Section 1: Annual Progress in Assessing Department Effectiveness
The Division of Student Affairs and Enrollment Management (SAEM) made several changes to assessing division effectiveness during the 2007-08 academic year.

New/Significantly Revised Outcomes

Admissions established learning outcomes for students and parents attending Southern’s Orientation, Advisement, and Registration. The results of these learning outcomes led to the addition of two sessions to the student schedule: “Talk with the Dean” which focused upon civility and civic engagement and “Sprit and Traditions” to educate students about the history of Georgia Southern. Another session was redesigned based upon the learning outcomes; the “Faculty Address” session for parents became “Preparing your Student for College Success” which focused on civility and civic engagement.

Health Services developed two new outcome measures. A new patient satisfaction outcome was implemented and a method designed to measure perceived awareness of available health services and the quality of those services. A comparative institutional health fee outcome was added to determine if the University’s health fee is competitive with other similar institutions in the state and region.

New Methods for Assessing Outcomes
Several departments created new surveys to measure outcomes: the Alcohol and Other Drug Office developed an alcohol survey, Greek Life developed satisfaction surveys for recruitment and a campus-wide Greek life survey, and Health Services constructed a student awareness and perception of health services survey. Similarly, the Registrar’s Office implemented a faculty evaluation form in fall 2007 to evaluate the attendance verification process using palm pilots.

A few departments changed the way the survey was administered in order to accommodate target populations. During Operation Move In, all students and parents were provided a paper survey to assess the program instead of the online survey that was used the previous year. By utilizing a paper survey during 2007, University Housing increased the response rate by 469%. Conversely, Admissions and Career Services implemented online assessments to measure outcomes for orientation and post-graduation, respectively. Career Services also initiated a web-based evaluation for cooperative education students and their supervisors.

Section 2: Overall Department Health/Major Changes
Several major changes occurred within the Division of Student Affairs and Enrollment Management during the 2007-08 academic year that will likely have a substantial impact in the future.

Recruitment Efforts
Admissions implemented Hobson’s Enrollment Management Technology (EMT) Connect, which includes a web portal, prospect management database, e-mail capability, and a Tele-Center, that enhanced Admissions’ methods of communication with prospective students. The addition of the new Atlanta Regional Recruiter helped increase the number of schools visited in North Georgia.
Admissions continues to collaborate with Academic Affairs and University Advancement to utilize scholarships as recruiting tools. New scholarships designated for recruitment this year included the Goizueta Scholarship of $42,500 to be divided into scholarships for Hispanic students, Alice and Charles Christmas Scholarship of $900, Mark Anderson Scholarship in Business of $700, and two Paulson Scholars Research Stipends for undergraduate research.

The number of students participating in a campus visit increased 12% from last year and the yield increased from 58% to 83%. Special group visits increased considerably this year to 44 groups with 1,445 visitors compared to 25 groups with 786 visitors last year.

Recruitment of High-Ability Students: The Division together with Admissions continued to improve the academic profile of the freshmen class by increasing the average SAT from 1108 to 1110 and meeting the enrollment goal of 2,600 freshmen students for fall 2008.

Recruitment of International Students: International enrollment numbers increased compared to last year’s enrollment. Admissions held its Second Annual International Visitation Day which amplified the visibility and appeal of Georgia Southern as a viable transfer option for international students and gained state-wide attention. The department also completed three successful return recruitment trips to Costa Rica and Honduras.

Expanded Programming & Services

The Office of the Vice President for Student Affairs and Enrollment Management established the Eagles in D.C. Internship Program. In its inaugural year, five Georgia Southern students were placed as interns during summer 2008 in the Washington, D.C. congressional offices of U.S. Representatives John Barrow, Nathan Deal, and Phil Gingery and U.S. Senator Johnny Isakson; they also received financial support from the Vice President’s Office. This competitive program will be continued as it not only provides valuable experience for the students, but also establishes an important connection between GSU and our legislators.

The Office of Spirit and Traditions was established to promote school spirit, re-establish old traditions and create new traditions. In addition, the office assumed supervisory responsibilities for the cheerleading program from the Athletic Department. Under the leadership of SAEM along with additional financial support from the Student Activity budget, the cheerleaders were able to compete in the National Championships in Daytona, Florida where the All-Girl squad placed first in their division. The All-Girl squad was able to travel to Jacksonville to cheer for an important men’s basketball game between GSU and the University of Florida as well. Both the cheerleaders and the Pep Band attended the entire Southern Conference basketball tournament in Charleston, South Carolina to support the men’s and women’s teams. Spirit and Traditions also reintroduced pep rallies to the campus community with two pep rallies for football and one for basketball. These were very successful with over 2,500 in attendance at the first Kick-Off Eagle Rally and over 500 in attendance at the Homecoming and basketball pep rallies. Other successful new traditions included the First Annual Holiday Lighting on Sweetheart Circle and the Senior Send-Off celebration for graduating students.

Health Services successfully implemented a third party health insurance billing and collection program which included becoming a contracted Primary Care Provider with a majority of the state, regional, and national health insurance plans that Georgia Southern University students and parents participate in. Through these efforts Health Services was able to reduce or eliminate fee-for-service charges for insured students while generating a significant revenue stream to support future Health Services operations and facility needs without having to substantially increase the mandatory health fee or charge fee-for-services.
Facilities
Several offices relocated during the year to repurposed buildings. The **Office of Strategic Research and Analysis** moved to Veazey Hall in October while the **Academic Success Center** and the **Student Disability Resource Center** moved to Cone Hall in December.

University Housing continued to experience major changes in facilities to accommodate increasing enrollment and prepare for the upcoming freshmen residency requirement. In June 2007, Ambling University Development Group was selected to design and construct the University’s newest residence hall, Centennial Place, and construction is underway. This new state-of-the-art complex is scheduled to open for fall 2009 and will provide over 1,000 beds in the newer style of campus housing. To make room for the new complex, the demolition of Johnson, Olliff, and Winburn Halls began in May 2008. Since this resulted in a reduction of 950 bed spaces, the University purchased Campus Courtyard, an off-campus apartment complex. During the summer of 2008 nearly four million dollars in renovations were completed. The facility, which was renamed University Villas, now provides bed space for 464 students. Three older apartment complexes along Knight Drive – The Lodge, The Village and Cambridge Apartments – were also purchased. The Village and The Lodge apartments are scheduled for demolition to allow for additional student parking for both Kennedy and Eagle Village complexes.

New Policies
In collaboration with Information Technology, **SAEM Technical Support**, and Academic Affairs, the **Registrar’s Office** fully implemented the First Day Attendance Policy for fall 2007. The policy implementation required broad communication of the policy to faculty, staff, and students which was accomplished through e-mail messages, advertisements and articles in The George-Anne, a website with policy details and answers to frequently asked questions, fliers distributed at orientation and through Advisement Centers, and faculty members discussing the new policy in their classes. The implementation also required computer programming to allow faculty to easily report the attendance of students on the first day of class and to allow students a mechanism to request exceptions to the First Day Attendance Policy for extenuating circumstances. To enhance the attendance verification process for large classes, palm pilots with magnetic stripe readers were used for scanning student ID cards as students entered large classes. Approximately 75 classes with an enrollment of 75 or more were targeted for the ID card scanning process in both fall 2007 and spring 2008. This process greatly reduced the time faculty members were required to spend on attendance verification and contributed to the successful implementation of the First Day Attendance Policy.

The full implementation of the First Day Attendance Policy allowed for the concurrent implementation of the electronic wait lists for classes. Once a seat becomes available in a class, the student is notified through MyGeorgiaSouthern of its availability; the student must register for the class within 10 hours of the seat being made available before the slot is offered to the next student on the wait list. The implementation of the wait list function should improve retention and graduation rates by allowing students to register for their required courses sooner.

Professional Development
The **Office of the Vice President for Student Affairs and Enrollment Management** continued its focus on training and development opportunities to provide excellent service to the Division’s customers. The Departmental Ambassadors for New Employees (DANE) program was successfully implemented to encourage division awareness and collaboration among departments at the earliest stages of an individual’s employment and to create a support network that best serves our customers (students, parents, external clients, and each other). The **Dean of Students Office, Student Media, Multicultural Student Center, and Educational Opportunity Programs** completed the Division’s Quality Service program which focuses on decision making when dealing with customers. The **Vice President’s Office** also provided workshops on budgeting, Quicken financial software and effective communication. Student
Affairs and Enrollment Management’s **Professional Development Council** contributed to the effort by reinstituting the Professional Development Series and offering workshops on healthy living, student affairs trends, and Georgia Southern history and traditions.

**New Leadership**
Several departments within the division experienced changes in leadership which in turn infused the departments with fresh ideas and opportunities. Patrice Buckner is the new Director of **Judicial Affairs**, Kelley Callaway is now the Director of **Student Media**, and Dr. Todd Deal is the Interim Director of **Student Leadership and Civic Engagement**.

**Section 3: Summary of Major Department Accomplishments in 2007-2008**

**ANNUAL PROGRESS IN DIVISION STRATEGIC PLANNING**

The Division made many strides towards meeting our strategic goals and objectives during the 2007-08 academic year. What follows are a description of each objective and a summary of the major accomplishments that demonstrate progress towards meeting the objective.

**Collaborate with Academic Affairs to foster a rich cocurricular environment (Academic Distinction)**
The Division continued to develop its partnership with Academic Affairs in order to provide and enhance learning experiences for students. During 2007-08, this was accomplished by SAEM departments providing academic instruction, collaborating with faculty to enrich course requirements, developing academic initiatives, and providing cocurricular programming.

Several SAEM departments provided academic instruction throughout the year. **Student Leadership and Civic Engagement** in collaboration with the College of Liberal Arts and Social Sciences received approval for the first official leadership course, LEAD 2031 Principles of Leadership, while a second leadership course, IDS 3090 Seminar in Leadership, was offered for the first time during spring 2008. **Career Services** continued to offer several credit courses: Career Exploration (GSU 2121), Professional Development Seminar (GSU 2122), and Cooperative Education courses. The **Academic Success Center** successfully partnered with the Department of Mathematical Sciences to offer a mandatory study group component for selected MATH 1111 classes. Students in these classes achieved a higher pass rate compared to students in other sections. ASC also partnered with the History Department to offer auxiliary instruction (peer-led study groups) with selected HIST 1112 and HIST 2110 classes; students participating in the program performed better in class than those not participating. Additionally, **Campus Recreation and Intramurals**, the **Counseling and Career Development Center**, **Health Services**, and **Student Media** offered practicum experiences for undergraduate and/or graduate students, while **Campus Recreation and Intramurals**, **Career Services**, the **Counseling and Career Development Center**, **Health Services**, the **Multicultural Student Center**, **Student Leadership and Civic Engagement**, and **Student Media** presented various programs to students in a variety of academic classes.

Numerous SAEM departments worked with the faculty to provide resources to students that serve to deepen course learning outcomes. The **Multicultural Student Center** provided semester diversity calendars to the faculty in an effort to allow faculty members to incorporate diversity programs into their course requirements. The **Academic Success Center** collaborated with academic departments to offer a study tips workshop series at midterm. **Campus Recreation and Intramurals** teamed with the College of Health and Human Sciences to design cocurricular programming through the Southern Adventure Trip Program, Fitness Assessment Practicum, and Group Fitness Instructor Training. **Student Leadership and Civic Engagement** teamed up with First-Year Experience to offer the Eagle 2 Eagle Peer Mentoring
program. Nearly 30 current upper-class students served as mentors to approximately 100 first year students to encourage student engagement and improve retention.

The Division provided additional cocurricular experiences by continuing to expand its lecture series and bringing high profile speakers to campus. During November 2007, Student Media hosted Civil Rights reporter and author Alvin Benn who spoke about his experiences covering the civil rights movement in Alabama in the 1960s. The Multicultural Student Center together with the Office of the Vice President for Student Affairs and Enrollment Management hosted Cornel West, one of America’s best-known scholars and public intellectuals, as part of the University’s 2008 Martin Luther King, Jr. Observance Day Program. In January 2008, Student Leadership and Civic Engagement hosted Lisa Ling, Special Correspondent for the Oprah show and contributor to National Geographic Channel and the Oxygen Network, who delivered the keynote address on “Opening Minds and Hearts to the Issues Surrounding Us” during Leadership and Civic Engagement Week. The Office of the Vice President for Student Affairs and Enrollment Management partnered with First-Year Experience, Campus Life Enrichment Committee, Athletics, and Student Activities to bring C.L. Lindsay, a nationally recognized expert and leader in the field of student rights and academic freedom, to campus in February 2008 to speak with students and staff about Facebook and the law. In March 2008, the Multicultural Student Center along with Educational Opportunity Programs and the Campus Life Enrichment Committee hosted a lecture by Dr. Na’im Akbar, psychologist, author and orator specializing on African American mental life and functioning. Career Services worked together with First-Year Experience to bring two well-known motivational speakers to campus: Patrick Combs, author of “Major in Success,” and Andy Masters, author of “Life After College.”

**Become a student affairs and enrollment management division that serves as a state, regional, and national model (Academic Distinction)**

Employees within the Division had 10 publications in a variety of magazines, professional journals and books, gave 53 professional presentations at a variety of conferences and meetings (1 international, 21 national, 18 regional, and 13 state presentations) and served in 42 leadership positions in professional organizations (5 international, 16 national, 5 regional, and 16 state organizations). Departments received 40 awards and honors throughout the year (8 national, 18 regional, and 14 state awards), including the following: Janet O’Brien (Academic Success Center) received the Outstanding Service to Developmental Students Award at the National Association for Developmental Education 32nd Annual Conference in February 2008, the Sexual Assault Response Team (Counseling and Career Development Center) received the Gold Excellence Award in the Health and Wellness category from NASPA: Student Affairs Administrators in Higher Education, Dr. Dave Matthews (Counseling and Career Development Center) received the 2008 Counseling Center Advocate of the Year Award from the Georgia College Counseling Association, Dr. Jodi Caldwell (Counseling and Career Development Center) was awarded the 2008 Clinical Program of the Year Award for her work with the Sexual Assault Response Team from the Georgia College Counseling Association, and Campus Recreation and Intramurals received the 2008 Outstanding Facility Award from the National Intramural Recreational Sports Association. The Multicultural Student Center’s Unity Fest program won the Best Multicultural Program Award from the Southeast Region of the National Association for Campus Activities. Janet O’Brien (Academic Success Center) received the 2008 Outstanding First-Year Advocate Staff Award from the First-Year Experience program while Chrissy Ambler (Admissions Office), Tifani Poole (Registrar’s Office) and Gene Sherry (Campus Recreation and Intramurals) received the 2008 Staff Award of Excellence from the University.

Two departments received national recognition in their efforts to provide exceptional services to our students. In the September 2007 issue of Environmental Design and Construction magazine, Campus Recreation and Intramurals’ Recreation Activity Center was featured as an outstanding green facility designed to ensure future sustainability. U.S. News and World Report highlighted the efforts of Health
Director Paul Ferguson to provide insurance billing in a January 2008 article about unexpected health costs for students.

Health Services hosted the Southern College Health Association Annual Meeting at the Hyatt Regency Hotel in Savannah, Georgia during March 2008. More than 250 professionals attended the three-day conference.

Admissions and the Registrar’s Office hosted several institutions for consulting visits to observe our recruitment and admissions processes, enrollment management strategies, and best practices.

Foster a campus climate that promotes student affective development, healthy lifestyles, personal maturation, civility, and respect (Student-Centered University)

The newly formed Alcohol and Other Drug (AOD) Office within the Dean of Students Office instituted several initiatives to help reduce high risk alcohol and drug use behaviors among students. The office launched a social norms campaign to alter the misperceptions students have about their own alcohol consumption and sent safe 21st birthday cards to students to encourage responsible behaviors. The office worked with Admissions to encourage all new students to complete e-CHUG, a nationally recognized online alcohol intervention and personalized feedback tool designed to motivate students to assess their alcohol consumption. With the assistance of Dr. Leslie Fletcher in the School of Accountancy, the AOD Office formulated a student Alcoholics Anonymous group.

Several departments focused on programming that promoted healthy lifestyles. Campus Recreation and Intramurals created sixteen new program offerings including the Biggest Loser competition, a nutrition program, a bike exchange program, swimming lessons for students, and a variety of wellness programs. Health Services expanded the Office of Health Education and Promotion program offerings to address a variety of health and wellness related topics. Health Services and the Multicultural Student Center collaborated to develop and implement a successful campus-wide HIV testing and counseling program.

To illustrate topics concerning civility and respect, Greek Life provided anti-hazing education to fraternity and sorority new members and implemented an anti-hazing hotline. In addition, the Sexual Assault Response Team housed in the Counseling and Career Development Center provided numerous educational sessions for students, faculty and staff. The Sex Signals program reached approximately 3,000 students this past year and the workshops, programs, and projects during Sexual Assault Awareness Week engaged the campus community in conversations about domestic and sexual violence.

Provide the technology needed to support the scholarly, administrative, and service activities of the Division (Technological Advancement)

Several departments implemented new or upgraded software systems in order to develop more efficient administrative process:

- The Counseling and Career Development Center and the Student Disability Resource Center worked with SAEM Technical Support to purchase and implement Titanium, a new comprehensive mental health scheduling and record keeping program which allow us to participate in national research initiatives as well as assess measures of effectiveness.
- Health Services completed the evaluation and purchase of a major electronic medical record system component that expands the existing practice management software to provide a fully electronic medical charting capability that supports bi-directional data exchange with existing laboratory, pharmacy, and radiology programs.
- The Office of Strategic Research and Analysis purchased and implemented SPSS mrStudio to enhance current software used to create and manage web surveys for assessment and administrative evaluations.
University Housing contracted with a new vendor to manage the housing maintenance inventory program which has increased productivity by removing employees from the inventory business and placing them back into the field. The department also partnered with the Lifetopia group to offer their online roommate searching software to new freshmen; over 600 students created online profiles and were able to search, e-mail, and communicate with potential roommates. Additional software was purchased to manage the growing number of summer conferences and to manage maintenance and custodial functions.

Departments improved administrative processes and customer service by focusing on internet capabilities:

- Most departments made improvements to their websites.
- Career Services installed wireless internet and a Smart Room in the Williams Center.
- The Dean of Students Office created a website where faculty, staff, and students may submit information concerning judicial incidents and/or student crisis situations. This mechanism serves to simplify the reporting process for our customers while ensuring that we receive the information needed to handle student situations appropriately.
- SAEM Technical Support converted the Eagles Count system to a web-based system in order to utilize the campus wireless infrastructure.
- University Housing equipped University Villas and Watson Commons for new wireless service during the past year.

Numerous departments utilized other technologies to improve administrative processes and customer services:

- Judicial Affairs employed updated technology for recording judicial hearings using a digital recorder which improved file sharing, retrieval and archiving.
- The Registrar’s Office began scanning transcripts and FERPA forms to maximize their file sharing and archiving needs.
- With the purchase of new communication equipment, a new work order system, and the establishment of a new help desk, University Housing reduced its response time for requested repairs.
- The Russell Union upgraded the sound system in the Theatre.

Provide information to potential and current students in their preferred modes of communication (Technological Advancement)

This year the Division employed several new technological communication methods to reach potential and current students. Several departments moved services and processes to the internet: Admissions implemented the online graduate assistantship application for the College of Graduate Studies; Greek Life implemented an online registration process for recruitment; Judicial Affairs made its Student Satisfaction Survey available online; University Housing implemented an online process for students to receive, view, and sign their housing contract; and Student Activities and SAEM Technical Support created an online update system in order for student organizations to update contact information and submit pertinent organization paperwork. Admissions, Alcohol and Other Drug Office, Campus Recreation and Intramurals, Dean of Students Office, Educational Opportunity Programs, Greek Life, Multicultural Student Center, Spirit and Traditions, Student Activities, Student Leadership and Civic Engagement, Student Media, and University Housing used Facebook, a social networking website that is popular with GSU students, to communicate with students and advertise programs. The Counseling and Career Development Center completed a project to convert its nationally requested online audio relaxation files to new data formats so that students can access and download relaxation exercises to the MP3 player of their choice. Lastly, SAEM Technical Support collaborated with IT Services to implement Eagle Alert, an automated emergency text messaging, e-mail and phone system for emergency notification to students, faculty and staff.
Provide more diversity and transcultural experiences both on- and off-campus (Transcultural Opportunities)

With support from the Office of the Vice President for Student Affairs and Enrollment Management, the Georgia Southern Museum, International Studies, and First-Year Experience, the Multicultural Student Center provided a stellar Diversity Speaker's Series, which included The Color Orange (an interactive staged performance) and guest speakers Cornel West, Dr. Na'im Akbar, and Mike Shiley (director of the documentary Inside Iraq: The Untold Stories). In addition, the Multicultural Student Center hosted its fifth annual Unity Fest, a program designed as a celebration of diversity; Yo Soy Latina, an off Broadway play; a Drag Show with approximately 500 in attendance; a Multicultural Vendor Expo; a program on the meaning of Jewish Holidays; an African Drum Ensemble; a Winter Holiday Cultural Celebration; a religious fair; two open forums on Cultural Stereotypes and Homosexuality in Religion; and a variety of other programs related to celebrating and learning about pluralism and inclusion.

Several other departments contributed to the diversity event calendar during the year. Student Leadership and Civic Engagement offered an international Alternative Spring Break Trip to the Bahamas (eight students participated) and an Alternative Winter Break Trip to Challenge Enterprises to work with children and adults with disabilities (eight students participated). Staff in the Counseling and Career Development Center presented recurrent training opportunities of the SAFE SPACE program to increase faculty/staff awareness of the issues facing gay, lesbian, bisexual, transgender, and queer (GLBTQ) students. The Student Disability Resource Center provided a sign language class to help faculty and staff communicate with those in the deaf community.

Acquire the financial resources that will be the Division's foundation for success (Private & Public Partnerships)

Student Affairs & Enrollment Management received the following grants and donations during the year:

1. **Upward Bound Program** from the U.S. Department of Education, continuation grant for $400,216 for budget period September 2007 through August 2008 (**Educational Opportunity Programs**).
2. **Talent Search Program** from the U.S. Department of Education, continuation grant for $369,634 for budget period September 2007 through August 2008 (**Educational Opportunity Programs**).
3. **Ronald E. McNair Post-Baccalaureate Achievement** from the U.S. Department of Education, continuation grant for $231,000 for budget period October 2007 through September 2008 (**Educational Opportunity Programs**).
4. **In-kind Donations** from Subway, Papa John’s, Chic-fil-A, Coca-Cola, and various local and regional vendors valued at $26,549 (**Campus Recreation and Intramurals**).
5. **Club Sports Programming** from various vendors and individuals totaling $26,460 (**Campus Recreation and Intramurals**).
6. **Athletic Training Services** from East Georgia Regional Medical Center totaling $26,000 (**Campus Recreation and Intramurals**).
7. **Young Adult Alcohol Education Grant** from the Georgia Office of Highway Safety, continuation grant for $15,000 for the period October 2007 through September 2008 (**Health Services**).
8. **Marketing Initiatives** from POWERade and Champion via a three-year contract totaling $8,500 (**Campus Recreation and Intramurals**).
9. **Corporate Partnership Donations** from AFLAC, $2,000; Southeast Association of State Highway and Transportation Office, $5,000; and CGI Technologies & Solutions, $1,000 (**Career Services**).
10. **College Media Review Grant** from College Media Advisors for travel expenses totaling approximately $3,000 (**Student Media**).
11. **Orientation Sponsorship** from the Exchange of Statesboro totaling approximately $3,000 (**Student Media**).
12. **Student Peer Financial Counseling Grant** from the Georgia Student Finance Commission for $3,000 (**Financial Aid**).
13. Career Programming from Target Campus Grant and Wal-Mart Corporate Giving Program totaling $2,000 (Career Services).
14. Greek Life Programming from local businesses totaling $1,100 (Greek Life).
15. Disability Services from various businesses totaling $1,064 (Student Disability Resource Center).

Financial Aid processed nearly 10% more aid during the year for a total of over $100 million in student aid dollars. The Student Disability Resource Center captured more than $700,000 from the Georgia Department of Labor’s Office of Rehabilitation Services. This money purchased tuition, textbooks, educational supplies, meal plans, and on-campus housing for students.

University Housing re-purposed a number of bricks from the demolition of Johnson, Olliff and Winburn Halls. These keepsake bricks have been and continue to be sold to friends, alumni, staff and students for $50 each. Funds raised will be used to promote student leadership activities of Resident Assistants and residence hall student leaders. As of September 1, 2008, over $8,000 has been collected.

The Division raised $1,100 from its inaugural Chili Cook-off program and established the New Student Center Building Foundation Fund to begin fundraising efforts towards the construction of a new student center.

Develop partnership opportunities internally among campus units and externally through constituent relationships and collaborative alliances (Private & Public Partnerships)

During the year the Division continued to cultivate partnerships within the campus community. The Dean of Students Office developed a Behavior Assessment Team (BAT) to evaluate and respond to student crisis situations. The BAT is composed of representatives from Academic Affairs, Public Safety, University Housing, Legal Affairs, the Counseling and Career Development Center, Judicial Affairs, Dean of Students Office, and East Georgia College. The Dean of Students Office in conjunction with Public Safety also worked to develop a process of issuing “Campus Alerts” to proactively educate the campus community on safety issues. Campus Recreation and Intramurals supported 31 different university departments with planning 72 events during the year and also designed customized programs such as a Wellness initiative for Physical Plant called “Walk the Plant.” Additionally, Health Services collaborated with the Athletics Department to further the health and wellness needs of Georgia Southern student athletes while the Russell Union worked with the Emerging Technology Center to host the Scholarly Communication in the 21st Century centennial forum in October 2007.

Several departments reached out to parents and alumni to enhance services and programming for students. For example, the Parents Council continued to be active participants in Admissions recruiting events and SOAR to increase visibility among parents. Forty parents volunteered for various Admissions recruiting events during the 2007-08 academic year. Similarly, Career Services continued its Mentoring Program where 425 alumni, faculty/staff and professional parents serve as career mentors for students.

A number of departments worked closely with representatives from the Statesboro community to expand collaborative relationships for the benefit of our students. Admissions worked to improve Fall Family Weekend by partnering with the First Friday event downtown and hosting the dessert reception at the Averitt Center. Partnerships with Carmike Cinema and Hackers Golf continued, providing discount family passes for the weekend. Student Activities established a collaborative programming relationship with the Downtown Statesboro Development Authority and Statesboro Convention and Visitor's Bureau. The Counseling and Career Development Center maintained a mentoring relationship with the Statesboro Regional Sexual Assault Center as it continues to establish itself in the tri-county area. Health Services strengthened and expanded upon its already positive relationship with the East Georgia Regional Medical Center (EGRMC). Through his previous professional relationship with EGRMC, new Chief of
Medical Staff Dr. Brian Deloach successfully established an arrangement with the EGRMC Emergency Room and Inpatient Departments that allows Health Services electronic access to student patient information, as well as providing Health Services the ability to admit and follow student patients as needed.

The Division sustained its level of volunteerism within the community to encourage a sense of civic responsibility in our students. Student Leadership and Civic Engagement worked with Habitat for Humanity, Kingdom Builders, and Southern Adventures to offer the Southern Pathways Program. The department also worked with several local agencies to offer weekly volunteer trips (Statesboro Bulloch County Parks & Recreation Department, Eagle Health and Rehabilitation, Joseph’s Home for Boys, and the Statesboro Food Bank) as well as Step into Statesboro events (Heritage Health & Rehabilitation, Southern Manor, United Way, Statesboro Convention and Visitors Bureau, Safe Haven, and Keep Bulloch Beautiful). Likewise, students in the Minority Advisement Program housed in the Multicultural Student Center maintained a monthly volunteer commitment with the Joseph’s Home for Boys.

Enhance existing facilities (Physical Environment)
The Division made several aesthetic improvements to existing facilities during the year. The carpet on the monumental stairs in the Russell Union was replaced with tile to improve its appearance and simplify upkeep, and new carpet was installed in the second floor hallway and meeting rooms. Staff offices in Educational Opportunity Programs and the main hallways in Student Media were repainted.

Several departments renovated and reorganized existing areas to improve use of space. Health Services completed the second phase of an interior renovation project which included reconditioning and repainting the east wing hallway, women’s health unit, women’s health/immunization waiting room, health education, and administration areas. The department also created additional workspace through renovation of existing areas. The Registrar’s Office improved its workspace areas by installing partitions in the lobby area of the front office and in the Data Processing area. Student Activities reorganized the Student Activities Center to create a lounge area for students while Student Media redesigned its main hub to allow for a reception area. University Housing recently renovated an old storage warehouse on campus and converted it into the new centralized location of Residential Facilities. The new site is located on Old Register Road, directly in front of University's fueling station and behind the Recreational Activity Center.

IMPROVING STUDENT RETENTION & GRADUATION

The Enrollment Management Plan for Georgia Southern University is updated and revised annually and continues to provide focus for enhanced retention, progression, and graduation efforts on the campus. The Enrollment Management Council, an interdisciplinary group tasked with implementation of the plan, meets monthly to review components of the plan and to develop and refine strategies to accomplish the established goals. The Council’s discussions are critical in identifying key issues throughout the year that may impact strategic plans or affect policy decisions. Additionally, the University’s Strategic Planning Council annually seeks updates on progress of Enrollment Management concepts and goals in their reviews of various components of the University’s Strategic Plan.

Below are 2007-08 year goals and specific responses that were identified and implemented by the Enrollment Management Council and appropriate support units. Outcomes suggest a positive impact on retention, progression, and graduation (RPG) efforts during the past year.

Recruit Students Whose Profile Indicates Persistence
Although SAT scores are not the only indicator for persistence, students’ scores continue to be reviewed
in relation to retention and student academic performance. The average SAT of entering freshmen rose from 1098 in fall 2005 to 1110 in fall 2008. Analyses continue to be conducted on fall cohorts reviewing the relation of the SAT score to gender, ethnicity, high school GPA, cumulative GPA at Georgia Southern, residential housing, HOPE scholarship, etc.

Increased attention to the academic quality of entering students has supported improvement, as well as stabilized retention, progression, and graduation of first-time freshmen. The fall 2007 entering first-time freshman cohort had a one-year retention rate of 80%, while 66% of the fall 2006 cohort was retained to their second year. In addition, the six-year graduation rate continued to show a steady increase with 43.2% of the fall 2000 cohort graduating and 45.5% of the fall 2001 cohort graduating. As the academic profile of entering freshmen increases, we anticipate the graduation rate, coupled with institutional focus on advisement issues and academic programming, will continue to stabilize and increase.

**Admissions** partnered with Academic Affairs to enhance and expand the summer bridge program in the summer 2008 Eagle Incentive Program (EIP) for students scoring between 920-1000 SAT (487 students). EIP provides opportunities for students to become acquainted with college resources (focus on academic opportunities), college expectations, and interactions between students and faculty and staff, as well as assists students in developing an attachment to the campus community. Ninety-three percent of eligible students enrolled for fall 2008 semester.

**Examine Advising**
Advising is perceived too often as inconsistent, indifferent, or inadequate and thus a frequent source of student concern as reflected in the fall 2001 administration of the ACT Student Opinion Survey. Campus efforts have continued to focus on the importance of advising for students in all academic Colleges. The NSSE Spring 2005 survey results reflected progress in academic advising; 71% and 63% of the freshmen and seniors (respectively) noted the overall quality of academic advising to be positive. In addition these same students indicated positive support from their advisement experiences regarding course deliberations, academic programs, and career discussions, as well as availability. The most recent NSSE survey results, spring 2008, show another positive measure of progress with 76% and 78% of the freshmen and seniors (respectively) evaluating the quality of academic advising to be positive.

The First Year Experience (FYE) office continued to advise undeclared majors. One of their goals is to strengthen advising support to undeclared students for the declaration of a major by the completion of 30 credit hours and no later than the completion of 45 credit hours. FYE efforts towards the declaration of a major upon entry to college should help improve student satisfaction and build earlier connections between students and their academic departments. Through closer monitoring of undeclared students, the academic affairs units hope to further enhance retention and progression efforts.

Continued focus was given to the web-based Degree Evaluations process. Training sessions for advisors were held each semester; additionally training sessions for students were provided. These sessions provided an opportunity to remind advisors and students of ways to monitor personal progress towards degree completion. A degree evaluation e-mail for both advisors and students was created to ask specific questions about student progress toward degrees. In addition, targeted e-mail messages were sent to new students reminding them to use the Degree Evaluation tool in their online WINGS account for advising assistance.

**Increase Class Availability**
Setting an admissions application deadline of May 1 and contacting students who had not registered for courses to determine their course needs allowed the academic colleges to proactively schedule courses and allocate faculty resources to so that courses were adequately staffed in FY08. Additionally, continuous analysis and feedback regarding the availability of core courses during early registration for
fall semester provided academic units with information that allowed them to respond appropriately to course needs for fall. By providing more accurate projections of need, a greater number of incoming freshmen gained access into key core courses such as English composition and college algebra.

**Increase Percentage of Freshmen Living on Campus in Accordance with Housing Master Plan**

The retention rate for the most recent fall cohort of freshmen living on campus was 79% compared with 75% for freshmen living off campus. To increase campus housing, Eagle Village, a freshman residence hall with 776 beds, opened in Fall 2005 and raised the percentage of students housed to 23%, although still less than the ultimate strategic goal of 40%. The freshman residency requirement, originally scheduled for implementation in fall 2005, was dropped as sufficient residential housing units were not available to accommodate all first-year students along with the demand for housing from upper-class students. The new target date for implementation is fall 2009.

**Expand and Strengthen Living/Learning Communities**

Learning Communities allow students to live and learn within a small community with a diverse group of students who share similar interests. The experience is designed to bring the students’ academic, professional, and personal interests and pursuits together by connecting formal classroom learning with co-curricular learning. The number of living/learning communities that enable students to live and learn together in a more inclusive and supportive atmosphere based on a common theme were organized into Residential Interest Groups (RIGS) and First-year Residential Experience (FYRE) in fall 2006. Detail on these campus programs can be found at [http://students.georgiasouthern.edu/housing/communities/08-09/rescommunities.php](http://students.georgiasouthern.edu/housing/communities/08-09/rescommunities.php).

To assist students with their transition to the University, three innovative **Housing** programs were conducted. Operation Move In attracted over 670 faculty, staff and students who volunteered to assist our new incoming students in Fall 2007 with the move in process which included welcoming students, unloading cars, moving boxes, setting up computers, giving directions and information, and other activities surrounding the move in process. House Calls attracted over 70 faculty and staff members who visited first-year students in their residence hall room and answered questions during the first week of classes. First Six Weeks Programming provided nearly 150 different programs, ranging from study skills to money management to how to wash laundry and find your classrooms, for students during the first six weeks of school.

**Complete Analysis of Students Who Persist and Who Are at Risk**

The **Office of Strategic Research and Analysis** conducted several analytical studies during AY 2007-08 to facilitate the development of focused retention strategies in AY 2007-08. These studies included: review of on-campus housing students with consideration of grade point average and retention, student participants utilizing the Campus Recreation and Intramurals facilities with focus on retention and performance, review of students not returning to campus to identify demographics, analysis of the Honors student population, review of Eagle Incentive Program students, review of Minority Advisement Program students, and retention and graduation rates by academic colleges and majors. These highlighted studies were integral parts of the overall campus discussion to broaden understanding of issues and to identify specific areas where programming could be developed or strengthened.

**Encourage Student Involvement and Participation**

**Student Activities** developed new programming to improve opportunities for student involvement and to enhance our sense of campus community; these activities were believed to be responsive to the social and cultural expectations of our diverse student population, based on campus surveys and focus groups conducted with students. These programs included a Crocs Next Step Tour free concert featuring the rock group Guster at the RAC Band Shell during Homecoming; the annual homecoming parade on Sweetheart Circle (700+ attendees); Eagles Night Out programming such as outdoor movies, mini golf, laser tag,
Salsa Night and the Spring Luau; and a final exams feast program. The department also continued to offer its annual New York City Winter Break trip (186 students attended, doubling last year’s participation) and Spring Break trip to Miami, Florida (36 students attended). Student Leadership and Civic Engagement hosted a Fall Leadership Conference (187 students attending) and offered over 20 workshops on leadership and civility serving over 350 students.

The Dean of Students Office has continued and enhanced the “Talk with the Dean” program which offers an opportunity to increase student interaction with a university administrator, to give students a voice, and to take the pulse of Georgia Southern students on issues important to them, as well as to understand their expectations and their overall satisfaction with the various aspects of campus life. This year, the program had over 400 contacts with students via the new “Talk with the Dean” Facebook profile and the office website.

Summary
Research shows that many factors may influence retention and be strongly associated with student persistence; among those are initial student commitments, peer support, frequency and quality of faculty-student interaction, and involvement in the institution. The more academically and socially involved students become on campus, the more likely they are to persist with their academic studies. Since student interaction must go beyond the classroom in order for students to feel integrated into campus life, engagement at Georgia Southern University has continued to be strengthened as a primary focus. Through the concepts of the University's Quality Enhancement Plan, http://sacs.georgiasouthern.edu/supportfiles/qep.htm, additional strategies for engagement were identified and solidified. Creating engaged learners, who will be better prepared and more well-rounded students possessing the skills, knowledge, and abilities to achieve success, should result in the institution successfully graduating a higher percentage of students.
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