**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

<table>
<thead>
<tr>
<th>Department/Sub-Department Name:</th>
<th>Leadership &amp; Involvement—Student Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location:</td>
<td>800 Wilder Tower</td>
</tr>
<tr>
<td>Phone Number:</td>
<td>901.678.8679</td>
</tr>
<tr>
<td>Web Site:</td>
<td><a href="http://www.memphis.edu/student_leadership/">http://www.memphis.edu/student_leadership/</a></td>
</tr>
<tr>
<td>Department Annual Report web link (if applicable):</td>
<td></td>
</tr>
<tr>
<td>Director Name:</td>
<td>Justin Lawhead</td>
</tr>
<tr>
<td>Director Email:</td>
<td><a href="mailto:jtlawhed@memphis.edu">jtlawhed@memphis.edu</a></td>
</tr>
<tr>
<td>Number of Full-Time Staff:</td>
<td>7</td>
</tr>
<tr>
<td>1. What is your BHAG?</td>
<td></td>
</tr>
<tr>
<td>2. Because different departments approach learning objectives in different ways, you can complete this section in one of two ways:</td>
<td></td>
</tr>
</tbody>
</table>

**Community Service**

1. **Restructure Students Advocating Service leadership and membership (recurring):** To centralize and empower the leadership of the organization and open membership to more students.

**Outcomes:** We restructured the SAS chair positions and the meeting agenda to improve organization operation. We implemented new a training program for Board members focusing on organizing and implementing a service project and about properly publicizing and promoting their events. The members created group goals and set a vision for the year. Chairs took on more responsibility than previous years and programs (particularly Service on Saturday) were more organized than they had been in years (set-up on time, sites confirmed properly, etc.)
We also opened the membership process to allow for more participation. Although membership numbers were still somewhat low, the members were very active and have become Board members for next year.

**Learning Outcomes:** Students demonstrated a strong work ethic, and worked together to set goals and support each other’s projects (teamwork).

**Assessments:** a.) Community Service programs that are better organized. Programs (particularly Service on Saturday) were more organized than they had been in years (set-up on time, sites confirmed properly, etc.); b.) Increased participation of SAS general members. Members attended meetings regularly, provided input, took on portions of the planning processes, and helped set-up and implement the events.

2. **Foster relationships with other departments and organizations:** To encourage further participation in community service programs and educate others about community service opportunities.

**Outcomes:** We identified and reached out to several different programs and student organizations on campus that would be interested in service. As a result, SAS was able to partner on service projects with Emerging Leaders, Black Scholars Unlimited, Order of Omega, Kappa Delta, Phi Mu, Delta Gamma, Sigma Kappa, Panhellenic Council, P.A.U.S.E., Kappa Alpha Psi, Sigma Gamma Rho, American Humanities, and Amnesty International among others. We also spoke at several ACAD classes and a graduate art education classes.

**Learning Outcomes:** Created teamwork and cooperation between students and organizations on campus. Developed community ties for students who may not otherwise have connected with the community agencies.

**Assessments:** a.) A more diverse participation in community service programs; b.) Increased overall participation in service programs (up 72% from previous year.)

**Student Activities Council**

1. **Improve communication with faculty regarding SAC programs relevant to academic areas:** To inform faculty of out-of-classroom experiences that could enhance their classroom teachings

**Outcomes:** For each of the Ideas & Issues events throughout the year, as well as many of the cultural arts and music events, SAC reached out to specific academic departments. For each event, students and staff worked together to identify those academic areas related to the subject matter. Students then obtained the faculty e-mails from those departments and sent e-mails informing them of the event and how it could enhance their classroom learning. This resulted in faculty from Biology, Spanish, Women’s Studies, ACAD, African and African American
Studies, Counseling, Educational Psychology & Research, Sociology, Social Work, and Music sending students to SAC events.

**Learning Outcomes:** Students demonstrated communication skills with faculty and program planning skills (promotion and publicity).

**Assessment:** Increased attendance numbers at speakers, panels, and cultural events (up by 4.4% from previous year)

2. **Explore the use alternative technology for publicizing events:** To better reach students using the most popular technological methods of communication

**Outcomes:** SAC diversified the use of Facebook in promoting events. Not only did students create Facebook events for the various programs, but also increased the use of status updates in promoting events. SAC decided not formalize a text messaging system this year, but did begin a campaign to encourage “text word of mouth.” At many programs, SAC members would announce “if you like what you see, text your friends and tell them to come.”

**Learning Outcomes:** Students demonstrated program planning skills (promotion and publicity), and critical thinking skills to arrive at new ways to use Facebook to promote.

**Assessment:** Increase in the number of events publicized using these methods.

**Student Organizations**

1. **Hold RSO accountable for SEA funds allocated:** To ensure organizations are spending SEA funds appropriately and managing events effectively

**Outcomes:** We successfully trained the SEA committee to attend SEA events and report on effectiveness of the allocation. SEA events were divided among the SEA committee members, who were then charged with taking note of publicity & promotion frequency and location, and attending the events to note organization, attendance, etc. Committee members brought this information back to the committee and used it in the subsequent decision-making session.

**Learning Outcomes:** Students demonstrated budget management skills to properly use funds awarded, as well as event-planning skills to properly promote and execute a successful event.

**Assessments:** Observation reports completed by SEA Committee members and used in discussions regarding next semester’s funding.

2. **Provide a venue for information for successful Officer Transition:** To provide resources to members of Registered Student Organizations in order to promote
experiential learning, collaborative efforts, and cooperation among students

**Outcomes:** As part of the re-registration process, RSO officers go through a brief tutorial on officer transition. This tutorial walks them through the items and information that the previous officers should have shared with the incoming officers. This is designed to educate incoming officers and encourage them to contact past officers for the information they will need.

**Learning Outcome:** Students exposed to concepts of **effective organization management** and officer transition process.

**Assessment:** All organizations re-registering required to “Accept” tutorial before proceeding to registration process

3. **Development and growth of students serving as Chairs or Executive members of the Student Activities Council.**

**Learning Outcomes and Assessments:**

- **Program Planning (i.e. publicity, promotion, logistics)** --100% (7/7) answered yes to gaining skills
  
  Excerpts from reflection comments: “A lot is what I anticipated, but it was the small details that I didn’t. Dealing with the people you work with & getting in touch with people. Helped me build social skills in a more work-based environment.”
  
  “It’s not just the blink of an eye. It actually takes a lot of thought, a lot of hard work. It’s a lot about relationship building.”

- **Effective decision-making** --100% (7/7) answered yes to gaining skills
  
  Excerpt from reflection comments: “Sometimes it is hard to see the difference between the best interest of SAC and the best interest of the target audience. This creates difficulty by having to choose which one is more important when planning events.”

- **Effective Communication** --86% (6/7) answered yes to gaining skills
  
  Excerpt from reflection comments: “I learned that you have to talk differently to different people and listen differently. I also learned to chill and let others talk.”

- **Negotiation** --100% (6/7) answered yes to gaining skills
  
  Excerpt from reflection comments: “With committee members when we had conflicting ideas—We had to discuss & find compromise. Also, as COOP Buyer, I had to try to work with agents.”

- **Critical-thinking** --100% (7/7) answered yes to gaining skills
  
  Excerpt from reflection comments: “Not knowing about certain movies and events, I had to broaden my thinking and also do research on my programs.”
before they got here. It caused me to research and analyze my programs in order to present them in the right way. I had to critically think about the purpose of the program and relate it to the campus.”

- Conflict management --100% (7/7) answered yes to gaining skills
  Excerpt from reflection comments: (I learned) “that I get really heated and that is not the best way to handle things. Sometimes no one’s going to win. Sometimes no compromise, so why dwell on that. Every person is different. I have learned to say ‘ok, this is how I feel. How do you feel? Can you see where I’m coming from?’”

- Time management --86% (6/7) answered yes to gaining skills
  Excerpts from reflection comments: “By using a checklist and a to-do list and also by planning ahead instead of just doing. I was more aware of my time and my deadlines, which helped better manage my time.”
  “At the beginning, I was not utilizing 8-week checklist & suffered for it; 2nd semester discovered importance of it & started using and time mgt skills greatly improved.”

- Budget management --86% (6/7) answered yes to gaining skills
  Excerpt from reflection comments: “Committee members would have awesome ideas, but they weren’t possible due to budget. I would have to examine budget and then come back to committee. This is a great idea, but let’s see how we trim it down to do it within budget.”

4. Development and growth of students actively serving as committee members for the Student Activities Council.

Learning Outcomes and Assessments:

- Event planning
  Excerpt from reflection comments: “I learned that you have to plan in advance. It takes more than one person being involved and many different opinions on what the “best idea or way” to go. I learned that is can be costly so working on a budget is a good goal to set. Finally, I learned that you must have a passion for the event or organization and positive outlook/personality to make the event a success.”

- Time management--89% (8/9) answered yes to learning about
  Excerpt from reflection comments: “I learned that setting up block times to do certain things is a necessity. Saying NO is appropriate if you will not be able to commit to something. Saying YES can sometimes cause an individual to stretch themselves too thin.”

- Organizational skills--72% (8/11) answered yes to learning about
  Excerpt from reflection comments: “When an event is coming up, it is good
to have an outline made of what should be done for the event and who will do it. When it comes to posters, flyers, any advertising should be divided among people, so that not just one person is having to put up everything."

• Teamwork--100% (12/12) answered yes to learning about

  Excerpts from reflection comments: “I learned that one person is not capable of handling everything. The stress load in providing events for the University is extremely too large and the time it takes to make the event a success is huge. Also, people have much different strength which helps the team be better-rounded and get through a certain task effectively and in a timely manner.”
  “I learned how to work with people who had different levels of motivation about getting things done.”

• Networking--80% (8/10) answered yes to learning about

  Excerpts from reflection comments: “I loved meeting new people in SAC. SAC brings together many different types of people and remains to be very diverse.”
  “I met many people I wouldn’t have on my own. There was always an opportunity to network.”

• Cultures & diversity--77% (7/9) answered yes to learning about

  Excerpts from reflection comments: “I had to work with different types of students & artists and learned much from them and their lives.”
  “People are different in ways other than race, religion, and gender. Taking the time to appreciate others is worth it!”

• Leadership--89% (8/9) answered yes to learning about

  Excerpts from reflection comments: “It thought me to recognize leaders and provided me ways to lead other than the ‘ordinary’ ways. Leaders are very different and since they are different the style of leadership they use is tremendously different and when an individual can adapt each leadership style they ultimately become a better leader.”
  “I learned how to lead in a less controlling and passive manner.”
  “You get to work up under wonderful people and their skills rub off onto you and they begin to notice and give you larger roles to play.”

• Communication--88% (7/8) answered yes to learning about

  Excerpt from reflection comments: “Needed to be able to speak openly and freely to people about what ideas you have for an event or what should be done.”
### 3. Address the reasons for any primary plans and projects in your 2008-09 planning document that were not undertaken or achieved.

To provide resources to members of Registered Student Organizations in order to promote experiential learning, collaborative efforts, and cooperation among students. **Action steps:**  
- a.) Advisor Workshops once a semester;  
- b.) 1 Brown bag series per semester;  
- c.) Set a RSO theme for promotional information of camaraderie and collaboration among RSOs;  
- d.) RSO Programming Calendar on the RSO page

The departure of our Assistant Coordinator for Student Activities (Teanca Shepherd) set us back on this plan.

### 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.)

- Number of SAC events: 64  
- SAC event attendance: 18,438  
- Community service participants: 680  
- Community service hours donated: 2,409  
- Registered Student Organizations: 175  
- RSO’s served with Operational Assistance: 90  
- Operational Assistance Requests: 186  
- Organizations served with Student Event Allocations: 31  
- Student Event Allocations programs: 57

### 5. Report any additional data that demonstrates how your department supports the persistence and graduation of students.
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.

7. List any revenue producing initiatives and results:

A participation fee of $75 was collected from Alternative Spring Break participants. Income served only to partially supplement overall cost of each program. No profit incurred.

8. Individual staff and student accomplishments:

**Angie Dunlap (Coordinator, Student Activities)**—served as Campus Activities Marketplace Coordinator, for the NACA Central Region since November; was nominated for the 2009 Pyramid Award

**Teanca Shepherd (Asst. Coordinator Student Activities thru January 2009)**—was selected for and served in the NACA Leadership Fellows program; served as the Special Events Coordinator for the NACA Central Regional Conference in October 2008; presented an educational session at the 2008 NACA Central Region Conference in Tulsa; co-authored article for NACA Programming Magazine

**Julia Adames (SAC President 07-08)**—served as the 2008 NACA Student Rep for the Central Region

9. Additional bragging points for department – list anything else that top administrators should know about your area:

**Why Do You Hate Me Week/ The Writing on the Wall/ Tunnel of Oppression**

The 6th Annual Why Do You Hate Me Week took on the issue of discrimination in a unique way. The week included **Hello My Name is Hispanic** photography display, **Mix it Up Day**, a keynote speech by filmmaker Brent Scarpo, **Tunnel of Oppression**, and the **Writing on the Wall Project**. The Tunnel of Oppression gave participants first-hand experience with various forms of discrimination including racial, gender, sexual orientation, ability, religious, and body image discrimination. Participants walked through a series startlingly honest scenes of discrimination and then congregated to discuss their reactions to the experience. Participants also talked about what they could do as individuals to promote positive change on campus and in the community. The Writing on the Wall Project included over 300 cinder blocks designed and painted by U of M students, faculty & staff to represent the words and phrases that separate as a society. The blocks were built into a wall on the Student Plaza to represent the barriers that we build between us with these words and to educate the community about the hurtful things they say. Over 500 students attended on Friday to bring down The Wall. The week
had an impact of approximately 5,100 students, 370 of whom participated in the Tunnel of Oppression, and an estimated 4,550 of whom were impacted by The Wall. SAC partnered with The Office of the Vice President for Student Affairs, Physical Plant, Marketing & Communications, Police Services, the Provost’s Office, Business & Finance, Parking Services, and several other campus departments. SAC also partnered with over 15 other organizations, including, but not limited to Common Ground, Hispanic Student Association, EMOC, NAACP, Muslim Student Association, Hillel of Memphis, SGA, BSA and several Greek organizations.

**Major Speaker**

In February, Nobel Peace Prize winner, **Jody Williams** appeared in the Rose Theatre to an audience of over 250. Ms. Williams, was awarded the Nobel Peace Prize in 1997 for her work in creating an international treaty to ban landmines and for the clearing of anti-personnel landmine fields. She also went on to share these messages with 300 high school students from the Midsouth all weekend as part of the PeaceJam program. SAC co-sponsored the appearance with BRIDGES and Rhodes College.

**Other Speakers and Issue-oriented programs**

The 2008-09 year was filled with additional speakers, awareness weeks, debates and discussions designed to address societal issues and encourage exchange of ideas among students, staff and faculty. **Challenging Nature** brought Dr. Lee Silver to discuss genetic research and the meaning of life. The fifth annual **Domestic Violence Awareness Week** combined, film, speakers, workshops, **The Clothesline Project** and a **Survivor Panel** to address the issues surrounding domestic violence and emphasize its relevance to college students. The keynote program, **Let’s Talk About “IT”** by Kelly & Becca, addressed empowerment as it relates to sexual assault. SAC partnered with the Center for Research on Women for this program. Through **Rebuilding Hope**, Sudanese refugee Gabriel Bol Deng gave perspective on the ongoing political turmoil in Sudan, the situation in Darfur. The student chapter of Amnesty International partnered on Rebuilding Hope. **C.L. Lindsay**’s humorous lecture provided students with a legal perspective on their rights regarding the use of Facebook and other social networking sites.

**Cultural Arts**

SAC sponsored a variety of very successful cultural arts events throughout the year. These events helped expose students to the customs of a global community while entertaining. **Mayda del Valle** provided students with a taste of Latin culture through poetry inspired by her Puerto Rican background. The annual **Homecoming Step Show** crossed racial barriers by sharing the art of stepping with non-traditional populations. **Kip Fulbeck** challenged the audiences’ definitions of culture, (specifically Asian cultures) through his photo presentation the Hapa Project. In **Mystic Iran**, Aryana Farshad shared a multi-media perspective on Iran and Persian culture. **Las Guitarras de Espagne** shared the music, dance and culture of Spain through an entertaining performing arts presentation with a question and answer component.
Comedy
SAC partnered with BSA to sponsor and promote the Black History Month Comedy Show featuring Ronnie Jordan, which brought out approximately 700 people. The Spring Fling Comedy Show featured Mad TV star Aries Spears.

University Traditions
Traditions at the University of Memphis were sustained with programs such as Opening Week, Homecoming, Winterfest, and Spring Fling. Each of the programs included a number of events designed to bring the campus community together and provide social interaction and school spirit among students. Opening Week provided students with interaction and University connectivity at the Warm Welcome Picnic, Karaoke Night, Comedy Slam, outdoor Movie on Mall, and the Freshman Convocation support program called the Student Involvement Fair, which exposed to students to 101 student organizations and community agencies. Frosh Frenzy is another tradition supported by SAC. This year, approximately 180 freshman participated in pre-game activities, a tailgate, created the human tunnel for the team, and had a post-game party. Homecoming brought students together and raised school spirit with the Homecoming Kickoff event, novelty events, Homecoming Step Show, the Cadre Party, and Homecoming competitions including banners, blood drive, parade entries, and game attendance. The Homecoming Parade saw its fifth consecutive year and once again proved to be a great success! Winterfest kicked off the Spring semester with free hot chocolate, game night, karaoke, and novelties. Spring Fling provided a year-end outlet for stress-relief featuring a week’s worth of events and culminating with the Saturday event including the live band One Pin Short, BBQ, crawfish, student organization sponsored activity booths and novelty games. Saturday’s event also provided a chance to show-off our University to 200 high school juniors through a partnership with the Admissions Office and Junior Preview Day.

Alternative Spring Break
Over spring break, 13 students and two staff members went to St. Louis, MO and donated 405 hours of community service over a day period. Students worked in the homes of two senior women helping with clean-up & repairs, delivered Meals on Wheels, worked on an enhancement project for a senior center, and visited with area seniors. The cost of this trip was approximately $2,600 this year, given that it was fairly close to home, there were no service charges with the agencies, and we found free housing.

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

From: Nancy J Nishimura (nnishimr)
Sent: Friday, April 03, 2009 5:43 PM
To: Student Activities Council
Subject: Tunnel of Oppression
Hello,
I would just like to express my appreciation for all your work on the project "Tunnel of Oppression". Clearly this took a lot of planning and hard work from many people to make this a success. My graduate students and I attended this event (it happened to fall on a class night), and we all agreed that it was an impactful learning experience. I hope that you will continue to offer quality programs like this in the future.

Thank you,

Nancy Nishimura
Associate Professor
Counseling, Educational Psychology & Research Department

***************************************************************************
***
From: Shelby L Slater (slslater)
Sent: Friday, April 03, 2009 2:17 PM
To: James E Hellums (jhellums)
Cc: Rosie P Bingham (rbingham)
Subject: Observations

Jim,

Compliments to your staff and each student who participated in cleaning the plaza following today’s wall removal and subsequent step show. Everything was back to normal within a very short period of time following the conclusion of these events.

Thank you,

Shelby L. Slater
Emergency Preparedness Coordinator
University of Memphis
371 Administration Bldg.
Memphis, TN 38152
Office (901) 678-2254
Fax (901) 678-5128
slslater@memphis.edu

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.

Student Activities O: Drive-- “Annual Report pics 08-09” folder.