office Usage Data

### Reason For Visit (Aug 08 – May 09)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Sign-ins</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eat/Get Hot Beverage</td>
<td>630</td>
</tr>
<tr>
<td>Get Campus Information</td>
<td>42</td>
</tr>
<tr>
<td>Get Housing or Childcare information</td>
<td>21</td>
</tr>
<tr>
<td>Get Transportation Information</td>
<td>27</td>
</tr>
<tr>
<td>Study/Study Group</td>
<td>965</td>
</tr>
<tr>
<td>Take a Break</td>
<td>2109</td>
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<tr>
<td>Tutoring</td>
<td>77</td>
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<tr>
<td>Use the Computer</td>
<td>486</td>
</tr>
<tr>
<td>Work/Scholarship Service</td>
<td>0</td>
</tr>
<tr>
<td><strong>Total Sign-ins</strong></td>
<td><strong>4357</strong></td>
</tr>
<tr>
<td><strong>Unique Sign-ins</strong></td>
<td><strong>309</strong></td>
</tr>
</tbody>
</table>

## 2008-09 Adult and Commuter Student Services Office Usage Chart

### Adult and Commuter Student Services Website

- ACSS Website Statistics from Google Analytics (acss):
  - Page views -
- Total: 15,120
- Unique: 10,754
- Average time spent on pages: 1 min., 28 secs.

**E-newsletter – Adult and Commuter Connection**

- Statistics from Google Analytics:
  - Page views (/acss/newsletter.php)
    - Total: 1,566
    - Unique: 1,058
    - Average time spent on page: 2 min., 23 secs.

- Statistics from Issuu.com (interactive newsletter viewer):
  - Unique Views/Readers:
    - Aug./September 2008 – 31
    - October 2008 – 160
    - Nov./Dec. 2008 – 117
    - January 2009 – 139
    - February 2009 – 192
    - March 2009 – 104
    - April/May 2009 – 101

**Off Campus Housing Website Stats** *(from Off Campus Partners, LLC.)*

<table>
<thead>
<tr>
<th></th>
<th>TOTAL SYTD* (as of May 31, 2009)</th>
<th>TOTAL SINCE SITE LAUNCH</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REGISTERED USERS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Students</td>
<td>665</td>
<td>2,186</td>
</tr>
<tr>
<td>Guests</td>
<td>344</td>
<td>892</td>
</tr>
<tr>
<td>Registered Users</td>
<td>1,009</td>
<td>3,078</td>
</tr>
<tr>
<td><strong>SUBSCRIBERS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Property Managers or Complexes*</td>
<td>11</td>
<td>30</td>
</tr>
<tr>
<td><strong>PROPERTY LISTINGS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Regular Lease Listings</td>
<td>20</td>
<td>96</td>
</tr>
<tr>
<td>Student Listings</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>Property Listings</td>
<td>30</td>
<td>107</td>
</tr>
<tr>
<td><strong>SITE USAGE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Emails Sent Through Site</td>
<td>145</td>
<td>266</td>
</tr>
<tr>
<td>Page Views</td>
<td>87,895</td>
<td>198,307</td>
</tr>
<tr>
<td>Visits</td>
<td>4,869</td>
<td>9,860</td>
</tr>
<tr>
<td>Hits</td>
<td>149,048</td>
<td>300,338</td>
</tr>
</tbody>
</table>

*SYTD – Subscription year-to-date. Subscription period is from September to September.

5. **Report any additional data that demonstrates how your department supports the persistence and graduation of students.**
**Pinnacle Honor Society** helps foster the persistence and graduation of undergraduate adult students by showing an appreciation for outstanding academic performance. This recognition of achievement is also a tool used to encourage adult student graduation and the possible pursuit of graduate school.

The **Adult Student Association** helps to foster the persistence and graduation of undergraduate adult students by:

- encouraging the formation of lasting relationships with other non-traditional age students who are both undergraduate and graduate Pinnacle inductees;
- promoting adult student involvement
- fostering the development of leadership skills

Increased Pinnacle membership - 170 inductees (from 143 in 2008) – 19% increase!

- Undergraduate inductees: 110 (78 in 2008)
- Graduate inductees: 60 (65 in 2008)

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6. **If your planning document for 08-09 included departmental goals apart from student learning outcomes, please list them and briefly discuss progress made toward each goal, along with any appropriate supporting data. Also address any departures from your plans.**

**Goal I: To create a comfortable and interactive learning environment for adult and commuter students.**

The ACSS Department successfully:
- Maintained two student lounge areas throughout the fall and spring semesters
- Provided a study area exclusively used for studying and small group tutoring sessions
- Provided a space for adult and commuter students to network and meet for formal and informal interaction/meetings
- Posted current educational, social and cultural activities sponsored on and off campus
- Offered activities that facilitated social interaction

**Assessment Information**

- “Start Your Day With Us” Open House - 1
- Study Groups - 12
- Commuter Student Association (CSA) Executive Board meetings - 10
- Adult Student Association (ASA) Executive Board meetings - 8
- Pot Luck - 2

**2008-09 Adult and Commuter Student Services Office Usage Data**

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</table>
Goal II: To offer students educational support in their academic, social, and personal development.

Programs, Activities, and Services
- Provided training seminars (6 total; one seminar was offered both semesters) to augment their academic and social development outside the classroom:

Assessment Information
- Program Evaluations-respondents are required to list at least three things learned
- See statistical data for responses and number of participants

Goal III: To provide adult and commuter students with information regarding campus and community resources.

The following resources were provided:
- “Off Campus Housing” Website, message board, and other resource links
- ACSS Website
- Public transportation information
- Electronically published e-newsletter (monthly)
- Campus information through consultation, preliminary advising, and referrals
- Information and announcements via the ACSS e-mail list

Assessment Information
- See Website visits and Office Visits

Goal IV: To teach adult and commuter students self-advocacy

Programs, Activities, and Services
- Invited traditional and non-traditional age students to participate in NSO sessions to learn how to interact effectively with faculty, staff, and new students
- Hosted seminars related to adult and commuter student development and interest
- Made appropriate referrals to admissions, financial aid, career and psychological counseling, student activities, etc.
Assessment Information
- Program evaluations
- Student feedback

Goal V: Increase awareness of our locations and ongoing services to students

The ACSS Department:
- Hosted an Open House in both lounge locations
- Posted flyers in Wilder Tower and in other appropriate locations regarding both lounge locations
- Advertised our services and lounge locations in the Daily Helmsman
- Involved Advisory Board members in publicizing our services and locations

Assessment Information
- Student reports
- Office usage data

7. **List any revenue producing initiatives and results:**

1. **Off Campus Housing Information Fair** –
   a. Revenue total: **$10,000** (from $5,400 in 2008) – **85% increase**!
   b. Participants: 602 (from 533 in 2008) – **13% increase**!
   c. Vendors: 39 (from 22 in 2008) – **77% increase**!

2. **Off Campus Housing Information Website** –
   a. 08-09 Revenue total: $1,042.73 (as of June 2009)
   b. 08-09 New Vendors: 11 Subscribers (30 total since inception)
   c. 08-09 New Property Listings: 30 property listings (107 total since inception)

8. **Individual staff and student accomplishments:**

- Karol Benfield (ASA Vice President) was named to Who's Who among Students in American Universities and Colleges. (Spring 2009)
- Seneca McPhee (graduate assistant) earned her Master of Arts in Liberal Studies. (May 2009)
- Adult Student Michele Gwinn earned her Bachelor of Nursing degree and graduated Summa Cum Laude. (May 2009)
- Heather Hampton, Office Coordinator, was awarded the prestigious Pyramid Award. (June 2009)

9. **Additional bragging points for department – list anything else that top administrators should know about your area:**
• Increased Housing Fair attendance to 602 (from 533 in 2008) – 13% increase!
• Increased Housing Fair revenue to $10,000 (from $5,400 in 2008) – 85% increase!
• Increased Off Campus Housing website revenue to $1,042.73 (from $678.54 in 2008) - 54% increase!
• Increased Pinnacle membership to 170 inductees (from 143 in 2008) – 19% increase!

10. You may paste any complimentary emails or other attributable quotes that reflect well on your department here.

From Dr. Rosie Phillips Bingham on the August 08 newsletter:
• Looks Fabulous! Rosie
  (Sent: Thu 8/28/2008 6:07 PM)

From Dr. Stephanie Blaisdell:
• Hi Joy, I was meeting with Karen Weddle-West yesterday...when she happened to mention that your presentation on off-campus housing was rated as the most helpful session of the program. Congratulations! This is the type of data that you need to bring forward when talking about this service.
  (Sent: Wednesday, February 11, 2009 1:31 PM)

From: Dr. Brian W Meredith on the Pinnacle Honor Society Induction Ceremony:
• Mrs. Stout: I thought Saturday was a very nice day. You and your staff did a marvelous job with the program. I was pleased to be part of the day. All my best, Brian
  (Sent: Monday, April 20, 2009 11:03 AM)

From: Dr. Kathryn S Hawes on the Pinnacle Honor Society Induction Ceremony:
• Joy, great job as always. I love supporting you and what you do. Kristy, I had no idea that you are such a good leader! Excellent work. Many thanks, Kay
  (Sent: Tuesday, April 21, 2009 7:35 AM)

From Vicki Black:
• The March newsletter is very nice and filled with important information for our students. GOOD JOB!!
  (Sent: Thu 3/12/2009 10:11 AM)

11. Submit any photos that portray your department’s 2008-09 activities by placing them in your O Drive and notifying Rachel of the location.