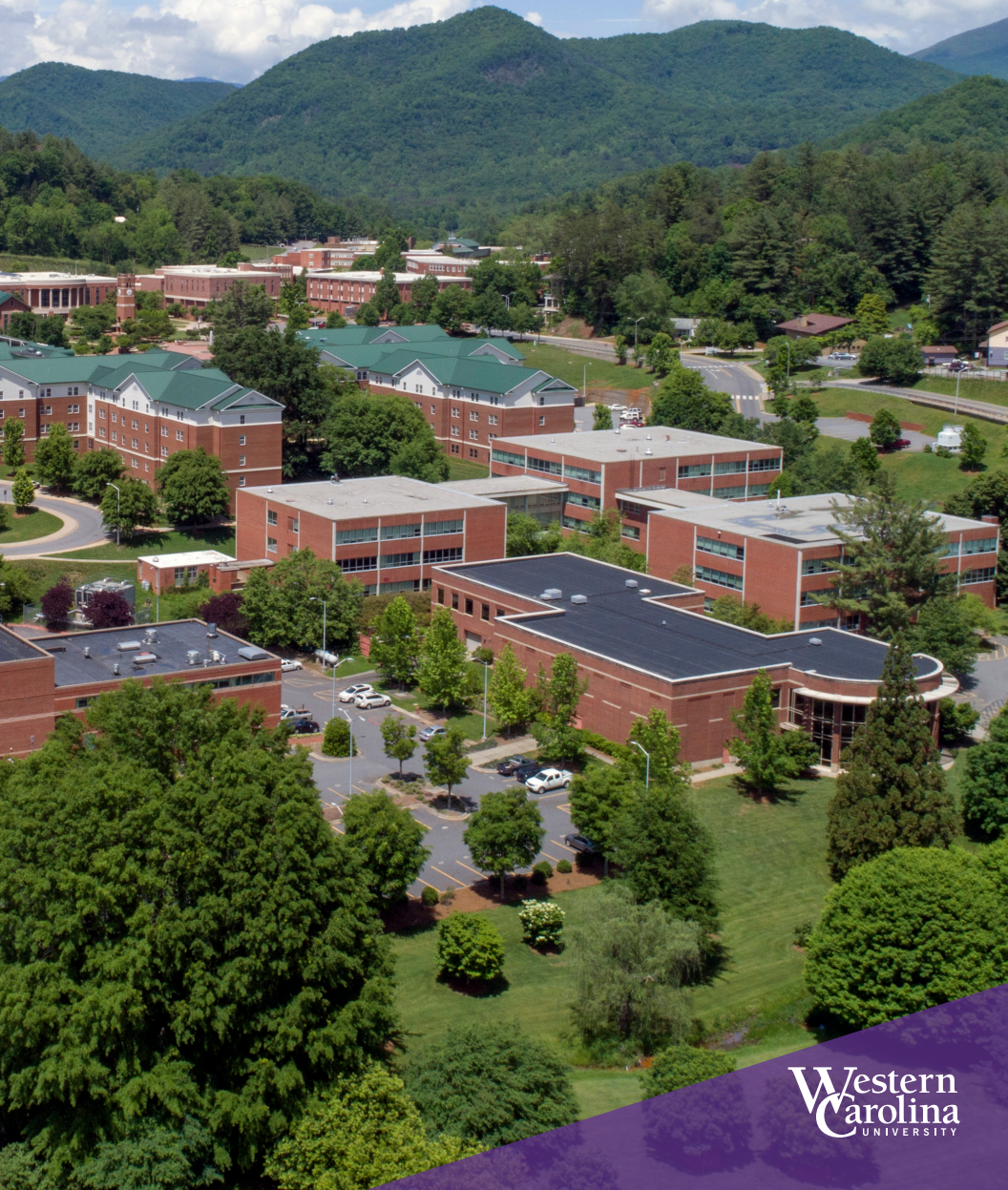


# DIVISION OF STUDENT AFFAIRS

*2019 ANNUAL REPORT*







## INTRODUCTION

Student Affairs at Western Carolina University is a dynamic group of professionals making a difference in the lives of students and the greater WCU community. With an annual operational budget of approximately \$70 million, the Student Affairs Division is comprised of approximately 200 full-time staff along with a handful of part-time employees working alongside over 580 student staff members.

Our areas of focus include Undergraduate Enrollment, Health and Wellness, Student Programs and Activities and Campus Services which includes Residence Life and Dining Services. Our responsibilities include several dozen facilities and an array of services designed to support our community and our students as they live and learn in a diverse environment.

As you review this report I think you'll see that this was an impactful year for the Student Affairs team. We facilitated another record-breaking undergraduate recruitment cycle, made tremendous progress on a new residence hall and successfully sought approval to name it Levern Hamlin Allen Residence Hall, named after the first African American student enrolled at WCU, completed several external program reviews, and focused on delivering quality services to our growing student population.

This report contains descriptive narrative from each of our key areas of focus and is supported by performance and data dashboards from each of our



departments which begins on page 26. These dashboards convey some of the volumes and issues our team engages, but the data also demonstrates how much our team cares about students. It was a dynamic and challenging year for Student Affairs with significant successes.

On behalf of my colleagues, thank you for taking the time to learn more about Western Carolina University's Division of Student Affairs.

**H. Sam Miller**  
Vice Chancellor for Student Affairs



## UNDERGRADUATE ENROLLMENT

In recent years, WCU has adopted campus themes, but an unofficial theme for this past year could have been The NC Promise Effect. WCU experienced an upward growth trajectory throughout the Belcher years. Implementation of *NC Promise* beginning fall 2018 was predicted to be an accelerant that would increase interest and yield (the percentage of applicants who are offered admission and who choose to enroll). As described in last year's annual report, because WCU was already on a growth trajectory from successive years of record first-year student enrollment, the Office of Undergraduate Admissions took measures such as moving up application deadlines and instituting additional commitment action steps to better shape the entering class of undergraduate students.

Despite deployment of these strategies, the accelerant that NC Promise proved to be in its inaugural year pushed enrollment beyond targeted goals. Cutting off application submission earlier than the preceding year resulted in a slight decrease in first-year student application submission (-0.7%). More applicants submitted all required records, the applicant pool was stronger academically, and more admitted students accepted the offer of admission, met the more stringent commitment deadlines, and enrolled. First-year student yield increased 2.22% over fall 2017 and 2.80% over fall 2016. The result—Census counts (10th class day) reported another all-time record entering first-year cohort that also boasted the highest academic credentials of any entering class.

### CENSUS COMPARISONS OF ENTERING NEW FIRST-TIME, FULL TIME FRESHMEN

	Fall 2016	Fall 2017	Fall 2018	One Year % Change
<b>Total First-Year</b>	1,913	1,980	2,189	10.56%
<b>HS Weighted GPA</b>	3.78	3.83	3.92	2.43%
<b>ACT Composite</b>	22.6	22.2	23.1	3.95%
<b>Honors First-Year</b>	323	331	453	36.86%

Also, noteworthy, for the first time in university history, the Office of Undergraduate Admissions had to closely monitor and manage the number and percentage of first-year student out-of-state offers of admission and commitments to ensure compliance with the system-mandated out-of-state 18% cap. Holistic review of applications placed additional emphasis on geography, region and state residency to remain committed to WCU's regional mission and strategic plan, UNC System Strategic Initiatives, and System as well as legislative policies.

Even more dramatic was the impact that NC Promise had on interest from transfer

students. Based on enrollment patterns within the community colleges and recent transfer trends at WCU, a targeted increase in transfer students of just under ten percent seemed to be a stretch goal so fewer modifications were made to existing transfer application deadlines and commitment action steps. As the Admission cycle unfolded, measures had to be taken in the spring and summer of 2018 to address capacity issues given the spike in interest. When the dust settled, not only had WCU enrolled the largest first-year class ever, but the transfer class would prove to shatter all prior records:

### CENSUS COMPARISONS OF ENTERING TRANSFER STUDENTS

	Fall 2016	Fall 2017	Fall 2018	One Year % Change
<b>New Transfer</b>	831	786	1,105	40.59%



These new undergraduate cohorts, coupled with the undergraduate enrollment surge that prior, successive years of record first-year cohorts produced, helped fuel another all-time record enrollment at WCU for fall 2018 and pushed total undergraduate enrollment over the 10,000 mark for the first time in university history. WCU had been on a growth trajectory of about 250 students

annually in terms of total enrollment during the Belcher era and had targeted an increase of just over 300 students for fall 2018. The swell of continuing student enrollment from successive record cohorts and continued healthy retention rates combined with the surge of new undergraduate enrollment resulted in a total student enrollment increase nearly double the target goal:

### CENSUS COMPARISONS OF TOTAL ENROLLMENT

	Fall 2016	Fall 2017	Fall 2018	One Year % Change
<b>Total Enrollment</b>	10,805	11,034	11,639	5.48%
<b>Total Undergraduate</b>	9,171	9,406	10,027	6.60%
<b>Total Graduate</b>	1,634	1,628	1,612	-0.98%
<b>Total Cullowhee</b>	8,825	8,991	9,520	6.04%
<b>Total Biltmore Park</b>	575	640	632	-1.25%
<b>Total Distance</b>	1,980	2,043	2,119	3.72%



## UNDERGRADUATE ENROLLMENT

As noted in last year's annual report, such dramatic increases in one year generated ripple effects in all areas of Undergraduate Enrollment and across campus. Capacity became a concern for New Student Orientation, Residential Living, course scheduling, and other student support services. Foot traffic, phone calls, form submission, and workloads spiked for numerous units such as Student Financial Aid, University Scholarships, Advising, the Registrar's Office, Student Accounts, Health Services, Counseling and Psychological Services, and Accessibility Services.

The establishment of additional deadlines and commitment action steps, particularly for transfer students, as well as more stringent enforcement of existing deadlines and commitment actions steps were put in place for the 2018-19 recruitment and admission cycle. Some of the actions taken were expected to produce decreases in application submission, but yield rates are predicted to remain elevated. Given the anticipated recurring surge in continuing undergraduate enrollment that successive years of record entering cohorts are producing, strategic planning, and capacity

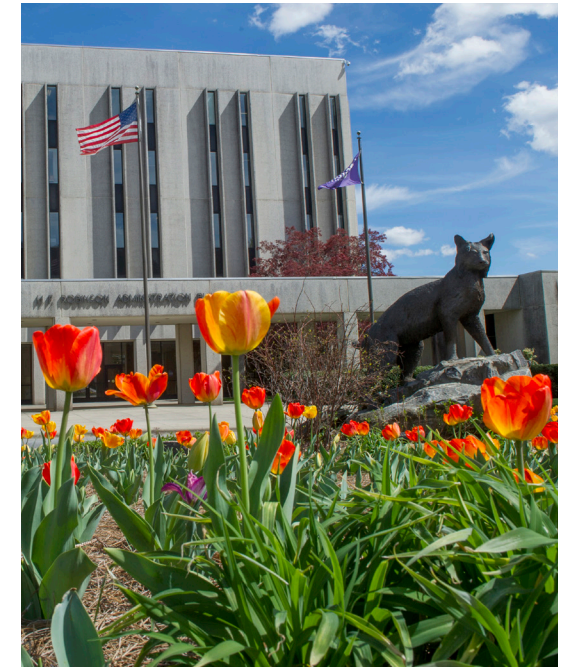
constraints, the goal has been modified to try to shape a smaller entering first-year cohort for fall 2019 than enrolled in fall 2018. The intention is that the fall 2019 class will be the second-largest class in history, and the expectation is that such an entering class, coupled with the other enrollment tributaries, will again result in record total enrollment and total undergraduate enrollment. Total enrollment appears to be on track to eclipse 12,000 students.

Other significant shifts occurred within Undergraduate Admissions this year. For the first time ever, application record review includes no hard-copy files. This new cost-saving, space-saving, eco-friendly process has not yet proven to be time-saving as Admissions continues to transition and fully integrate to a Custom Relation Management (CRM) system and navigate among multiple import and export processes and technologies necessary for online review, storage and management of records.

The timing of the move to paperless files was strategic as Undergraduate Admissions prepared for the relocation of the office from its current Camp Building location

to the first floor of the H.F. Robinson Administration Building (HFR). Based upon consultant recommendations to enhance the campus visitation experience and accommodate visitation and staffing increases, two phases for the redesign of first floor of HFR were established. May 2019 was set as the targeted completion date of Phase 1 and relocation of Undergraduate Admissions, but construction surprises and delays have moved back the target date to fall 2019. Based on recommendations by Render Experience (consultants) and a program review as well as process changes associated with the move to paperless files, Undergraduate Admissions reorganized the office structure and redeployed staff.

Financial Aid continued to feel the NC Promise Effect with upsurges in FAFSA and records submission. One of the unit's Continuous Improvement Goals was to work toward an increase in the completion percentage of students who submit FAFSAs. Many submitters who begin the financial aid process never follow through to timely completion, which prevents award packaging from occurring when the greatest amount of funding is available for awarding. Though Financial Aid ramped up promotion, communication and outreach pertaining to the early FAFSA schedule (federal change to the financial aid application submission calendar), prior-prior-year



tax record submission, and affordability benefits of NC Promise, the FAFSA completion rate of students completing the process by January 1 dropped significantly during 2017-18. Enhancements to communication and marketing were made, and efforts were intensified this year. The efforts appear to have paid dividends.

FAFSA Filing Year	Priority Submission Date	FAFSA Completer Percentage
2016-17	Jan 1, 2016	60.0%
2017-18	Jan 1, 2017	49.4%
2018-19	Jan 1, 2018	62.3%

Financial Aid also made strides in goals pertaining to exit counseling for graduating students who have amassed student loans during their enrollment at WCU. Despite staffing turnover in a key position with educational duties regarding debt management and loan repayment, the office continued to exceed its percentage goal (75%) of graduating students completing exit counseling without further enforcement action being taken regarding this federal requirement.





# UNDERGRADUATE ENROLLMENT



Graduation Term	Exit Counseling Completion Rate
Spring 2017	87.5%
Fall 2017	92.0%
Spring 2018	78.8%
Fall 2018	79.5%
Spring 2019	88.3%

Financial Aid continued its attentiveness to regulatory compliance and received a clean state audit report in fall 2018. Continued commitment to professional development and training contributes to compliance. This past year, five financial aid counselors earned ten professional credentials, far outpacing the unit Continuous Improvement Goal of offering at least three credentialed professional opportunities annually. Most recently (May 2019), Financial Aid collaborated in a Ransomware Tabletop Exercise to test and tweak the university's and unit's Information

Security Incident Response Plan, Business Continuity of Operation Plan, and Disaster Response Plan. University Scholarships has experienced increased interest and work load from enrollment growth and the NC Promise Effect as well, collaborating to maximize the impact of scholarship awarding on enrollment. The migration to a new scholarship system (Scholarship Manager) and a new online form creation and management system (Dynamic Forms) have enhanced automation efficiencies, data processing and management, processing, and customer service. Much like Financial Aid, University Scholarships desired to see a greater percentage (60% or more) of scholarship application submitters follow through and complete the scholarship application process. Some of the percentage gains is attributable to the incorporation of Scholarship Manager and Dynamic Forms.

Scholarship Application Year	Award Term	Scholarship Application Completion Percentage
2015-16	Fall 2016	49.1%
2016-17	Fall 2017	59.0%
2017-18	Fall 2018	65.7%
2018-19	Fall 2019*	70.9%

\*Because the Graduate School Scholarship Application Deadline does not occur until August, fall 2019 data are year-to-date. All other reporting years reflect final completion percentages.

Another important University Scholarship goal is to work toward 100% utilization of available scholarship funding. One

of the key audit findings of scholarship awarding underscored the fact that the decentralized nature and lack of resources

dedicated to the scholarship awarding process partially accounted for a significant underutilization of available scholarship funds. The establishment of the University Scholarship Office (currently housed within Financial Aid) and resources devoted to the scholarship awarding and management process have positively impacted the disbursement and usage of available scholarship funds. University Scholarships collaborates with academic departments and divisions, including the Honors College, Admissions,

Advancement, Greek organizations, and others to help ensure that funded scholarships are being awarded (and in some cases, re-awarded when the initial recipient chooses to enroll elsewhere, ceases enrollment, or does not fulfill renewal criteria). For the past three years, scholarships funded through local tuition as well as UNC Campus Allocated Scholarship funds have experienced 100% utilization, and the dollar amount of unused donor-funded scholarships has decreased dramatically:

Scholarship Application Year	Award Term	Fund Amounts Not Utilized
2015-16	Fall 2016	\$124,113.00
2016-17	Fall 2017	\$28,847.10
2017-18	Fall 2018	\$18,260.50

Note: In some instances, in some award years, no scholarship applicants meet donor criteria for some scholarships.

In its first year under new leadership, New Student Orientation had to accommodate all-time record first-year and transfer student enrollment. Increases maxed out most summer orientation sessions for fall 2018 and required reverting back to two separate orientation sessions just prior to the beginning of classes in fall 2018 and spring 2019. Using survey information from student and guest participants, enlisting input from campus partners, and further implementing restructuring as recommended through the Program Review process, New Student Orientation modified elements of their program and sessions.

Through the university Budget Process, New Student Orientation obtained a third staff position and reorganized duties. Further, New Student Orientation completely re-engineered student worker organizational and training structures in 2018 for the 2018-19 recruitment and enrollment cycle. Position hierarchy and duties were introduced to the student worker organizational structure,

and training transitioned from a classroom course model to an on-the-job training model to better align with recent interpretations and instructions as to student worker regulations, policies, and procedures.

New Student Orientation cycles don't align well with the university annual reporting and assessment cycles—this unit is just now beginning its most intensive portion of the year. To help accommodate enrollment numbers, the unit piloted a one-day, week-day, drive-in orientation session for admitted students from the region. Assessment will occur as to the effectiveness, but all student registrants, not counting the guests who also attended, reported on Thursday, May 31, for this inaugural event, which will help offset some of the demand and capacity constraints on the June, two-day orientation sessions. New Student Orientation will further assess and report on the effectiveness of summer Orientation programming after the beginning of the fall 2019 semester.



## CAMPUS SERVICES

2018-2019 was a year of new services and operational changes for Campus Services. While increasing enrollment and service requirements continue to create challenges for Dining, the Bookstore, and the CatCard Office, Campus Services has completed several large projects and continues to create and execute strategic plans successfully. Over the past year Campus Services has innovated and embraced technological change, allowing us to manage the effects of this campus growth. A few highlights from the year are:

- WCU purchased its first food truck and is working with campus partners to plan popup locations Monday-Friday this fall. The food truck, known as the “Catamount Eats” truck, will feature four quality-focused menus with options including breakfast, Mexican street tacos, smokehouse selections, and a wing/pub inspired menu.



- The Chick-fil-ATM™ project was completed in July 2018 and has done exceptionally well over the last year. Chick-fil-ATM™ is currently WCU's most popular retail dining option.

- Campus Services replaced WCU's antiquated electronic door access system. The new Cbord® door access system was successfully adopted and implemented, with only six months between contract signature and project completion. The project contained over 220 doors in 24 different buildings. In addition to the successful conversion, the project also:
  - Automated Residential Living's building assignments so that students' housing access automatically reflects their active housing record, saving roughly 40 labor hours per year.
  - Provides additional security and efficiency by automatically disabling accounts for students, faculty, and staff that are no longer affiliated with WCU. Previously this was handled via a manual and often unreliable process.
- The Bookstore had another successful year and finished several projects. Among those, completed the automated payment receiving system, a server/payment gateway transfer, a website upgrade, new digital displays in the store, wireless registers for sales at remote events, and soon, a new Key Performance Indicator (KPI) dashboard for tracking performance.
- Campus Services began modernizing vending operations, with Pepsi moving to student ID/debit/credit card combination readers. The new readers are cellular and provided by the vendor, resulting in the elimination of University costs for network infrastructure and vending devices. Accepting new forms of payment has increased sales by 35% on average. Snack vending conversion is being planned for implementation in early FY20.



- The CatCard Office underwent a complete business process analysis which changed and reworked daily operations. These changes have moved the office away from manual data entry and have automated data transfer to other systems (Banner®, Cbord® door access, etc.), reducing errors and increasing the speed of service.
- Dining projects are underway and scheduled to finish this fiscal year for several dining areas, including refreshes of Panda Express, Java City at HHS, Java City at Hunter Library, and Freshens.
- Design is underway for dining projects next year, with upgrades to Courtyard Dining food stations; the project will bid in FY20.
- Campus Services successfully hired a new Associate Director of Campus Services Operations this summer. This individual joins the team with significant experience in auxiliary operations from UNC Greensboro.



## RESIDENTIAL LIVING



At the end of each academic year, it's always amazing to look back and take in all that we have accomplished over the last year. The 2018-2019 cycle was another action-packed year for Residential Living. WCU welcomed our largest freshman class in history in August, which led to Residential Living providing on-campus housing to more students than ever before (4,452). As we took care of the day-to-day business of the department and provided the best customer service to our students, there were several highlights throughout the year. These highlights include:

- Construction of Allen Hall (formerly Upper Campus Residence Hall) was already underway when we began the year. The summer and early fall included the placement of the precast panels resulting in the building shell being enclosed very quickly. The entire year has included construction, monitoring, and pushing ahead so that the building will open on time in August 2019 as home to our first-year students.
- Demand for living on campus has continued to be high. The summer of 2018 was spent managing a wait list for housing that remained around 200 for much of the summer. By opening, we had been able to offer housing to all students on the wait list. As we prepared for room selection for the 2019-2020 school year, we have again had higher demand than beds available. As the year ends, we have had as many as 510 students on a wait list for housing for next year and are currently holding less than 50 students on that wait list after being able to offer more than 400 students from the list housing.
- The year included several important searches for our department. We successfully hired three area coordinators and our first housekeeping manager. In addition, our Director of Operations position is currently posted.
- Partnering with Counseling and Psychological Services, we were able to add a Counselor in Residence position for the 2018-2019 year. This position has been beneficial to both departments. For Residential Living, the position has provided programming availability after hours that would not have been possible in past years. Programming specifically designed to support our RA staff has now been added. Finally, students who might prefer an appointment in a different setting can meet with the Counselor in Residence in Balsam Hall.
- Our Student Mail Center staff worked throughout the fall semester to identify

and purchase a new package tracking/notification system to replace the system that had been in place for several years. The system has now been implemented and has greatly improved the customer experience for all individuals receiving packages.

- NCHO 2020 (North Carolina Housing Officers annual conference) will be hosted by WCU Residential Living in Cherokee, NC.
- Mercury 3.0 was implemented during the summer of 2018 as our housing management system. The new system has allowed customization of many of our uses for RMS. In an effort to provide incoming students a better experience, we were able to provide access to Mercury to staff in the One Stop Student Service Center so that they could answer questions received from incoming students concerning receipt of their Residence Hall Agreement and the completion of housing preferences. This is only one example of the increased abilities that are now available with Mercury 3.0.
- In an effort to improve the EXTREMES program, staff attended the Institute on Sophomore Student Success in April. Information gained at this conference will help us to continue to focus on the sophomore experience with the intent of improving persistence rates for students in this critical population.
- Planning and design of the Lower Campus Residence Hall project that will replace Scott and Walker Halls were a major focus during this year. As we progressed from advanced planning to schematic design, we have continued reviewing and making critical decisions regarding the project. We currently expect to begin the process of demolishing Scott and Walker in May 2020, with a projected completion of the replacement beds being summer 2022. As currently designed, this project consists of three residence halls providing approximately 938 beds.
- As planned, the department prepared and successfully completed a program review during late April. The initial report has been received, and leadership is currently working on reviewing and making plans for implementation of selected opportunities.
- Numerous Residential Living staff members received recognition during this year. From departmental awards, to Student Affairs awards, and finally winners at the NCHO conference were recognized for their excellent work.
- Unfortunately, a fire in Balsam Hall in early May brought the year to a close. As is typical, the entire department came together in a time of crisis and successfully worked to get things back to normal for affected residents.





## STUDENT HEALTH & WELLNESS

The Health and Wellness unit provides essential services for the overall wellbeing of our diverse campus population. The departments within the unit include: Campus Recreation and Wellness, Counseling and Psychological Services, Health Services, and our new addition, Health and Wellness Education. Our mission as always: encourage students to be involved, informed, healthy and well.

The addition of the health and wellness education piece to the unit most specifically addresses alcohol and other drugs education to promote healthy choices emphasizing the elimination of high-risk behavior, illegal alcohol and drug use, harmful substance use and related issues in order to empower and retain successful, healthy and involved students. This is in accordance with Western Carolina University's Policy #38, which is consistent with the requirements of the Code of the Board of Governors of the University of North Carolina (the "Code") and UNC Policy 1300.1. The University Board of Trustees adopted this Policy to address such threats to the integrity of the University community and to comply with the Drug-Free Workplace Act of 1988 and the Drug-Free Schools and Communities Act of 1989.

The refresh of the university strategic plan recognized an important component of the student experience is their health and well-being with the addition of Goal 2.4: *Create a campus environment that facilitates a healthy lifestyle for students.* And Initiative 2.4.1: *Develop a cross functional collaborative wellness model to meet student needs.*

As a unit, we recognize the powerful link between physical health, emotions, thinking, behavior, social interaction,



and student success. These elements of wellness are represented in different puzzle pieces that we promote separately; however, we encourage students to connect one or more of the pieces for an overall wellbeing student experience and a habit of life-long wellness.

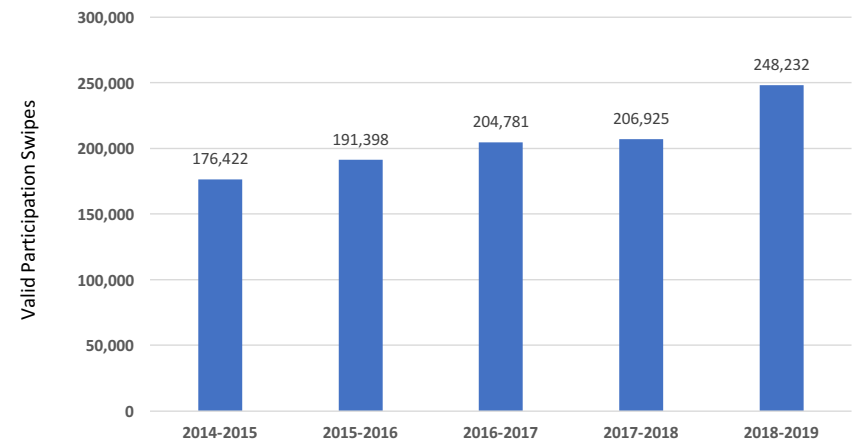
Students are encouraged to embrace their health and wellness, and asking for help early is an important aspect of their academic success. Our unit continues to be intentional in our health and wellness delivery to students by providing a variety of programs, services, and outreach that addresses the "here and now" needs of students while also enhancing student learning.

The operations of our health and wellness departments continue to assess and improve our business processes for efficiency and easy access for students to engage in services for a positive impact on their overall well-being. Sample highlights from the Health and Wellness unit are included below:

- Campus Recreation and Wellness (CRW) facilities updates during 2018-2019 include: Replacement of all tile flooring in the entryway of the Campus Recreation Center (CRC), re-routing two sections of the WCU Trail system due to construction and erosion, finalization of a memorandum of understanding with the College of Education and Allied Professions for two academic classes to use the climbing wall during 2019-2020,
- Campus Recreation and Wellness supported the academic mission of WCU through the following collaborations and offerings: Presentations and facility tours for 19 academic classes, Group Exercise for 2 academic classes, climbing wall sessions for 3 academic classes, teambuilding programs for 3 academic classes, 12 outdoor expeditions for PRM academic classes, and serving as a host site for 8 students to complete their academic internships.

### 5-YEAR TRENDS IN CAMPUS RECREATION CENTER PARTICIPATIONS\*

\*Fall and Spring Only, Does Not Include Summer



- Counseling and Psychological Services (CAPS) created two additional services for students to assist with managing the continuing increase in demand for mental health treatment.
1. Created ten self-help videos-posted on the CAPS webpage. The videos taught basic skills in areas such as mindfulness, managing anxiety and depression, overcoming motivation problems, and crisis management skills.



## STUDENT HEALTH & WELLNESS

Over the course of the academic year there were 860 views.

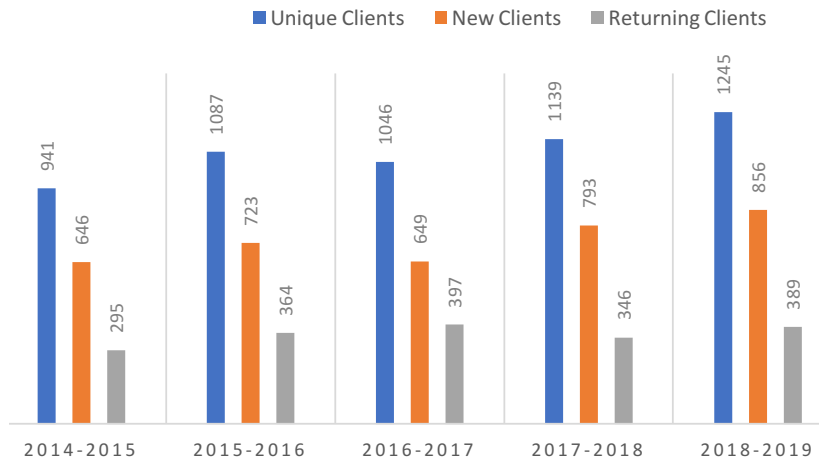
- Created a three-session workshop series “COPE” to teach basic skills in emotion regulation and mindfulness for students with low levels of anxiety and depression. 390 clients were referred for this service.
- Partnered with Residential Living to create the Counselor in Residence position. The counselor provided counseling services in a dedicated

space in the Balsam Residence Hall while also providing training and consultation related to mental health matters for Residential Living staff.

### TOTAL NUMBER OF CAPS APPOINTMENTS

	Individual	Group	Total
2014-2015	4870	344	5214
2015-2016	6620	573	7193
2016-2017	7155	618	7773
2017-2018	7306	666	7972
2018-2019	7031	1699	8730

### 5 YEAR TRENDS IN NUMBER OF CAPS' CLIENTS SERVED



- Health Services focused this year’s clinical improvement project on better defining the standard of care for patients seeking medication management services for a diagnosis of ADD/ADHD. After a data collection/chart review it was determined that less than 30% of patients treated have documentation of psychological testing to support the diagnosis. Many patients had been treated for years by their home primary care provider without an actual diagnostic test result. Benchmarking with other UNC schools,

all but 2 other health centers require psychological testing to support the treatment plan. We worked closely with the Department of Psychology to implement a more streamlined testing process that has reduced cost to allow for ease of access and affordability for testing. Students will receive one month of medication refill, along with a referral for testing, if proof of testing does not exist. This methodology has become a best practice for management of controlled substances that have been found to be very addictive and easily abused.



- For the third year in a row, WCU Student EMS received recognition and awards from the National Collegiate EMS Foundation for excellent work in the area of campus readiness: meaning plans and tools and equipment are in place to assist the campus with any event that might cause mass casualties. The EMS team worked with the Office of Safety and Risk Management to launch Homeland Security’s Stop the Bleed Campaign working to place supplies around campus and provide instruction to students on what steps to take if you see someone wounded and bleeding.
- With a relatively busy flu season in the spring, volumes increased from 16,156 visits in the prior year to 16,750 visits in the current year. The busiest day on record was in February, in the height of flu season, 171 patients visited that day.

The new Assistant Director for Health and Wellness Education had a busy first year:

- Collaborated with Residential Living in 7 different programs throughout the school year. Topics included alcohol awareness, healthy eating habits, sexual assault, sexually transmitted infections and more health and wellness topics.
- Re-activated the Alcohol and Other Drug Committee (AODC) with many campus partners joining.
- 337 students attended Alcohol Awareness Week, a week of programming dedicated to prevention of alcohol and educating students on the effects of alcohol. Events included informational tabling events from GAMMA students, a discussion on drunk driving in partnership with MADD and Alpha Sigma Phi, an intoxication simulation program, and a special presentation from Brian Boyer called “Why I Carry My Backpack” with the largest attendance of 175 students.



## STUDENT HEALTH & WELLNESS



- The Health and Wellness Education Blog: [dsa.wcu.edu/healthandwellnessblog](http://dsa.wcu.edu/healthandwellnessblog) rolled out in January with weekly blog postings on various health and wellness topics, as well as college tips. Spring semester had 528 views with the most viewed post being the Love Your Body Week blog.
- Love Your Body Week offered programming dedicated to promoting positive body image and loving one's self. 118 students participated in programs that included mindful eating, healthy relationships, yoga, and an impactful film that explored colorism in the African American community.
- The 1st Out of the Darkness Walk at WCU was held March 24th. The Out of the Darkness Walks are the American Foundation for Suicide Prevention's (AFSP) signature student fundraising series designed to engage

youth and young adults in the fight to prevent suicide. The event had 151 total participants and raised \$1,608 for suicide prevention efforts.

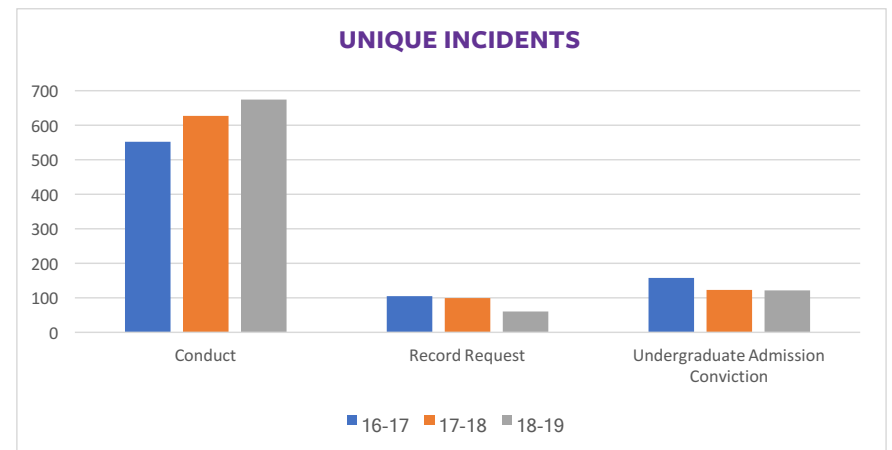
We know that when students are healthy and well they can thrive in the classroom. Making good choices and prioritizing academics, self-care and social life are messages we stress to our students. Other ways that we assist our students is with early intervention. The division as well as our campus partners are aware of our process to notify the Student Concern Response Team (SCRT) should they identify a student that is having difficulties. SCRT utilizes a case management approach to appropriately reach out to students and connect them with the resources they need to continue on their academic path for success at WCU. This past academic year SCRT responded to 549 campus reports.

## STUDENT COMMUNITY ACCOUNTABILITY & ASSISTANCE

### Student Accountability (Student Conduct)

According to the National Institute on Drug Abuse, the use of alcohol and marijuana continues to be an area of concern for college-aged adults. Those trends, increased enrollment, and an increase in students reporting concerns created the assumption that violations of the WCU Code of Student Conduct would show increases when comparing

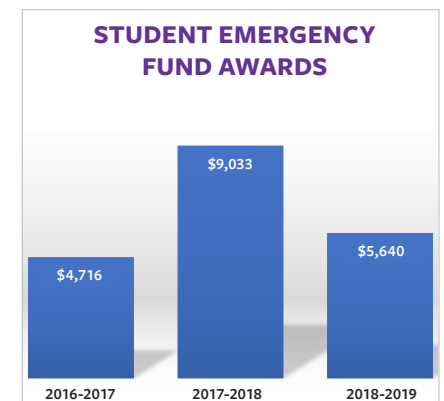
year-to-year data. An analysis of the data demonstrated an increase in students involved with conduct cases and the number of unique incidents for 2017-2018 as compared to previous years. Although more longitudinal data analysis is required to establish the impact of outreach and trends, increased outreach to students through classroom presentations, Orientation sessions, programmatic efforts, publications, trainings, etc. could prove to be beneficial.



### Student Assistance (Student Emergency Fund)

Students may, at times, find themselves in difficult financial situations. For those in a financial bind causing a crisis, Student Affairs has a Student Emergency Fund which is supported by the Legacy Walk brick fundraiser. Students may submit an application with an explanation of their financial needs, and designated University personnel review the materials in a confidential manner. Although a return of the funds when students are back on their feet is appreciated, it is not a requirement of receiving assistance from the Student Emergency Fund.

Total dollars awarded to students for the past 3 years are displayed below.





## STUDENT AFFAIRS PROGRAMS & ACTIVITIES



Research has shown that extra-curricular student engagement enhances the overall university experience, satisfaction levels, and development of life-skills for students. The Division of Student Affairs assumes primary responsibility for the comprehensive planning, implementation, and assessment of extra-curricular activities, events, and programs. Through divisional and campus-wide collaborations the division sponsors thousands of activities, events, and programs intended to develop well-rounded alumni, citizens, and professionals who can succeed in a global society. Examples of our large scale, multi-day events include Week of Welcome, Family Weekend, CatTour, Student Appreciation Week, Homecoming, and cultural heritage events. Student Affairs programs also include support for fraternities and sororities, under-represented populations and registered student organizations.

### Intercultural Affairs

Intercultural Affairs (ICA) continued to focus on working with all members of the University community to provide a campus environment where students from different backgrounds and culture groups feel appreciated, respected, and valued. Through educational, social, and leadership programs, ICA promotes inclusive values of social justice and human dignity, while preparing students to thrive in a diverse and interconnected world. Throughout the year, over 5,000 students, faculty, and staff members participated in a variety of events sponsored by ICA. Highlights of the year include CASE discussion series, cultural emersion trips, MLK, Jr. March, MLK, Jr. Speaker, Safe Zone training, graduation celebration and the Tunnel of Oppression.

### Greek Student Engagement and Development

Greek Student Engagement and Development (GSED) experienced a year of growth and transition. Highlights include — the addition of our first Latina-American Sorority, Lambda Pi Chi, expansion of our Interfraternity Council by 2 colonies in the last 2 years, a full charter was given to Alpha Sigma Phi Fraternity, the recognition program was reformatted to be more focused on academic achievement and we also sponsored 12 students to attend the Association of Fraternal Leadership and Values (AFLV) national conference.







### Programs and Events

- The Assistant Director for Communications position was created and filled in 2018 – 2019. This position leads the communications and marketing for the department including social media presence. As a result of the work of the Assistant Director, the Department of Campus Activities has seen increased followship and engagement on all social media platforms.
- Student Government Association received recognition from the Association for Student Governments for their new programming initiative, Whee Talk.
- Last Minute Productions hosted over forty events in the 2018 – 2019 academic year. Notable successes included: Saturday night comedy after Move In, a Magician, Pumpkin

- Patch, Roller Rink skating party, Smash for Cash game night, Escape Rooms and an end-of-the-year Luau. The programming team continues to provide new and exciting programs for the student body.
- Miracle at WCU had another record setting year. This year the team raised \$46,413.02. Campus Recreation and Wellness, the Department of Residential Living and Campus Services were all key partners in helping the team reach this goal.
- The Homecoming Carnival continued to grow again this year. An estimated 3,000 people were in attendance. This year wristbands were used to track student and non-student participants. Due to overwhelming interest, the department will look to expand the carnival attractions and rides for 2019's Homecoming festivities.
- The Holiday Show, The Nutcracker, was a sold out performance in the Bardo

Performing Arts Center. It is the first sold out show on record in a number of years.

- The Department of Campus Activities partnered with the Department of Residential Living to present three concerts in 2018-2019. Ashley McBryde (since named New Female Artist of the Year) and Muscadine Bloodline drew approximately 400 people for Week of Welcome; The spring Foam Party with Lost Kings had approximately 400 in attendance; and the Homecoming Concert, T-Pain and Blackbear, sold 2,000 tickets and generated the largest amount of revenue of any concert in recent history, making \$43,000 more than any other show.

### Leadership

- During the 2018-2019, we were able to create and sustain programming and opportunities within the leadership unit. First, we moved locations for our annual Cat Camp Leadership Exploration, allowing for a record number of students to attend. Additionally, we brought in a keynote speaker to enhance the overall leadership development of our campers and counselors. The Freshmen Leadership Initiative Mentoring Program was established, matching 24 first-year students with upperclassmen mentors to aid in their personal and professional development. Furthermore, we continued to have a strong partnership with the College of Education and Allied Professions through the Leadership Minor and the Leadership Minor Advisory Committee.

### Operations

- The project management team has completed the design phase of the first floor renovation project. The space will include offices for Last Minute Productions, Marketing Staff, Student Government Association and graduate and professional staff. In addition, there is a conference room and open/flexible collaboration space for general student use. The project is estimated to be completed in summer 2020. Once the Student Involvement unit moves to the first floor, the third floor offices will be used to serve additional Recognized Student Organizations, and some will be re-purposed into study/collaboration spaces for students.
- The Grand Room lighting project is mostly completed with final installation planned for this summer. This project added updated LED fixtures for the house lighting and controllable stage lights. The UC Theatre lighting project has started. Similar updates to the fixtures providing LED lighting will improve the efficiency and ambiance in the room.
- A centralized lost and found program was launched in 2018 – 2019 for Student Affairs facilities. Dedicated storage space was made available in the University Center, and students now have one central place they can refer to in trying to locate lost items on campus.





## STUDENT AFFAIRS IMPROVEMENT INITIATIVES



Student Affairs continues to shift the focus of assessment and reporting from compliance to quality. During 2018-2019, there was a great deal of progress made at the university level to create a framework to support and provide clarity on quality expectations for assessment work. Student Affairs fully supported this progress with three representatives on the Institutional Effectiveness Council, and two representatives were selected to participate in the Continuous Improvement Peer Evaluation training scheduled for July 2019. Additionally, an assessment guide and enhanced online resources were developed and shared during the fall semester.

### Continuous Improvement

All units received feedback and recommendations on 2017-2018 Continuous Improvement Reports or (CIRs), summer 2018 dashboards and 2017-2018 assessment plans in fall 2018. The feedback was intended to be educational and help inform the quality of future dashboards and increase the quality and alignment of 2018-2019 assessment outcomes and methods. Units also received additional feedback on their CIRs and recommendations on the types of information and level of detail to include in their 2018-2019 CIRs. The Office of Institutional Planning and Effectiveness also held a series of workshops to educate units on how to write assessment outcomes, align assessment methods and write CIR reports.

For the third year, Student Affairs partnered with the Higher Education Student Affairs graduate program and provided five assessment projects to serve as part of the training students receive in Dr. Yancey Gulley's Program Assessment and Evaluation EDHE 650 class. Students study the theoretical constructs of assessment and evaluation in class and have the opportunity to apply those constructs to real-world projects. The class was split into five teams, and each team was assigned a project. The teams were advised by the Director for Marketing & Assessment and worked as 'assessment consultants' for the departments that hosted the assessment projects. The teams worked on the following assessment projects:

- Residential Living's Fall 2018 Student Success Inventory
- The Experience of Students Enrolled in LEAD Living-Learning Communities
- Miracle at WCU and the Student Experience
- Student Staff Hiring Practices at Campus Recreation and Wellness
- The Participation of College Women in Intramural Sports

This partnership complements what students are learning in the classroom by providing hands-on experience with actual assessment projects. The division also benefits as the student teams expand the division's assessment capacity and work on projects important to the host department.

### Planning for 2019-2020

With the hiring of a university Director of Assessment, Student Affairs will continue to focus on quality and improvement in our programs, services and work with the Office of Institutional Planning to align processes and expectations. In July 2019, the university acquired the Xitracs system, the official university assessment and planning platform. Xitracs will be piloted in a few academic and administrative programs during Fall 2019. We will work with the Assessment office to communicate ways the system can improve Student Affairs reporting.





**Vision:** Provide prospective students access to pursue a college education, with a focus on retention and academic excellence.

**Mission Statement:** The Office of Undergraduate Admission encourages and supports prospective student access to higher education by managing the recruitment and admission processes for new and returning undergraduate students at Western Carolina University.

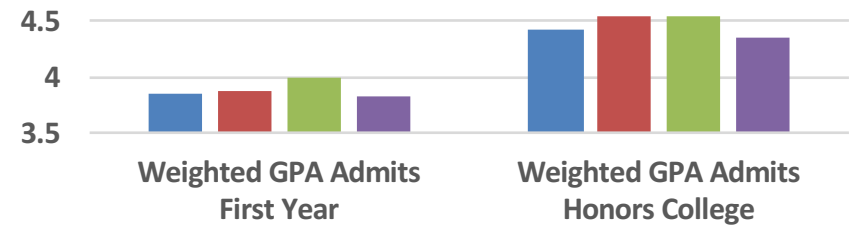
### FIRST YEAR STUDENT DATA – 7/1/18 – 5/31/19

First Year Students	2015-2016	2016-2017	2017-2018	2018-2019
Applicants	18,288	19,521	19,349	17,808
Admits	7,445	7,609	7,687	7,643
Commitments	2,085	2,178	2,349	2,254
Honors College	2015-2016	2016-2017	2017-2018	2018-2019
Admits	1,955	1,465	1,747	1,690
Commitments	405	281	436	402
ASP	2015-2016	2016-2017	2017-2018	2018-2019
Admits	710	708	685	668
Commitments	219	220	218	210

### TRANSFER STUDENT DATA – 7/1/18 – 5/31/19

Transfer Students	2015-2016	2016-2017	2017-2018	2018-2019
Applicants	1,680	1,680	2,383	2,339
Admits	1,060	1,056	1,399	1,576
Distance Admits*	435	403	461	637
Commitments	710	721	965	1,026

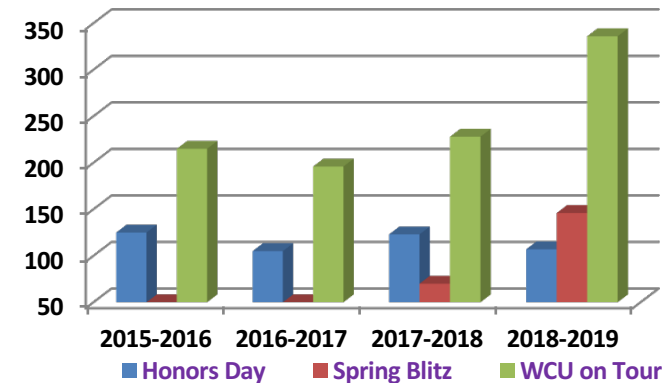
\*Distance admit total is a subtotal of total transfer admit count.  
Source Weekly Admissions Activity Report.



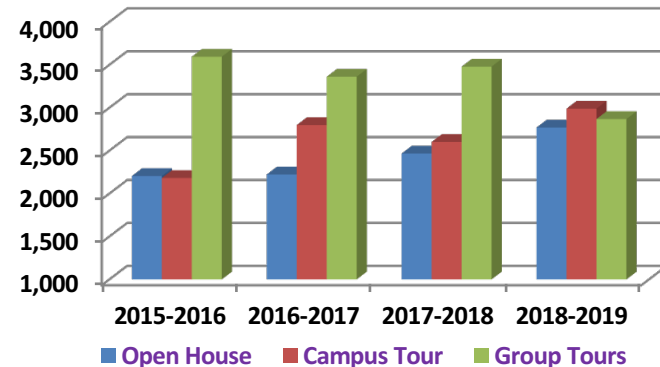
■ 2015-2016 ■ 2016-2017 ■ 2017-2018 ■ 2018-2019

*Note: The GPA total for 2019 reflects a downward adjustment to the weighted scale for courses by NC DPI.*

### FALL EVENT DATA – 7/1/18 – 5/31/19



■ 2015-2016 ■ 2016-2017 ■ 2017-2018 ■ 2018-2019  
■ Honors Day ■ Spring Blitz ■ WCU on Tour



■ 2015-2016 ■ 2016-2017 ■ 2017-2018 ■ 2018-2019  
■ Open House ■ Campus Tour ■ Group Tours

**Note:**  
Only one  
Open  
House  
Event for  
Fall 2016



**Mission Statement**

Campus Services strives to manage the auxiliary functions of the University, and in doing so, holds the departments within the unit accountable to their missions below:

The Bookstore is dedicated to supporting academic programs and student life at the University by providing students, faculty and the university community excellent customer service, convenient store location and hours of operation, and a wide range of competitively priced merchandise. This merchandise ranges from school supplies that assist students, faculty and staff in achieving their academic and professional goal.

The Bookstore also offers imprinted merchandise that portrays the University in a positive light and engenders school spirit and tradition among students, faculty, the community and alumni. Our overriding goal is to make a significant contribution toward the intellectual and service needs of the university community.

Dining Services strives to provide students with attractive dining destinations that foster a lasting experience through customer service, quality, and programming that creates a welcoming and appreciated environment, enhancing the overall educational experience.

**Pepsi and CatCard**

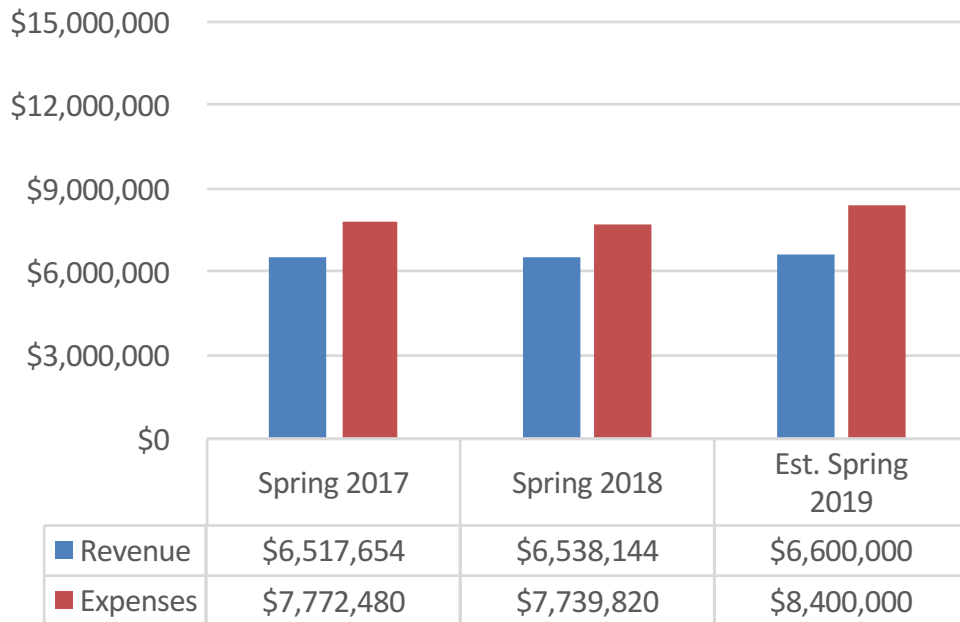
	Spring 2017	Spring 2018	Est. Spring 2019
Pepsi Sales	\$89,796	\$95,209	\$160,000
ID Cards Produced	1,299	1,406	1,800

**Bookstore**

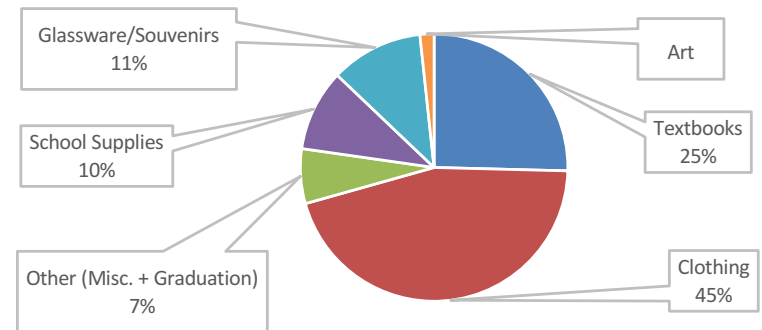
	Spring 2017	Spring 2018	Est. Spring 2019
Total Sales	\$772,743	\$825,651	\$800,000
Total Rental Fee	\$1,008,047	\$1,044,723	\$1,096,139
Total # of Students in Rental Program	6804	6955	7,433
Total Items Purchased at the Bookstore	76,094	81,815	79,019
Average Revenue per Item Sold	\$10.15	\$10.09	\$10.12

**Dining Services**

**Dining Financials by FY**



**Bookstore Sales by Major Category**



Campus Services  
225 Brown Hall

828.227.7303  
rgwalker@wcu.edu





Mission Statement

The Department of Campus Activities provides quality programs, services and facilities. We engage and develop members of Western Carolina University to foster a vibrant and inclusive campus community.

Interesting Figures and Facts from Spring 2019

<b>9.7%</b>	<b>120</b>	<b>182</b>	<b>1,329</b>	<b>\$46,413.02</b>
Increase in number of followers for DCA Instagram Account	Attendees at C.O.R.E. Fest	Leis given out at the Luau sponsored by LMP	Voters in the 2019 Student Government Association Elections	Fundraising Total for Miracle @ WCU

- **Department of Campus Activities Marketing Team established as separate from Last Minute Productions.** *Previously one team, the creation of the Marketing Team enables more streamlined and focused marketing efforts. The team includes a dedicated videographer/photographer to fill this growing aspect of marketing.*
- **The Advisory Team for SGA is being expanded and a Consultation Team is being formalized.** *A team of three direct advisors and four additional consultants will work to provide greater support to the student leaders.*
- **The first floor renovation plan has been approved.** *The project will create office space for Last Minute Productions, Student Government Association, the Marketing Team and the Student Involvement staff. In addition it will feature flexible use space and plans for future growth. The anticipated completion date is August 2020.*

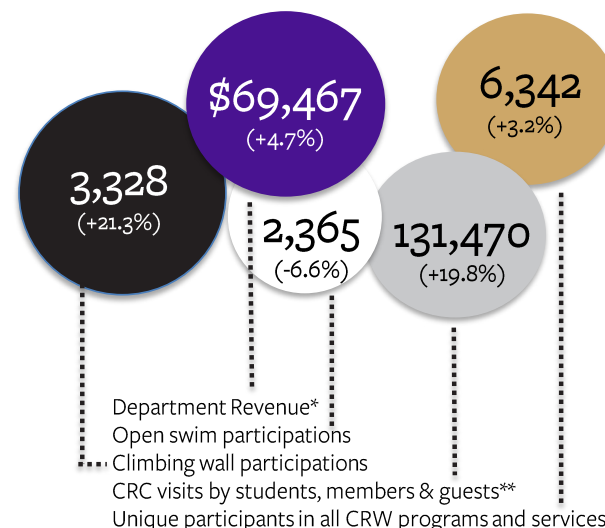
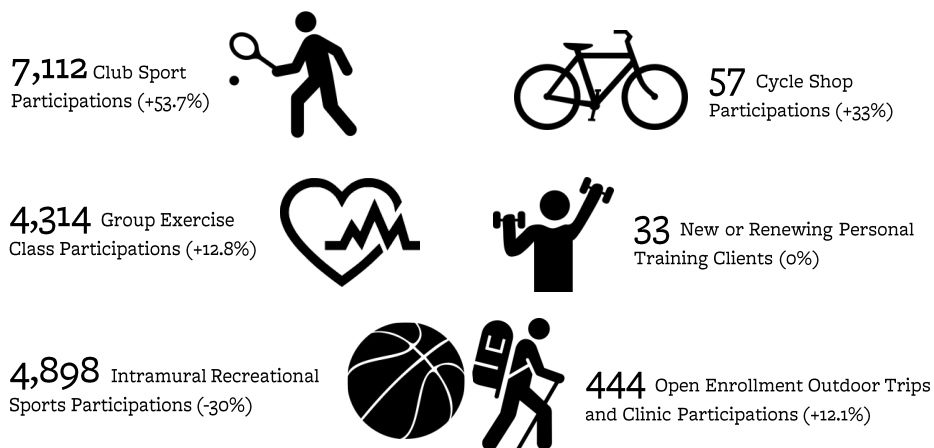
Program Development Plan Updates

- **The Staff Morale Committee completed its first year of activities.** *A spring professional staff awards banquet rounded out a year of activities focusing on increasing staff morale. The committee will continue in 2019 – 2020 and will incorporate more activities for student staff into their work.*
- **The search for the Associate Director for Leadership Programs was completed.** *This position will evaluate the leadership programs offered to the general student population and work to increase opportunities for leadership development for the greater student population.*
- **Cost per person and cost per person per hour figures have been compiled for two years.** *This information will be averaged to establish a baseline for evaluating financial efficacy of programs and events.*
- **The Assistant Director for Communications created a social media schedule to provide more strategic use of social media accounts.** *This change resulted in increased followership across all social media channels.*
- **A Pilot Program allowing student organizations to make requests in 25Live is being planned for Summer and Fall 2019.** *This will allow recognized student organizations to make room requests online.*



**CRW SPRING 2019 FAST FACTS**

Each CRW fact is accompanied by a % change from Spring 2018 to Spring 2019.



\*Only includes program, facility, and membership revenues  
 \*\*CRC = Campus Recreation Center

**STUDENT STAFF DEVELOPMENT**

CRW employed 114 students during Spring 2019, several who filled multiple job positions. Out of 106 1-on-1 conversations with student staff during Spring 2019, 98% of student staff were able to identify the value of their employment experience to their future career by providing 2 examples of things they learned in their employment that is applicable to their future career. The two major applicable themes identified by student staff were verbal communication skills (58 students) and professionalism (60 students). 25 students also indicated they gained technical skills related to their chosen profession.

**FACILITIES OPERATIONS**

CRW facilities enhancements during Spring 2019 included the following:

- CRW continued work on one trail re-route on the WCU Trail system that is being constructed due to erosion issues.
- CRW began consultation with Facilities Management regarding a second trail re-route on the WCU Trail System due to new construction that impedes current use of the trail.
- CRW worked with Facilities Management to schedule and start work on the entryway tile replacement project in the Campus Recreation Center.

The mission of Campus Recreation and Wellness is to foster a campus-wide culture of recreation and wellness through a comprehensive array of programs and services that educate, empower, and engage individuals to pursue and sustain healthy, balanced lifestyles.

**CAMPUS PARTNERSHIPS**

CRW continued to support the academic mission of WCU through the following collaborations and offerings: Presentations and facility tours for 19 academic classes, Group Exercise classes for 2 academic classes, climbing wall sessions for 3 academic classes, teambuilding programs for 3 academic classes, 12 outdoor expeditions for Parks and Recreation Management academic classes, serving as a host site for 8 students to complete their academic internships, and partnering with the Center for Service Learning on 3 trail service days.

CRW divisional partnerships included the following collaborations and offerings: Two Residential Peaks programs (Ski and Snowboard Shuttle and Nantahala Rafting) for 42 students, a Residential Living partnership on a Smore's and Glow Zumba Event for 30 students, a DeStress Fest with Health and Wellness Education for 25 students, a De-stressor Hike with Counseling and Psychological Services for 11 students, and offering Open House tours to 927 prospective students and families.



**MISSION**

Empower students to engage in and be successful in a full range of academic, social and cultural endeavors through fostering psychological wellness.

Appointment Data		
Service	2018	2019
Clients	692	772 (this is a 12% increase in the number of students served)
Average number of sessions/student	4.3	3.3 (this is a 25% decrease in the number of sessions available per student)

**Distress Index Change**

The decrease in the number of sessions available is of concern because the data suggests that the maximum change in distress occurs at the 5<sup>th</sup> session. Clearly, as CAPS serves more clients, the availability of sessions decreases and clients may not see maximum change. Nonetheless, the data indicates that clients are experiencing symptom relief in significant ways by the 3<sup>rd</sup> session.

**EMERGENCY SERVICES**

This spring, CAPS provided 261 emergency appointments which is consistent with the number of appointments provided in the Spring 2018. 1 in every 4.5 clients in Spring 2019 requested an emergency appointment this year.

21% of clients report serious thoughts of suicide within the last two weeks. 45.2% of clients report having thoughts of suicide at some point within their life.

**Why do students seek counseling:**

- Spring 2018 :
  - Anxiety related (87.9%)
  - Depression related (70.4%)
  - Sleep problems (26%)
  - Family problems (24%)
  
- Spring 2019:
  - Anxiety related (75.1%)
  - Depression related (63.0%)
  - Family problems (45.4%)
  - Trauma (35.5%)

Of interest is the rather significant increase in the number of individuals seeking counseling because of family problems. Additionally, CAPS has been seeing more students with trauma related concerns and, for this semester, was the first time that category has been one of the top four reasons for seeking counseling.

**Outreach**

**781** students, faculty and staff attended one of CAPS' programs aimed at helping community members recognize and respond to psychological distress. CAPS assisted with WCU's first Out of the Darkness Suicide Awareness walk in March. **Over 100** Catamounts participated in this important effort.

Critical Incidents	2018	2019
Safety planning because of suicidality	88	97
Hospitalization	31	18
Withdrawal because of mental illness	18	8



NC Promise assists Western Carolina University in providing a high-quality, affordable education for anyone who wishes to pursue an undergraduate degree.

**2018-19 academic year changes:**

- NC Promise went in effect fall 2018
- The undergraduate cost of attendance decreased by 13%
- Western Carolina University Financial Aid discontinued the practice of offering PLUS loans upfront to allow parents and graduate students the opportunity to have more say in how much they borrow
- Noted in the chart below, Western Carolina University has experienced an overall 20.03% decrease in debt incurred so far for 2018-19
- The financial aid community saw the end of the Federal Perkins Loan Program

It is important to note that tuition represents only a portion of the cost of attendance. Residential students, and those living off campus, pay fees and incur housing costs. NC Promise and Western Carolina University's commitment to keeping costs affordable resulted in an overall 13% decrease in undergraduate cost of attendance for 2018-19.

Undergraduate Cost of Attendance	2015-16	2016-17	2017-18	2018-19
Tuition and fees	\$6,643.00	\$7,027.00	\$6,897.00	\$3,926.00
Room and Board	\$8,665.00	\$9,218.00	\$9,553.00	\$10,103.00
Loan Fees	\$63.00	\$63.00	\$66.00	\$67.00
Books and Supplies	\$753.00	\$776.00	\$932.00	\$805.00
Travel	\$1,028.00	\$1,059.00	\$957.00	\$974.00
Personal Expenses	\$1,482.00	\$1,526.00	\$1,647.00	\$1,580.00
<b>Totals</b>	<b>\$18,634.00</b>	<b>\$19,669.00</b>	<b>\$20,052.00</b>	<b>\$17,455.00</b>

Loan Program	2017-2018 Paid	2018-2019 Accepted	2018-2019 Paid to Date	Difference +/-
Federal Perkins Loans	\$1,110,423.00	\$0.00	\$0.00	-100.00%
Federal Direct Graduate Student PLUS Loans	\$1,315,958.00	\$1,024,764.00	\$837,947.00	-36.32%
Federal Direct Parent PLUS Loans	\$19,798,902.00	\$10,872,355.00	\$10,134,508.00	-48.81%
Federal Direct Subsidized Student Loans	\$19,796,057.00	\$17,641,642.00	\$17,025,127.00	-14.00%
Federal Direct Unsubsidized Student Loans	\$30,622,325.00	\$30,338,697.00	\$29,176,629.00	-4.72%
Private Student Loans	\$3,118,530.00	\$3,509,528.76	\$3,411,339.76	9.39%
<b>Total Debt</b>	<b>\$75,762,195.00</b>	<b>\$63,386,986.76</b>	<b>\$60,585,550.76</b>	<b>-20.03%</b>

**2018-2019 reflects year-to-date totals; all other aid years are final**

Processing	2015-2016	2016-2017	2017-2018	2018-2019
Number of Federal Student Aid Applications (FAFSA's) received	15063	15695	20397	21697
Number of FAFSA's verified	2441	2334	2080	3410
Number of students packaged (completed FAFSA results)	10985	11653	13397	13202
Number of summer aid applications	2579	2158	2300	2324

Student Loan Default Rates			
	2013	2014	2015
WCU	6.70 %	6.50 %	6.00 %
National	11.30 %	11.50 %	10.80 %

Students Receiving Pell			
Aid Year	UG Students	Pell Recipients	Percentage
2016-17	9171	3887	42.38 %
2017-18	9406	4038	42.93 %
2018-19	10027	4039	40.28 %

Funds Management (Disbursed/Paid Amount)	2015-16	2016-17	2017-18	2018-19
Federal Grants	\$15,167,384.14	\$15,615,376.76	\$17,397,539.45	\$17,155,862.20
NC State Grants	\$8,649,601.50	\$8,190,863.50	\$8,395,194.00	\$3,635,269.50
Work Study	\$475,603.20	\$470,712.73	\$468,094.03	\$445,716.77
Federal Loans	\$61,617,293.00	\$68,503,041.00	\$72,643,665.00	\$57,089,795.00
Private Loans	\$2,377,303.00	\$2,899,539.00	\$3,087,530.00	\$3,390,139.76
Other Aid Programs	\$15,110,035.38	\$15,809,272.77	\$15,751,955.38	\$15,447,654.80
<b>Total Aid Disbursements</b>	<b>\$103,397,220.22</b>	<b>\$111,488,805.76</b>	<b>\$117,743,977.86</b>	<b>\$97,164,438.03</b>

Average Debt (Fall, Spring & Summer)	2016-17	2017-18	2018-19
All Undergraduate and Graduate	\$24,388	\$25,026	\$24,201
Graduate (includes any undergraduate debt incurred)	\$43,739	\$44,907	\$42,380
Undergraduate	\$20,209	\$20,563	\$22,316

Financial Aid Office  
118 Killian Annex

828.227.7290  
finaid@wcu.edu



**Mission**

Our mission is to actively engage students in an exceptional values-driven fraternity and sorority program offering customized and experiential learning opportunities. These experiences will contribute to the academic, social, and personal growth of the community members.

**Expansion & Growth**

The GSED community welcomed the return of the Zeta Xi Colony of Pi Kappa Alpha National Fraternity to campus. In addition, the Eta Iota Chapter of Alpha Sigma Phi National Fraternity was chartered in Cullowhee on April 27, 2019. With the addition of these groups, the WCU Greek community now has 21 nationally affiliated collegiate fraternal organizations in the program. GSED is also supporting the expansion of a provisional chapter of Lambda Pi Chi Sorority, Incorporated, a Latina-based national fraternal organization.

**Programming Highlights**

**APPLE POLISHING FACULTY/STAFF RECOGNITION PROGRAM**

The Theta Pi Chapter of the Order of Omega National Honor Society hosted the second annual Apple Polishing Program on Wednesday, March 20, 2019. The event honored nineteen (19) members of the faculty and staff for meritorious service to the WCU community. Those receiving awards from students included faculty from Criminal Justice, Biology, Finance, Chemistry, & Management.

**GREEK WEEK 2019**

April 1 - 5, 2019 was this year’s Annual Greek Week program which was designed to enhance and strengthen individual chapter and community building. New events this year included Kickball and a Community Cook-Out. The annual Chariot Races & Greek Sing were very well attended and had increased event participation.

**YEAR IN REVIEW PRESENTATIONS**

All recognized chapters completed the R&R programs and presentations by the scheduled deadline of April 12, 2019. This years assessment included a review of academic achievement, financial & risk management, service work, membership education, campus involvement, alumni relations, and values based programming.

**ACADEMIC ACHIEVEMENT**

**FALL 2018 SEMESTER**

The All Greek Semester & Cumulative GPA’s continues to exceed the All Undergraduate GPA averages as follows:

▪ All Greek Semester GPA	-	3.068
▪ All Greek Cumulative GPA	-	3.124
▪ All Undergraduate Semester GPA	-	2.980
▪ All Undergraduate Cumulative GPA	-	3.070

**CHAPTERS OF EXCELLENCE/AWARDS BANQUET**

- Over 200 members of the community attended the Annual Awards Banquet on Sunday, April 29, 2019. Phi Mu Sorority received the top overall Chapter of Excellence Award for their achievements in academic performance, recruitment, philanthropic and service work, and overall chapter management. The top Chapter of Excellence Council winners this year were:
  - IFC – Sigma Chi Fraternity
  - NPHC – Delta Sigma Theta Sorority, Incorporated
  - CPC – Phi Mu Sorority

**FALL 2019 CALENDAR & PLANS**

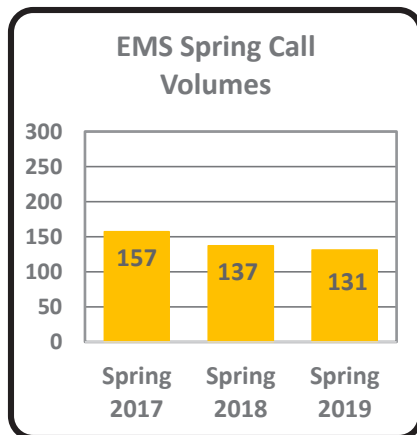
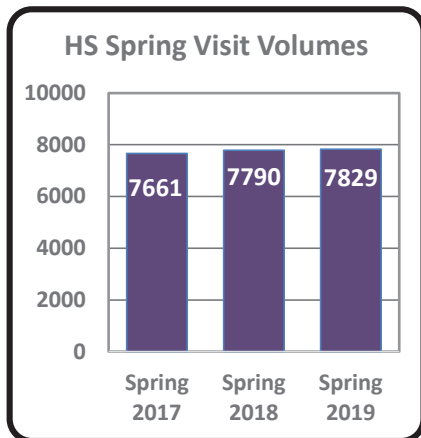
- The **AUGUST PRESIDENTS LEADERSHIP RETREAT** is being planned for Saturday, August 24, 2019. Team building, leadership development, and goal setting for the academic year are parts of the agenda for this year’s program.
- **NATIONAL HAZING PREVENTION WEEK** will be from September 23-27, 2019. The 2019 effort will again include a keynote speaker among other educational programs designed to raise awareness about the problem of hazing, and to promote the prevention of hazing on today’s college campuses.



**MISSION:**

Health Services' mission is to meet the health care needs of the academic community and to enhance the physical, psychological, environmental and health education needs of our campus. Health Services strives to keep students well and in the classroom.

**COLA** Re-accreditation survey and inspection completed with only minor deficiencies that do not require a written follow up plan



**FLU on Campus:**  
 406 flu shots given  
 576 flu test (lab) performed  
 680 patients treated

**NEW PROVIDER**

Health Services welcomed Jodie Wade, Nurse Practitioner to the group in early January. Jodie most recently practiced at WNC Pulmonary.

**STRIVING FOR EXCELLENCE**  
 WCU was recognized at the National Collegiate EMS Foundation meeting with the Campus Readiness award. The award is based on evidence submitted from the campus regarding plans, policies and processes related to Campus Awareness and Readiness to address situations that might result in Mass Casualties. EMS was recognized as ready to respond an event.

**Monitoring Measles:** The number of cases of measles across the US continued to rise in the spring semester, creating a need to review the public health plans in place for communicable disease, including participation with the local health department plans and the CDC recommendations. Monitoring is ongoing, but no active cases in NC at this time.

**CLINICAL PROCESS IMPROVEMENT**

The spring clinical project was focused on best practice and appropriate management of students presenting for medication refills for ADD and ADHD diagnosis. In a survey of UNC schools, 13 out of the 15 responding indicated that a proof of diagnosis through psychological testing was required for the transfer of care and medication management. The psychostimulant medications used for this condition are controlled substances that are known to be abused in certain situations. In data collection to review determining documentation, the following data was found:

Proof of Diagnosis	# Patients	% of Total
notes from primary care	48	51%
psychological testing	31	33%
note from psychiatrist	12	13%
no proof	3	3%
NCAA form	1	1%
<b>Total Patients:</b>	<b>95</b>	

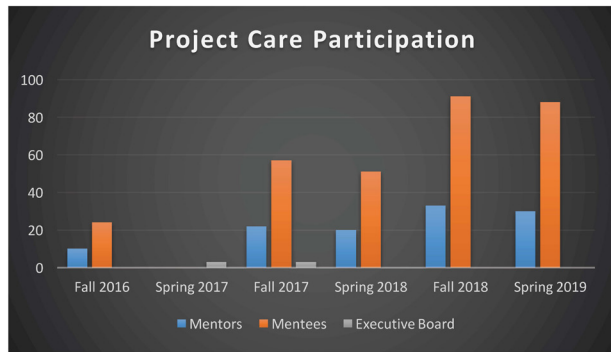
Of note, WCU Health Services most often allowed the transfer of care based upon documentation from the patient's former prescribing provider.

**Improvements:** Knowing that access and affordability of testing is a concern, HS was able to work with the Psychology Department and develop a more streamlined test for diagnosis affordable for patients on campus. Patients will be allowed one month of medication refill and must have proof of testing before the next refill cycle. This aligns with industry practice and ensures patients are receiving the correct treatment.

**Mission:** Our mission is to provide an inclusive environment that examines, recognizes, accepts and affirms human differences and similarities by creating opportunities for meaningful cultural exchange on campus and within the surrounding communities. Through education and engagement, we aim to develop culturally competent individuals who will thrive in a diverse and interconnected world.

**Student Development and Enrichment:** One of our key programs for student development is Project Care, a peer mentoring experience for first year students from underrepresented groups.

ICA continues to experience substantial growth and stability in Project Care and is projected to continue on this trend.



**Impact**

**Spring 2019 –**

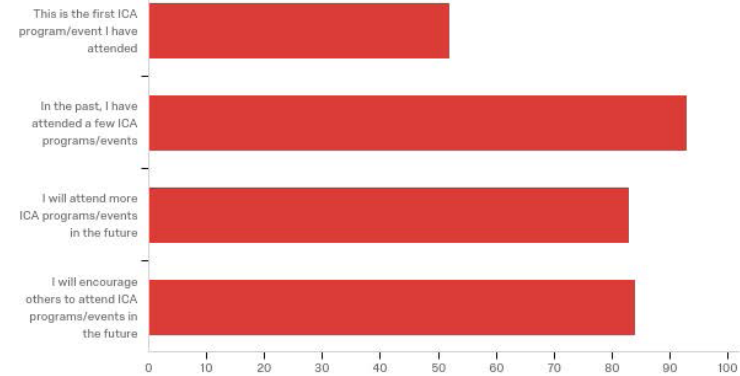
- 11 mentors graduated from WCU
- 1 served as the 3 pm Commencement Speaker)
- 1 Accepted into the MSW program at WCU
- 1 Accepted into UNCG Graduate School
- 1 Accepted a position with Teach for America (working to strengthen the movement towards educational equity) in South Carolina
- 1 Accepted a position with Vecinos (Farmworker Health Program)
- Fall 2019 ( returning)
- 82 returning mentees to WCU

**Applications for the Fall 2019 – Spring 2020 Project CARE Program**

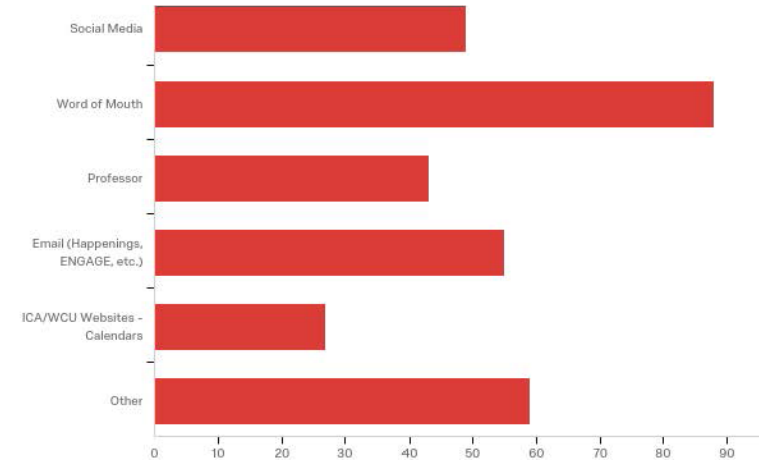
- 8 applicants for the Executive Board position
- 3 selected
- 78 applicants for the mentor position
- 43 selected
- 11 mentors are brand new to the program 6 returning mentors
- 26 mentees who have evolved into the mentor role

Strengths of ICA include the ability to attend to student’s needs, offer support and produce stellar programming.

**Tunnel of Oppression (TOO) 2019:**



\*Data indicates that ICA is having more past program attendees at TOO.



\*Data indicates that most participants hear of TOO via word of mouth.

**Developing collaborative partnerships** with CAPS, Residence Life, Greek Affairs, LMP, Community Ethics, Degree Plus, Honors College, as well as many academic departments, RSOs and Community Organizations create vast resources and opportunities for students to thrive.

**Our major constituents** include ICA council composed of students who help to shape the programs and services as well as ICA Advisory board composed of faculty and staff that work in tandem with ICA and ICA council to lend support from a broader campus community.

**Our staff:** In the spring ICA lost the Assistant Director. A search will be conducted in the summer to fill the vacancy.

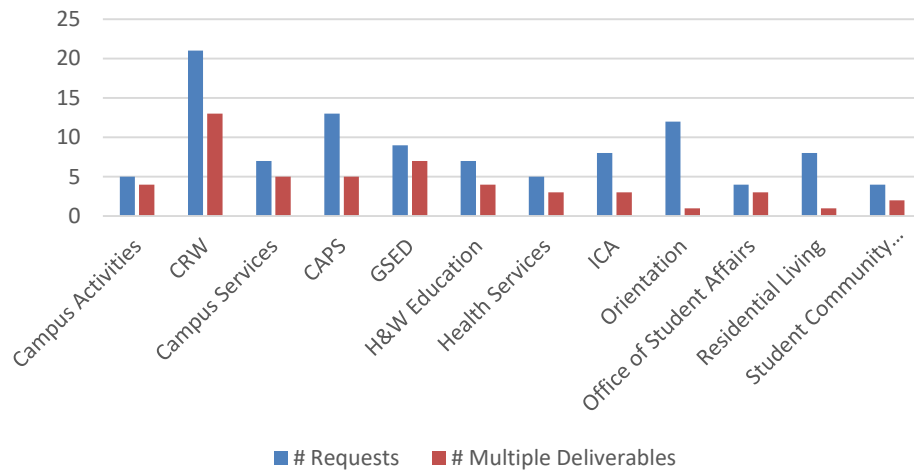


**MISSION**

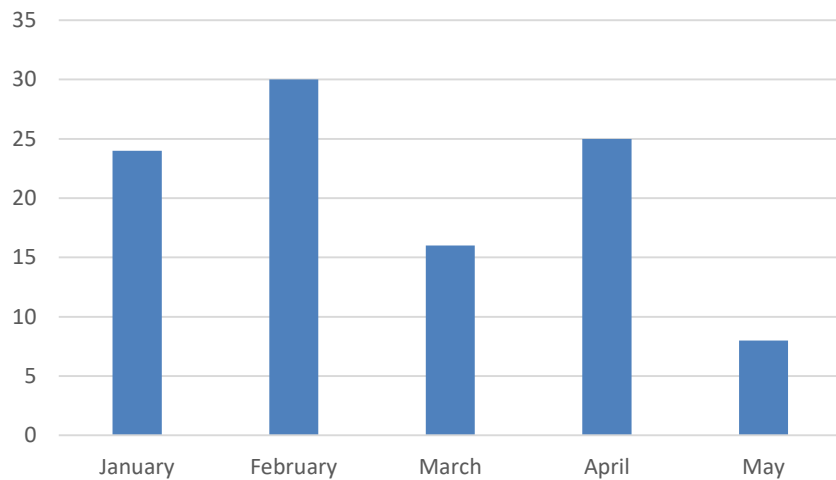
The office of marketing and assessment supports the Division of Student Affairs and works to increase capabilities, alignment and effectiveness of departmental and division efforts in the areas of branding, communication and assessment.

**DESIGN OFFICE**

Spring 2019 Project Requests

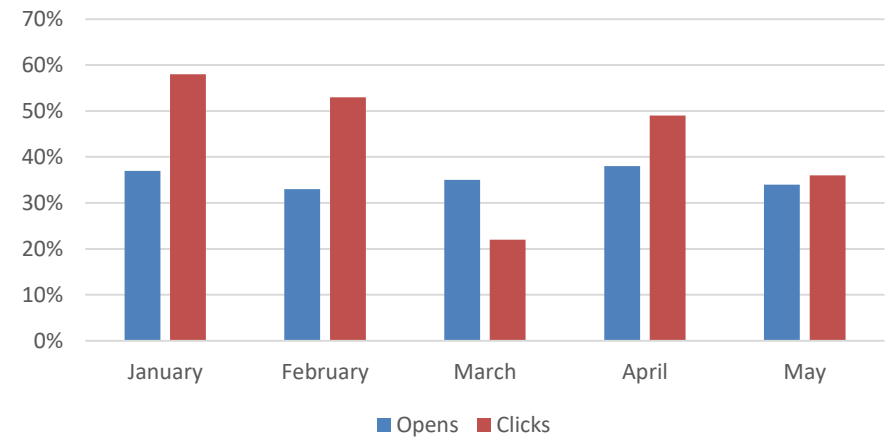


# Requests/Month

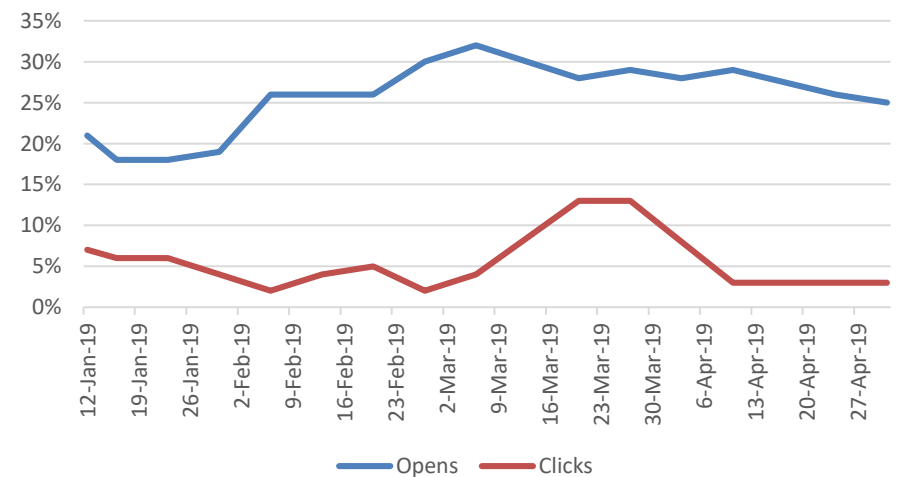


**NEWSLETTER OPEN RATES**

Spring 2019 Student Affairs Newsletter Open & Click Rates



Spring 2019 Student Events Email Open & Click Rates



*Orientation Registration Report 2019 (Friday) May 24, 2019 vs. (Thursday) May 24, 2018*

<i>First-Year</i>	<i>2019 Students</i>	<i>2018 Students</i>	<i>2019 Guests</i>	<i>2018 Guests</i>
<i>May 30*</i>	86	Not Applicable	65	Not Applicable
<i>June 3-4</i>	166	241	129	183
<i>June 6-7</i>	116	131	85	98
<i>June 10-11</i>	175	291	151	221
<i>June 13-14</i>	198	326	177	314
<i>June 17-18</i>	300	325	268	267
<i>June 20-21 ASP</i>	186	197	169	118
<i>June 24-25 GAP</i>	284	GAP (73)	265	GAP (122)
<i>June 27-28</i>	259	325	242	286
<i>July 1-2</i>	176	Not Applicable	136	Not Applicable
<i>August 15**</i>	18	17	8	4
<b>Total</b>	<b>1964</b>	<b>2118</b>	<b>1663</b>	<b>1709</b>
<b>Difference</b>	<b>-154</b>		<b>-46</b>	

\*Unadvertised session for local students only.

\*\*Unadvertised August session for First-Year students that cannot attend in June & July.

<i>Transfer</i>	<i>2019 Students</i>	<i>2018 Students</i>	<i>2019 Guests</i>	<i>2018 Guests</i>
<i>May 31</i>	194	201	127	116
<i>July 3</i>	173	189	94	118
<i>August 16</i>	87	87	30	46
<b>Total</b>	<b>454</b>	<b>477</b>	<b>251</b>	<b>280</b>
<b>Difference</b>	<b>-23</b>		<b>-29</b>	

**Registration Totals**

<i>Total Students Registrations 2019</i>	2418
<i>Total Student Registrations 2018</i>	2595
<b>Student Registration Difference</b>	<b>-177</b>
<i>Total Guest Registrations 2019</i>	1914
<i>Total Guest Registrations 2018</i>	1989
<b>Guest Registration Difference</b>	<b>-75</b>



**ORIENTATION STAFF UPDATES**

- Orientation will staff 2 Orientation Coordinators, 8 Orientation Leaders, 2 Office Assistants, and 27 Orientation Counselors this summer.
- Orientation Counselors produced an average cumulative GPA of 3.5 after the Spring 2019 semester.
- Orientation Staff attended the Southern Regional Orientation Workshop in Myrtle Beach, SC at Coastal Carolina University in March to participate in professional development and attend sessions on connecting with students, serving as resources, and staff bonding. WCU presented 5 times during the conference (a school record) including every returning student-staff member.
- Orientation Graduate Assistant William Crandall won the Best Problem Solving in Team Case Study competition at the Southern Regional Orientation Workshop.

**MISSION STATEMENT**

New Student Orientation is committed to acclimating new WCU students and their families to the institution, college transitions, and life within the community by showcasing samples of student involvement on and off-campus, as well as state-wide and nationally through research, academic, and cultural experiences. Students are instructed to consider their entire experience at Western Carolina University, including student clubs/organizations, service learning, internships, etc., as a learning opportunity that will shape their future.

New Student Orientation  
137 Killian Annex

828.227.7735  
jthompson@wcu.edu



**Departmental Highlights**

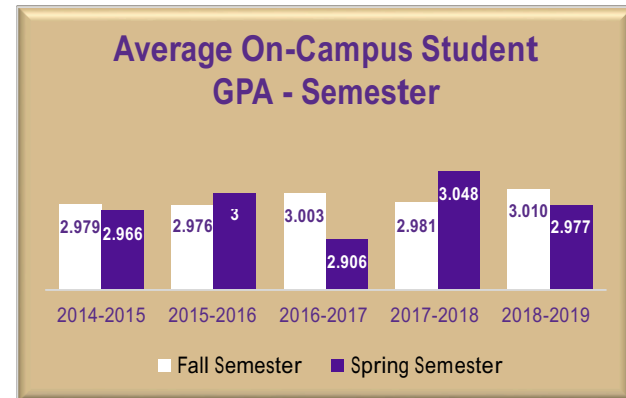
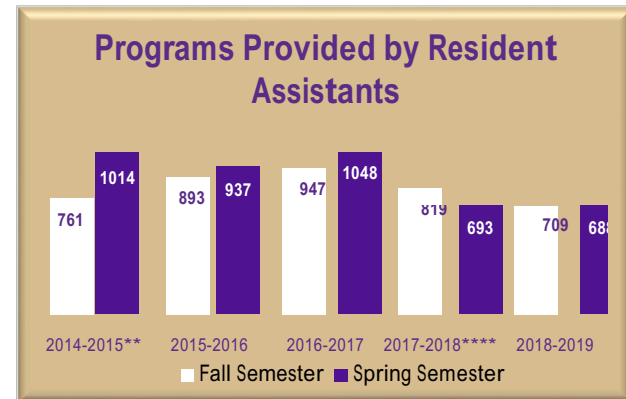
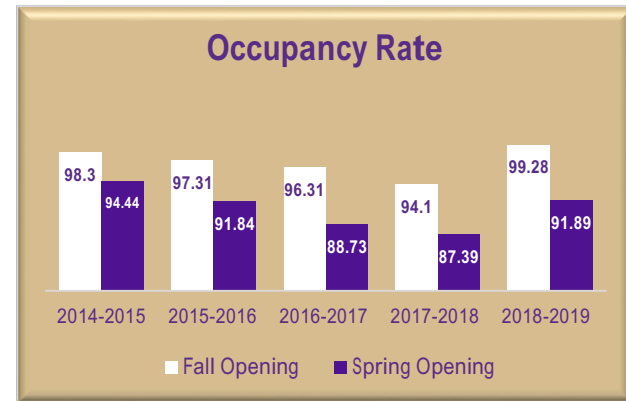
- All leftover RSA care packages were donated to HOMEBASE this semester.
- The Mail Center delivered 14,486 packages to students during the spring.
- 97.19% of students reported during their Spring SSI that they are enjoying their college experience.
- Residence Life had one open position and 69 qualified applicants for the position. We were able to make an offer to a new Residential Case Manager to start this summer.
- Hired Housekeeping Manager and they started in April.
- Warehouse Associate has reworked the Plumbing section in the Warehouse to make processes more timely and efficient.
- Utilized a multi-tiered effort (housekeeping, facilities, central office, and residence life) to recruit student workers for the summer.
- In early May, the Residential Living staff came together in a crisis and successfully recovered from a residence hall fire.

**Award Recipients**

- Apple Polishing Award – Brian Boyer, Karen Cody, Colin Croat
- Promising Practitioner Award by the CEAP Department – Anthony Pohorilak
- Residence Life Graduate Student of the Year Award – Morgan Gill
- Residence Life Staff Member of the Year Award – Tai Richardson
- Residential Living Cristy R. Flye Distinguished Service Award – Coley Boucher, Savannah Matherly
- Residential Living Dedicated Service Award – Donnie Ballew, Beverly Bryson, Annaleise Camacho, Javier Camacho, Joy Hutcher, Steve Leamon, Glenna Rowe
- Residential Living Event of the Year Award – Extremes “I’m Not My Hair”
- Residential Living Operations Student Worker of the Year Award – Colin Croat
- Student Nominated Faculty Member of the Year Award Finalist – Brian Boyer

	Fall 2015	Spr 2016	Fall 2016	Spr 2017	Fall 2017	Spr 2018	Fall 2018	Spr 2019
Number of Work Orders	1735	1540	1694	1558	1671	1617	1680	1849
Number of SSIs Completed*	7165	3235	7791	3583	7841	3533	7970	3553
Average RA Staff GPA	3.446	3.421	3.354	3.323	3.305	3.432	3.475	3.666
RSA Care Packages Ordered by Parents***	39	95	67	34	50	21	1390	32

\* SSIs are intentional conversations between Resident Assistants and 1st year students.  
 \*\* The programming model was changed in Fall 2014 to reflect increased SSI responsibilities.  
 \*\*\* Care Packages were only offered to all freshman halls beginning Spring 2016.  
 \*\*\*\* The programming model was changed in Fall 2017 to reflect the implementation of coping skills based programming.



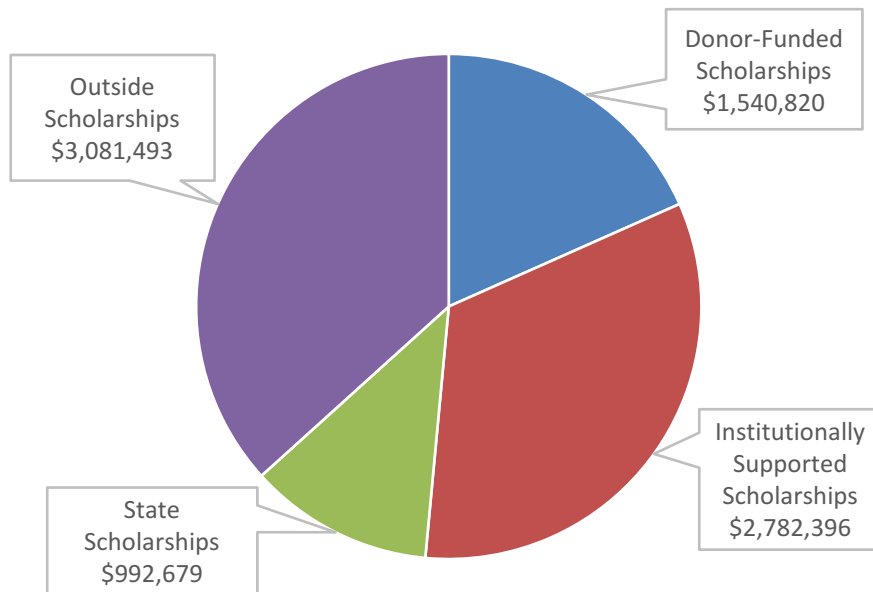
University Scholarships, a unit within the Financial Aid Office, works in collaboration with campus departments and external partners in order to manage a comprehensive scholarship program focused on the needs of our students, parents, donors, faculty, and staff who are seeking, receiving, and awarding scholarships.

Student Activity	2017-2018	2018-2019	2019-2020*
Number of applications started UG	6,737	6,112	6,070
Number of applications finished UG	2,766	4,162	4,382
Number of applications started GR	573	773	731
Number of applications finished GR	191	361	440

Finished applications are a subset of started applications.

\*UG application deadline is February 1, 2019 and GR application deadline is August 1, 2019. Application numbers are "to-date" as of 5/31/2019.

2018-2019 Scholarship Disbursements (excluding athl.) as of 5/31/19



Including need-based and merit-based scholarships

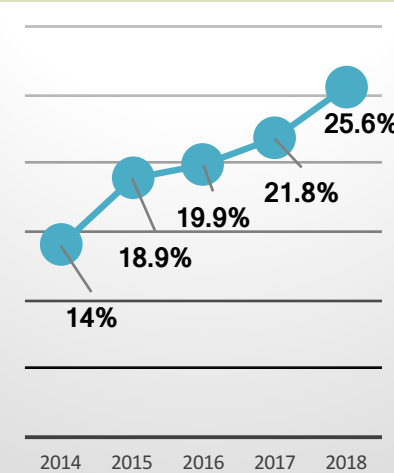
Recruitment scholarships for 2019-2020

Honors College Scholarships	Students	Amount
Distinguished Scholarship	86	\$216,000
Ad Vitam Paramus & Merit Scholarships	13	\$40,747
Scholars Award	9	\$18,000

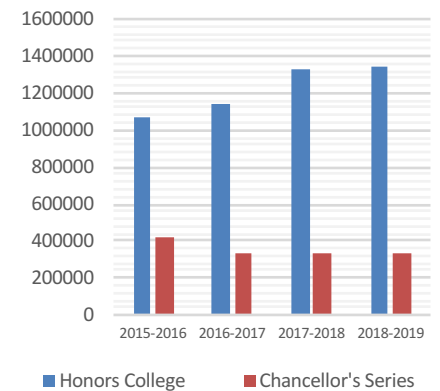
Chancellor's Series Scholarships	Students	Amount
Madison Academic Scholarship	22	\$44,000
Chancellor's Academic Scholarship	14	\$28,000
Chancellor's Achievement Scholarship	35	\$35,000

Students impacted by scholarships

Percentage of students who have received a scholarship from WCU as of 5/31/2019. (Including athletic scholarships)



Merit-Based Scholarships (Non-endowed)



For the 2018-2019 academic year, students have been awarded \$625,000 in institutional access and need-based scholarships.

As of 5/31/2019, 2,989 WCU scholarships have been awarded to 2,404 graduate and undergraduate students for the 2018-2019 academic year. (Includes athletic scholarships)



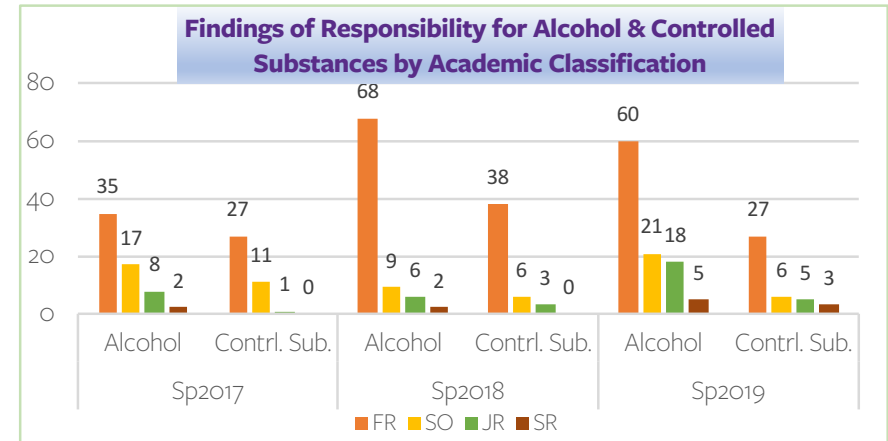
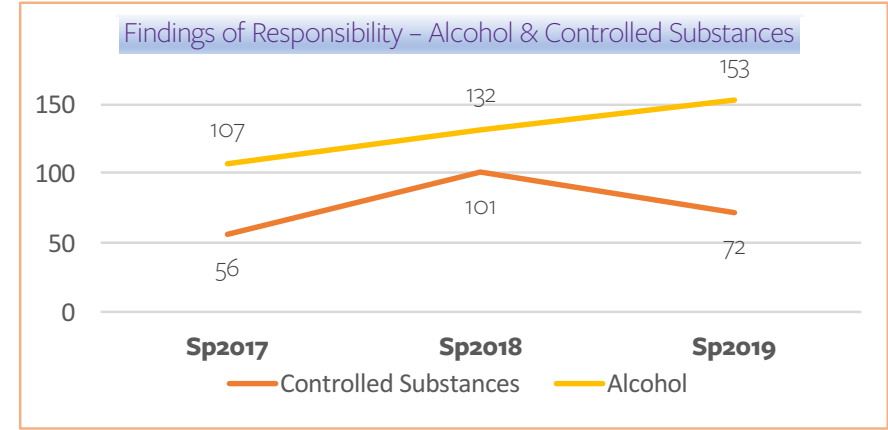
MISSION

In support of the missions of the University and the Division of Student Affairs, the Department of Student Community Ethics (DSCE) strives to challenge students to be responsible and engaged community members. The DSCE educates students through the student conduct process, programming, and outreach in order to foster a positive living and learning environment.

3 Year Trend – Top 5 Conduct Charges				
	SP 2017	SP 2018	SP 2019	% Change*
<b>Alcohol</b>	109	132	153	16%
<b>Controlled Substances</b>	47	101	72	29%
<b>Gen. Policy Violation</b>	142	76	187	146%
<b>Failure to Comply</b>	56	31	77	148%
<b>Aiding &amp; Abetting</b>	188	47	185	293%

3 Year Trend – Top 5 Conduct Sanctions				
	SP 2017	SP 2018	SP 2019	% Change*
<b>Probation</b>	152	178	199	12%
<b>EOA</b>	101	158	204	29%
<b>Educational Sanction</b>	127	185	210	14%
<b>Parent Notification</b>	76	115	123	7%
<b>Community Restitution</b>	38	53	48	9%

3 Year Trend – Total Conduct Incidents				
	SP 2017	SP 2017	SP 2018	% Change*
<b># Unique Incidents</b>	220	211	319	51%
<b># Individuals Involved</b>	396	454	625	38%
<b># Charges</b>	554	639	851	33%



THE TAKE AWAY

- Alcohol and Controlled Substances charges continue to be among the most frequent charges. Alcohol charges rose 6% while Controlled Substance charges declined 29%.
- There were more incidents involving more students during the spring semester. Incidents increased by 51% and involved 38% more individuals. However, the incidents were generally more minor in nature (e.g., general policy violations, aiding and abetting, etc). See charts to the left.
- FR are more likely to be found responsible for Alcohol and Controlled Substances violations.

224 Brown Hall  
(828) 227-7234  
dsce.wcu.edu



Student Community Ethics

\*Percentage change measured spring 2018 to spring 2019.

