

STUDENT AFFAIRS DIVISION
ANNUAL REPORT
2021-2022



Student
Affairs

227 H.F. Robinson Administration Building / Cullowhee, NC 28723
828.227.7147 / dsa.wcu.edu



Introduction

As the COVID-19 global pandemic persisted so did the “Catamounts Care” theme at Western Carolina University. “Catamounts Care” started as the label assigned to the array of prevention strategies and protocols adopted by the campus community to limit the spread of the virus. It also captures the attitude and mindset of everyone that has helped deliver another successful academic year.



The Student Affairs Division at Western Carolina University (WCU) is a dynamic group of professional staff working together to make a difference in the lives of students and serve the WCU community. With this year’s operating expenditures totaling about \$60 million, the Student Affairs Division is comprised of approximately 200 full-time staff along with a handful of part-time employees working alongside nearly 400 student staff members.

Our areas of focus include Undergraduate Enrollment, Auxiliary Enterprises, Health and Wellness, the Dean of Students offices, Campus Activities, and the Student Affairs office. With responsibilities including oversight of 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 data that confirms how the Student Affairs team had another impactful year serving our campus community. This team found ways to keep our offices open and focused on serving students despite the on-going challenges of staffing shortfalls, supply chain pressures, and other unexpected impacts on operations. This year, we were able

to return to experiences closer to pre-pandemic operations: for example, most COVID-19 restrictions were lifted in the residence halls, outdoor events returned like Valley Ballyhoo, and an old tradition made a return with Midnight Breakfast to close out the academic year.

This report contains descriptive narratives from each of our key areas of focus and is supported by performance and data dashboards from each of our departments (begins on page 26). These dashboards are a snapshot of the scope and issues our team engaged, but the data also highlights how much this team cares about students. I’m proud of the way we served students and our campus community.

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

H. Sam Miller
Vice Chancellor for Student Affairs

CONTENTS

Undergraduate Enrollment	4
Auxiliary Enterprises	12
Residential Living	14
Student Health & Wellness	16
Student Community Ethics	18
Intercultural Affairs	20
Greek Student Engagement and Development	21
Campus Activities	23
Dashboards	26



UNIT HIGHLIGHTS

Undergraduate Enrollment

For nearly a quarter-century, the word Normal was branded into WCU's identity (1905-1927: Cullowhee **Normal** and Industrial School; 1927-1929: Cullowhee State **Normal** School). For 2021-2022, WCU embarked upon an uncharted path of trying to merge two words that seem incongruent: the *new normal*. COVID-19 quaked the educational landscape, and aftershocks of the pandemic continue through the 2021-2022 recruitment cycle. Yield rates (the percentage of admitted students who choose to enroll) dropped; melt rates (the percentage of admitted students who committed but didn't enroll) increased, and persistence rates dipped. In addition, data from the National Student Clearinghouse reported that it disproportionately negatively impacted rural public universities as COVID spread in spring 2020.

UNDERGRADUATE ENROLLMENT CHANGES BY CAMPUS SETTING

Public Four-Year	Spring 2020	Spring 2021
City	-0.1%	-2.3%
Suburban	-1.2%	-3.2%
Town	-2.5%	-4.9%
Rural	+0.8%	-5.9%
Total	-0.7%	-2.9%

National Student Clearinghouse Research Center data (March 2021)

The surge in new undergraduate enrollment that NC Promise helped build in 2018 and 2019 continued to fuel total enrollment through fall 2020. Record-setting entering classes worked their way to sophomore, junior, and senior standing. But successive terms of comparatively smaller new cohorts compared to pre-COVID levels and reduced first-year retention rates combined to result in drops in total enrollment in spring and fall 2021 and spring 2022. In addition, successive entering cohorts didn't experience

Cullowhee normal and struggled with adjusting to the residential college experience amid a COVID environment.

Numerous tributaries (e.g., new undergraduate, continuing undergraduate, new graduate, continuing graduate, resident-credit students, distance students) feed the enrollment table level. A decade-long streak of fall undergraduate growth had helped ensure record total enrollment every fall except one until fall 2020.

WCU TOTAL FALL UNDERGRADUATE ENROLLMENT

2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
7,627	7,979	8,448	8,787	8,821	9,171	9,406	10,027	10,469	10,517	10,145

WCU TOTAL FALL ENROLLMENT

2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
9,352	9,608	10,107	10,382	10,340	10,805	11,034	11,639	12,167	12,243	11,877

Source: Tableau (OIPE)



In spring 2020, COVID began affecting travel, recruitment events, summer school, orientation, course delivery modality, meal delivery, residence hall regulations, etc. Concerns arose as to whether the string of successive years of record total headcount enrollment might end in fall 2020. But a total increase of only 76 students in the fall of 2020 didn't bode well for future enrollment and proved to be a harbinger of things to come. Instead, much like a roller coaster slowing as it reaches the apex of a continuous climb, total enrollment crested in the fall of 2020 as the two record pre-COVID, NC Promise cohorts worked toward completion. The graduating class of the inaugural NC Promise entering cohort (fall 2018) fueled massive commencement numbers, with 1,588 students participating in spring 2022 commencement ceremonies. In the words of the university registrar, "undergraduate ceremonies were huge: 630 and 659." A side effect of such positive, successful output (graduation) is a reduction in the number of continuing undergraduate students, which will negatively impact fall 2022 headcount.



Another climb that reached its apex and began its descent pertained to the number of high school graduates in the state and region. Most notably in NC, demographic shifts because of the post 9/11 declines in birth rates and changes by the NC Department of Public Instruction as to the ages of students who start school, the high school senior class of 2022 has been heralded as the smallest high school graduate population in decades. The numbers of high school graduates will begin another upward ascent from the fall 2022 trough in fall 2023.

WCU pulled numerous levers in anticipation of lower yield rates for fall 2021 that continued into the fall 2021-22 cycle. Undergraduate Admissions instituted self-reported grades to extend preliminary admission offers, went test-optional for admission, Honors College, and scholarship consideration, and tweaked application review based upon the UNC System's three-year pilot to Minimum Eligibility Requirement (MER) criteria. Given the continued COVID effect and the decline in the number of high school graduates, WCU took more extreme measures, deciding to waive application fees for all new students for all 2022 entry terms. The Office of Admissions also joined Common App as another way new undergraduate students could apply to WCU. The University committed additional dollars to merit and financial aid offers for fall 2022. Undergraduate Enrollment collaborated with Marketing and Communication and other colleagues to aggressively promote value, affordability, and NC Promise. Recruitment and enrollment programming (e.g., school visits, regional recruitment events, campus tours, open houses, Honors Day, in-person orientations) returned to a semblance of normalcy. Despite the anemic number of high school graduates, WCU has experienced, to date, increases in first-year student applications (+37%), admits (+55%), and commits (+15%) over point-in-time numbers from last year. Comparative new transfer student counts are encouraging as well: applicants (+17%), admits (+22%), commits (+13%).



While the 10th day of classes marks census and numbers continue to shift throughout the summer, current comparative counts point toward:

- A first-year class that will be larger than recent COVID-infected years, but this class will not reach the two peak enrollment levels of the first two years of NC Promise (2018 and 2019)
- A new transfer class that will rival pre-COVID, NC Promise cohorts, approaching or exceeding a record high for incoming transfer students
- A new undergraduate cohort (new first-year and transfer) that could be the most racially diverse ever
- A new Honors College cohort that rebounds quite dramatically from the fall 2021 cohort size but does not quite reach 2018 and 2019 levels
- A first-year retention rate that still lags pre-COVID rates by approximately 5%
- A decrease in total undergraduate

enrollment and total enrollment because of the smaller COVID cohorts, lower persistence rates, and higher graduation counts result in comparatively fewer continuing undergraduates.

Continuing a return to Cullowhee Normal, and promoting the new normal, will be critical to recapturing residential undergraduate enrollment in 2023. High school demographics are more encouraging for the upcoming recruitment cycle. WCU will continue significant measures and initiatives (e.g., application fee waivers for all 2023 entry terms, test-optional policies, and self-reported high school grades for preliminary evaluation) to rebound from the new undergraduate COVID troughs of 2020 and 2021. In addition, a new Customer Relation Management (CRM) system enhanced communication and promotion efforts.

While WCU plans to be in proactive growth mode for its fall 2023 first-year cohort, a policy change will stymie recruitment and enrollment



efforts for 2023. On April 7, 2022 (after application deadlines had ended and most admit offers had been extended), the UNC System and Board of Governors changed how the out-of-state cap (18%) is calculated, effective fall 2022. Rather than basing the cap on the incoming cohort, the calculation is now based upon the percentage of the prior year's cohort size. The result is that WCU will be out of compliance with the new methodology for any fall term in which it brings in a larger entering class that contains 18% nonresidents. WCU received a written System notification on May 10, 2022 (ten days after the national May 1 commitment deadline) that the nonresident cap for fall 2021 is 311. Because WCU proactively sought to recruit a larger first-year cohort for fall 2022 than it enrolled in fall 2021 and because the methodology changed late in the recruitment cycle after admission offers had been extended, WCU can predict that it will exceed the UNC-System stipulated number of nonresidents that WCU is permitted to enroll for fall 2022. Based upon 700.1.3 of the UNC Policy Manual, exceeding 311 nonresident, first-year students will constitute first-year noncompliance. Therefore, if WCU exceeds 18% out-of-state enrollment for fall 2023 based on the

number of students it enrolls in fall 2022, WCU would be out of compliance for two consecutive years and would be subject to a financial penalty.

In fall 2021, the University recalibrated its Enrollment Planning Committee (EPC) to move toward a more dynamic, nimble, communicative, and collaborative task-oriented enrollment strategies approach. The Enrollment Strategies Committee (ESC) replaced EPC and serves as the hub for five task teams: Undergraduate Enrollment Task Team, Graduate Enrollment Task Team, Student Aid Packaging and Promotion Task Team, Undergraduate Retention/Persistence Task Team, EDI (Equity-Diversity-Inclusion) Enrollment Task Team. In addition, this committee and task teams collaborate with the Enrollment Data and Projections Committee (EDPC) for data and analytical support. These committees and teams launched in the spring semester: tweaking initiatives and beginning work.

The Student Aid Packaging and Promotion Task Team began evaluating and seeking ways to optimize scholarship and institutional grants to support enrollment. Team members have been researching competitor offerings, messages, and market trends and will seek ways to better leverage merit and need awards and promote offerings. The decrease in headcount enrollment during COVID also resulted in a decline in the number of students receiving scholarships. More offers were extended, but as was the case with admit offers to the university, a lower percentage of students took up WCU's offer of enrollment and scholarship support. Competition for high-caliber students intensified with enrollment challenges and dwindling high school populations institutions faced. Test-optional policies complicated scholarship consideration and awarding and increased competition from institutions that placed greater emphasis on standardized test scores pre-COVID.

The COVID Pandemic continued to heap unprecedented workload and challenges onto Student Financial Aid and Scholarships. Financial Aid and Scholarships took the lead in interpreting and disseminating CARES Act instructions, information, and regulations about Higher Education Emergency Relief Funds (HEERF) and in developing application and review processes, managing the review and award processes, and tracking and reporting awarding of HEERF. To date, WCU has disbursed nearly \$18 million of emergency aid.

WCU followed the national trend of experiencing a decrease in FAFSA submissions for fall 2022. As of early June, point-in-time FAFSA comparison numbers are:

FAFSA NUMBERS COMPARED POINT IN TIME BY AID YEAR			
2021-2022	2020-2021	2019-2020	2018-2019
20,001	20,620	20,891	21,760



An encouraging trend that NC Promise has seemed to help perpetuate is a steady decline in student debt. WCU saw a 7% decrease in debt incurred, comparing the 2021-22 cycle to 2020-21. When comparing 2021-22 to the 2018-19 cycle, WCU has experienced a 19.4% decrease in debt. The national student loan default rate (7.30%) continues to be higher than the WCU default rate (5.20%).

COVID-19 caused the three-person New Student Orientation team to reinvent the orientation wheel in mere weeks in the summer of 2020. Collaborating with numerous campus units and colleagues, Orientation invented a

virtual orientation experience—creating course content, videoing, and producing presentations, constructing and inventing weekly virtual Facebook chats, employing new social media strategies, and intensifying communication frequency and modality. As a result, the orientation team, some of their student orientation crew, and campus colleagues delivered a well-received virtual orientation session. That experience and those modifications again proved helpful for establishing orientation sessions for spring 2021 as the start of the semester was delayed, and virtual orientation remained in place.



For the first time in three years, New Student Orientation (NSO) has returned to summer in-person orientation sessions. Two-day sessions for first-year students and guests have been reimagined, with day one focusing on connection to the university, campus, and classmates. The second day addresses academic preparation and success. Using some lessons learned during COVID, NSO incorporated an on-line Pre-Orientation feature consisting of three mandatory modules: Student Resources and Responsibilities, Information Technology, and Financial Aid and Scholarships. Students can also participate in optional modules on Campus Recreation and Wellness and Residential Living, and Campus Dining.



ORIENTATION REGISTRATION REPORT June 7, 2022 vs June 4, 2021

	2022 Students	2022 Guests
First-Year		
June 2-3	180	133
Actual Attendance		
June 6-7	196	148
Actual Attendance		
June 9-10	190	199
June 13-14	255	225
June 16-17	296	275
June 20-21	277	251
June 23-24 ASP/GAP	133	103
	49 GAP	
	33 ASP	
	51 Fall Entry	
June 27-28	298	246
August 18*	21	8
Total	1846	1588
Transfer		
May 31	161	71
Actual Attendance		
June 29	128	65
August 19	101	29
Total	390	165
Registration Totals		
Total Students Registrations 2022	2236	
Total Student Registrations 2021	2187	
Student Registration Difference	+49	
Total Guest Registrations 2022	1753	
Total Guest Registrations 2021	Not Applicable	
Guest Registration Difference	+1753	

*Unadvertised session for First-Year students that cannot attend in June.

*Guests were not allowed to attend Orientation in 2021 due to COVID restrictions.

Auxiliary Enterprises

2021-2022 was a year of significant and evolving challenges caused by the continuing COVID-19 pandemic. “The Great Resignation” created staffing issues across areas, particularly Catamount Dining. Inflation contributed to financial pressures across sectors while supply chain issues produced service interruptions throughout the year. While these impacts have been significant, Auxiliary Enterprises was able to deliver its core mission and navigate an unprecedented operating environment. Other accomplishments include:

- The North Carolina Board of Governors visited campus in April, and Auxiliary Enterprises helped create a great experience. Catamount Dining delivered a world-class dining experience, the Bookstore helped arrange welcome gifts and promotional materials, and the Print Shop provided large quantities of programs and professional signage. These areas all received praise and compliments from the Board of Governors and University Leaders, and we are proud of how we were able to help represent WCU.
- Catamount Dining performed a significant renovation upstairs in the Courtyard Café, changing the under-utilized Bakery into a Plant-Forward Station focused on fresh, made-to-order salads. In addition, the Plant-Forward station

features a Babylon “micro-farm,” allowing Catamount Dining to grow a portion of its herbs and ingredients inside the station itself. This station was completed in late October 2021 after several supply chain challenges.

- In retail, Catamount Dining closed Steak and Shake and is launching an industry-leading “board as retail” concept with “Blue Ridge Burger” and the “1889 Bistro.” These two concepts will give students dining at Brown additional quality options, providing even more variety in their meal plans. Renovations are underway, with an expected opening in the Fall of 2022.
- Catamount Dining replaced all the seating in Courtyard Dining Hall with new, modern chairs that focus on guest comfort, cleanliness, and long-term dependability. In addition, the Courtyard Café added a comfortable soft-seating area for students to relax behind the Plant-Forward station.
- Catamount Dining worked with Residential Living and Health Services to successfully run Quarantine and Isolation



operations at Madison Hall.

- Aware of the environmental impacts of COVID-19, Catamount Dining launched a fully reusable to-go container program. The program has been an enormous success, and the dining halls now operate with only reusable to-go containers.
- The Bookstore completed a full operational and financial review with Campus Bookstore Consulting (CBC). This review was favorable and highlighted where the Bookstore might be able to add flexibility to the Book Rental program. With the report’s recommendations and guidance from Executive Council, the Textbook and Course Materials Committee was assembled to help develop the next steps. The Committee has met several times and is in the process of identifying and recommending new adoption rules for the Book Rental Program.
- The Bookstore successfully delivered operations through a very short Fall-to-Spring semester transition and moved back toward more traditional operating procedures in Spring 2022.
- The CatCard Office replaced its antiquated

ID software with RapidCard IDMS. This process involved transitioning to new ID Center cameras, software, and databases while minimizing the impact on system integrations that depend on the ID Card to operate. This transition happened in early 2022, and the new system is being successfully utilized for orientations.

- Printing and Mailing Services had a big year, successfully delivering the institution’s needs while reforming business practices across operations. This included the significant movement of processes and equipment, introducing efficiencies to help make the Print Shop more competitive.
- Auxiliary Enterprises has continued expanding the Electronic Door Access system at WCU, growing from 425 doors last year to 432 this year.
- Last but certainly not least, Auxiliary Enterprises would like to acknowledge and celebrate its employees’ and partners’ accomplishments across the University. The continued COVID-19 pandemic has introduced unforeseen challenges that have been successfully navigated due to the hard work and dedication of WCU staff and partners.





Residential Living

As another year is complete, Residential Living has much to be proud of regarding what we accomplished during the 2021-2022 year. We prepared to return to more normal operations after a year of COVID limitations while striving to provide the best customer service and student experience possible. Below are some of the highlights we are most proud of and ones that we will continue to build on well into the future.

- Residential Living was able to begin rebuilding the number of residents living on campus after a year when COVID significantly reduced our residential population. For fall 2021, nearly 3,300 students lived in the residence halls.
- As the department prepared to enforce the requirement that second-year students live on campus, staff worked to create and execute multiple plans and processes for managing this requirement. We put a substantial communication plan in place that informed and reminded students affected by the requirement numerous times. The team created reports and statistics to ensure that all affected students were followed-up with to uphold the policy.
- Residence Life staff worked throughout this year on the residential sophomore experience that will be known as RISE. Originally slated to be implemented during the Fall of 2020, this program will focus on the success of second-year students. However, due to delays around the semesters where COVID affected our residential populations, we decided to launch RISE in Fall 2022 in conjunction with the enforced requirement that second-year students live on campus.
- During this year, a significant amount of time was spent preparing to complete two of the three buildings of the Lower Campus Residence Hall project. The building's names were designated in Fall 2021 as Water Rock, Shining Rock, and Black Rock. Facilities staff spent countless hours in weekly meetings, walking the site and completing building punches for Water Rock and Shining Rock halls. The operations staff included the new buildings within our systems to allow students to make preferences to live in the new facilities for 2022-2023. Water Rock and Shining Rock are scheduled to be available for our use as early as July 2022.

- Residential Living Facilities staff spent significant amounts of time searching for and bidding on furniture, appliances, and equipment to be placed in the buildings of the Lower Campus Residence Hall project. Due to supply chain issues and significant increases in costs, this task proved to be significantly more challenging than previous residence hall projects.
- After incorporating Mental Health First Aid training into our professional staff training several years ago, we had all Resident Assistants take part in this training for the first time during the 2021-2022 academic year. As the RA job deals with more mental health issues each year, this training will provide additional comfort for these staff.
- Difficulties recruiting and hiring new staff affected Residential Living in much the same way it has other offices across campus and other schools and businesses throughout the country. From housekeeping to residence life positions, we spent this year being creative in ensuring work was completed without being fully staffed. In the end, many staff expanded their skills and abilities by covering duties not usually assigned to them.
- Following two years of not hosting camps and conferences on campus, we spent the year reconnecting with previous camp and conference groups and attempting to recruit new groups for the summer of 2022. Currently, we project that we will serve more than 1,900 conference guests this year while also providing service to more than 1,900 orientation students and their guests.
- Following at least a two-year hiatus from in-person conferences for professional development opportunities, the Residential Living staff was able to return to a normal conference season with in-person and virtual attendance. Staff attended RMS World, SEAHO, ACCED-I, NC SHO, and other conferences throughout the year.
- Residential Living continued working on our goal of converting paper to digital processes this year. Using our RMS Mercury system, we successfully created and



implemented electronic Health and Safety Inspections for the spring 2022 semester. The lessons learned from this implementation will allow us to move forward with electronic room condition reports for Fall 2022.

- Numerous Residential Living staff were nominated for Faculty and Staff Excellence Awards. Nominees and winners included:
 - **Star Award**
 - Alex Fields
 - Brian Boyer (Winner)
 - Bryant Barnett
 - Carrie Shuler
 - Michael Braun
 - Coley Boucher
 - Phyllis Franks
 - ReGina Henson
 - **Bright Idea Award**
 - Brian Boyer
 - Nicole Boucher
 - **Judy H. Dowell Award**
 - Carrie Shuler
 - **Program of Excellence Award**
 - Residential Living
- Several long-term staff retired and left the department during the 2021-2022 academic year. Glenna Rowe and Betty Hopkins retired after long tenures in Residential Living Housekeeping. In addition, Lisa Surber retired after nearly 20 years as the Room Assignments Coordinator for Residential Living. The departure of these longstanding employees left big shoes to fill, and we were lucky enough to recruit and hire individuals into these positions throughout this year.

Student Health & Wellness

The Health and Wellness unit provides essential services for the overall well-being of our diverse campus population. The departments within the unit: Campus Recreation and Wellness (CRW), Counseling and Psychological Services (CAPS), Health Services (HS), and Health and Wellness Education (HWE) embrace the responsibility for Strategic Direction 2: Goal 2.4 of the WCU Strategic Plan *Honoring our Promise*:

Strategic Direction 2: Student Experience

Goal 2.4: Create avenues to empower students to achieve their best possible well-being and cultivate a campus environment where students can reach their full potential in all facets of their lives, both in and out of the classroom.

- 2.4.1: Create and implement programs that embrace the elements of wellness to build and sustain a collaborative, comprehensive framework approach, with innovative strategies for engagement to help students be healthy and well. Programs will offer awareness of the scope of services provided by WCU to our faculty, staff, and students through knowledge of resources, facilitating discussions regarding wellness, and making referrals to the appropriate offices.
- 2.4.2: Utilizing the elements of wellness (environmental, social, intellectual, spiritual, occupational, physical, and emotional) as a comprehensive framework approach to increase cross-campus awareness of current programs, services, and resources that support and assist students in engaging in a holistic, total college experience.



Although the effects of COVID-19 on health and wellness operations lingered a bit longer than we hoped, we forged on with our efforts to be as “back to normal” as possible with our facilities, programs, and student services.

CRW welcomed a new Director for the department. Brandon MacCallum, previous Associate Director of Campus Recreation, and WCU Alumni was named as the next leader. Brandon’s years of recreation experience and vast knowledge of CRW facilities, programs, services, and events have already been a proven bonus for the department and the students they serve. CRW also welcomed back two major events, Catamount Climb Half Marathon and 5K and the Tuck River Clean Up, created a new major event, RecFest, and returned to in-person programming throughout the year.

As a part of CAPS’ intentional efforts to provide the best care for students, they focus on integrating trauma-informed care principles throughout the department. One such focus has been on utilizing a standardized questionnaire about adverse childhood experiences (called the ACES) to help clinicians identify chronic and historical trauma that research indicates correlates with poor health outcomes and impact on cognitive and academic functioning. By identifying these impacts early in treatment, we can encourage resilience and assist students in thriving in all areas of wellness. CAPS provided telemental health services and in-person sessions this year. 58.6% of individual counseling sessions were provided in person. This data tells us that students wish to have both services available to them. We will continue offering choices to students in the summer session.

With grant funding from the UNC System Office, CAPS hired a Case Manager to



build a database of resources for students. Furthermore, the Case Manager meets with students to assist them in getting connected to those needed resources. Luke Carswell, BSW, was hired in February and assisted 56 students with 78 appointments by the end of the Spring 2022 semester.

At the end of last spring, we had two significant announcements. Dr. Jessica Ange was named Medical Director for the university, and the WCU Regional COVID19 Vaccination Clinic was moved to the Madison Hall Residence space, where quarantine and isolate (Q & I) was located. Dr. Ange had been with us prior to the new appointment, but she quickly began assessing current COVID operations, adjusting as necessary, and equipping the providers with guidance and clinic support for the next year. The health services team assigned to Madison provided COVID testing for asymptomatic individuals, offered all three vaccinations for only students and employees, and safely managed the students in Q & I seven days per week. WCU Student EMS team continued to operate and respond to campus emergencies and assist after hours and weekend care for students staying in Madison.

The spring semester began with the announcement that Assistant Director for

Health & Wellness Education, Katherine Spalding, would move over to the Division of Advancement starting February 1, 2022, as the Assistant Director for Annual Giving, Students, and Young Alumni.

A national search began in March with a wonderful search committee chaired by CAPS Jay Manalo. By early April, we were excited to announce that Western Carolina Alumna, Claire Kelly Allison, would join the Health & Wellness Unit as Assistant Director for Health & Wellness Education on Monday, May 16.

In her first weeks, Claire became certified as a facilitator for NASPA’s Certified Peer Education Training. This training is offered to the Catamount Wellness Ambassadors, student peer health educators who serve as liaisons between Health and Wellness Education and WCU students to promote health and well-being on campus.

This has been another amazing year for our health and wellness team. The individual and team efforts put forth daily by these departments demonstrate that they believe in the work and contribution they have to our student’s success. As always, we will continue to assess and enhance our services for students and their overall well-being.



Student Community Ethics

The Department of Student Community Ethics (DSCE) themes for this past year was relationship building, holistic approach to student conduct, and support. DSCE experienced almost a full turnover in staff and was able to fill 3 out of 4 roles which were open in the office. The individuals who filled the roles in the office came in with an approach to address the overall well-being of the student and the community at WCU. Through the work of the office and campus partners we were able to move in the direction of making conduct an educational process for our students. We did this by our intentional conversations with each student.

Highlights:

- DSCE was able to build a strong partnership with Residential Living throughout the academic year and provide additional resources provided to the hearing officers in Residential Living. These resources included: weekly reports, weekly roundtables, 1:1 shadowing and end of the semester debriefing. DSCE also created a card for Resident Assistants (RAs) to provide to their residents informing them of our process. RAs were also trained on how to approach incidents with care and how they can still provide support to their residents after addressing a violation.

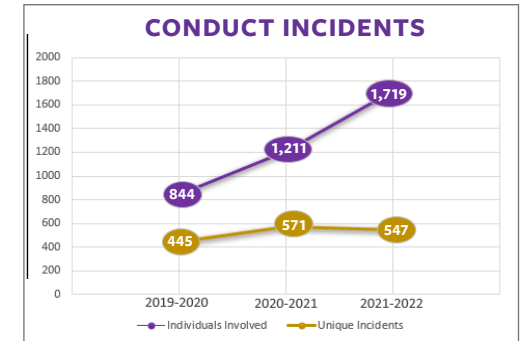
- DSCE has been able to build strong partnerships with many other campus partners. The purpose of these partnerships is to have a better understanding of their services to better serve our students going through the conduct process.
- DSCE's website was updated to provide transparency for parents and students going through the conduct process. The website now provides FAQs.
- DSCE received \$1,500 from staff senate for professional development which was utilized for the BASICS (Brief Alcohol Screening and Intervention of College Students) program facilitators and DSCE staff professional development needs. DSCE implemented the BASICS program with the support of the Dean of Students office and Associate Vice Chancellor of Health and Wellness.

The program was implemented for students who are struggling with their alcohol intake. This program offers both voluntary and involuntary option where students with repetitive alcohol violations are assigned the course as a sanction to complete by meeting with a trained facilitator. The facilitators lead conversations which allowed students to reflect on how alcohol may be impacting their experiences

at WCU and how they can continue to be successful while recognizing the impact of their alcohol intake.

Conduct Incidents:

In 2021-2022 DSCE was addressing COVID-19 policy “Get vaccinated, Get Tested” being in place during the fall semester and those student violations being addressed under the Student Code of Conduct. This is also increased the number of letters which were sent to students regarding COVID compliance reminders which are indicated in the graph below as individuals involved.



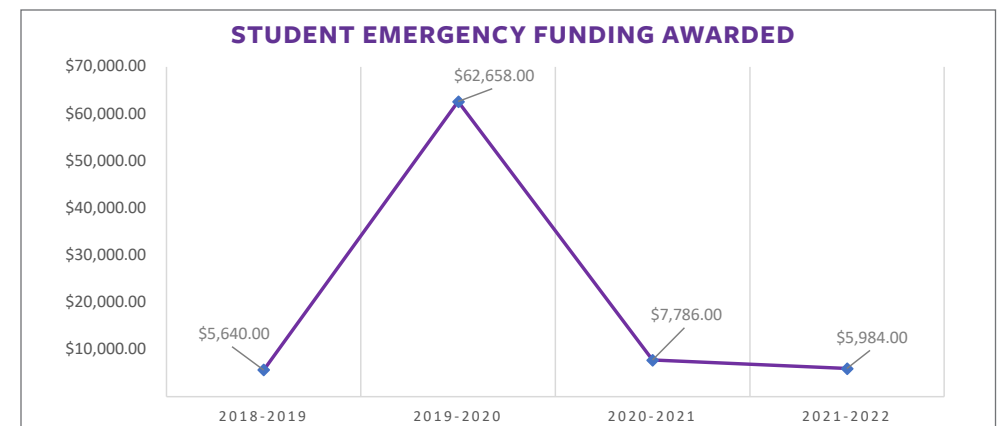
Student Assistance (Student Emergency Fund)

The Student Emergency Fund is a resource that students can utilize when those unforeseen life events happen. We are funded by generous donations from parents, alumni, and employees and by the Catamount Legacy Walk. Without these sources, we could not assist those students who genuinely need this resource, and we are grateful for the contributions.

We experienced an increase in “Acts of Endangerment” and “Disorderly Conduct” policy violations compared to previous years. There was also several physical assault cases DSCE investigated which occurred on campus as well as off campus. DSCE also investigated more Sexual Misconduct cases from off campus this past academic year.

When a request comes in, the Dean of Students and Director of Financial Aid make a concerted effort to fund the student's request. The amount of funding can vary based on documentation and past funding requests during the same academic year. As the chart indicates below, the Student Emergency Fund funding has dropped since the 2019-2020 academic year. This downward trend may not continue for the 2022-2023 academic year due to inflation and the increased cost of living for students. The Student Emergency Fund requests and awards may increase due to these external economic variables.

DSCE is also discussing how we can assist with retention efforts for those students involved in the conduct process. Specifically, how can we assist undecided students because they are consistently leading all majors in policy violations. We started this process by the conversations we have and resources we provide. We look forward to continuing this discussion in the future with students and campus partners.





Intercultural Affairs

Intercultural Affairs (ICA) works with all members of the WCU Catamount Community to provide a campus environment where students from different backgrounds and cultural groups feel appreciated, respected, and valued. The academic year 2021-22 was no exception. Here are a few highlights of the year.

- We were able to resume some of our most anticipated programs like the Cultural Immersion Excursion and Hats Off to Women following nearly two years of Covid restrictions.
- Collaboration and the ability to work with campus and community partners continue to serve us well. For example, we supported and co-sponsored programs with the Hunter Library, the local Jackson County NAACP, and the Cherokee Center, just to name a few.
- This year provided an opportunity to partner with the Campus Theme Committee on the conclusion of the “Water” theme and with the Office of Advancement as a recipient of the 1889 grant. In addition, we received generous contributions towards the MLK Celebration from the Office of Equal Opportunity and Diversity Programs and the Office of Student Success, College of Business, and Global Black Studies.
- We welcomed a new Associate Director and a new Graduate Assistant from the HESA program. We anticipate a full professional and

paraprofessional team this fall to help invigorate and sustain our mission.

- This year our Parent Caucus was more active than ever, sponsoring an alumni speaker series and care packages for students who may not otherwise receive such support during finals.
- Our graduate assistant led ICA Council this year and included 10 of the most dedicated, up-and-coming student leaders.
- We recognized the longevity of Project CARE as a HIP (High Impact Program) with the help of Alumni Affairs. As we continue with this 31-year-old mentoring program which began in 1991, we solidified assessment. We built a resource list of alumni who will continue to pour into and shape Project CARE This year, and Project CARE included 60 mentors and 30 mentees. The average Year ending GPA for mentees was 3.032, and for mentors, it was 3.312.
- Our annual cultural Immersion Excursion hosted 41 students for a three-day-long exploration of Northern Kentucky and Cincinnati. Student Government Association was a major sponsor of this popular event.

Greek Student Engagement and Development

The Department of Greek Student Engagement and Development’s (GSED) mission is to actively engage students in an exceptional fraternity and sorority program by using a values-based framework to offer customized and equitable learning opportunities. In addition, GSED is committed to the holistic development of our students by providing experiences focusing on academics, council governance, health and wellness, inclusivity, relationship building, risk management, and service.

their lives would be as we shifted again. Education became essential to train students in planning, marketing, and implementing events.

Highlights from the office:

We welcomed the reestablishment of the Kappa Alpha Order during the fall semester. The group is working toward meeting fraternity standards that will allow them to bring their charter back to campus.

In much the same fashion as the last academic year, this past academic year was a unique experience as we transitioned back to face-to-face operations and meetings. Students had to shift from online experiences to face-to-face ones. Many students had only experienced online fraternity/sorority life, so education about hosting face-to-face events and meetings was a must. Many members had no idea how fun and busy

For the second year, we tracked total service hours and total money raised by our community members. Total service hours were 3742. Members participated in service projects ranging from cutting firewood for the elderly to collecting toiletry items for the homeless and food for local food pantries. The total money raised was \$25,664. Our students continued to serve their philanthropies and communities. The money raised went to various causes, including cancer



research, feeding the hungry, and children's hospital support, to name a few.

First-time freshmen could join sororities and fraternities for the first in over twenty years. We had 55 first-semester freshmen join during the fall semester. Twenty-three women and thirty-two men. We continued to use our scorecard to highlight and summarize the accomplishments of our organizations. The scorecard provides a glance at several performance metrics and allows an individual to compare these metrics with other chapters. The scorecard can be found on the GSED website, and hard copies are available in the office. Students were using the scorecards in-class presentations, and alumni were constantly looking for the semester updates.

Our community partnered with the student-athletes to raise money for the Jackson County Christmas Connection. This first-time endeavor raised money to help families in Jackson County have Christmas celebrations to remember. The

partnership also allowed our organizations to meet new people and form new relationships. We established a partnership with Phired Up, a company that provides education, technology, and strategy solutions to help fraternities and sororities recruit, retain, and engage their members. This movement is in response to issues facing the community over the next few years and allows us to tackle problems arising from the pandemic. It is intentional and strategic.

215 members made the Dean's List or Chancellors List during the fall semester. 235 did the same for the spring semester. Academics continue to be a priority for the office and the members. We brought back the Stadium Painting project done through a partnership with Athletics. Organizations were able to paint a bench at the football stadium and then sit there during games. In addition, the football coach came out during the painting process to talk to the group and establish a connection.



In April 2022, Campus Activities hosted both a meeting of the UNC Board of Governors and a meeting of the UNC Association of Student Governments.

Campus Activities

The department modified its organizational structure, reorganizing under three units. Amanda Maggard was promoted to Business Officer and the leader of **Business Operations**. Michael Rymell was promoted to Senior Associate Director for **Operations**, and Palin Berkana-Wycoff was promoted to Senior Associate Director for **Student Activities**.

Business Operations

- Congratulations to Catherine MacCallum on her promotion to Assistant Director for Business Operations. Catherine started in January 2022 and came to us from New Student Orientation, where she served as the Administrative Support Associate. Leigh Hudspeth, former Assistant Director for Business Operations, continues to help in a temporary status but is preparing to follow other pursuits in a different region of North Carolina.
- The unit began optimizing the departmental Share Drive, consolidating, and deleting obsolete files. This process will continue into the new academic year and will help the unit to work more efficiently.
- Operations manuals were created for every position in the unit. These manuals will support new hires and anyone who

temporarily steps into a position. The manuals cover all day-to-day tasks, including forms and relevant policies.

- The unit continues to assess our business processes to identify outdated or complexed procedures. Most recently, attention was focused on streamlining the business processes that support student organizations, such as procurement and information requests.
- During the Spring 2022 semester, more attention was given to communication with, and support of, the student media groups and their advisors.

Operations

- The University Center underwent a building-wide upgrade of LED lighting fixtures in the public spaces.
- Phase 1 renovations were completed for UC Illusions.
- New carpet was installed in the UC Theater.
- The UC Administration Suite expansion project was completed, enabling the consolidation of all remaining professional staff on the 3rd floor to the main suite. This consolidation freed up space for the expanded RSO Club Suite.

Leadership Programs Student Activities

- **Cat Camp:** Cat Camp Leadership Exploration 2021 returned to its traditional in-person modality and, for the first time, was held on the Cullowhee campus. This significantly reduced the overall cost of the program, which enabled a \$250 reduction in the registration fee for the camper. 132 incoming students were served, and the overall diversity of the cohort increased by two percentage points. New partnerships were developed with the WCU Parks and Recreation Program to do low ropes on-campus and the Center for Community Engagement and Service-Learning to do service projects around the Cullowhee community. Registrations for 2022 had already surpassed capacity (150) before the end of the spring semester, with 200 students registered as of the beginning of June.
- **FLI:** The 2021-2022 Freshman Leadership Initiative had 24 first-year students who were housed together in Allen Hall. These students learned together in the classroom and put on the first Whee Takeover since Fall 2019, serving over 200 students during finals week in the fall semester. Twenty-four junior and senior leadership students served as dedicated individual mentors.
- **Miracle@WCU:** The 2021-22 campaign also returned to an in-person modality, including the first in-person Main Event in three years.



The Miracle at WCU Executive Team led a campaign that raised \$16,896.31 (a 57% increase over the previous year). The money raised furthers an ongoing effort to establish an endowment to support children's access to the four specialized summer camps managed by Prisma Health-Upstate in Greenville, SC.

- **LEAD Minor:** Instructors, Palin Berkana-Wycoff and Leslie Cavin taught seven academic courses this year and received positive student evaluations, with scores ranging from 3.7 to 4.0 out of a possible 4.0. A total of 116 students were taught in the following courses: LEAD 140 (Freshmen Leadership Initiative USI course), LEAD 141 (Cat Camp Counselor prep course), three sections of LEAD 244 (Intro to Leadership), LEAD 344 (Advanced Leadership Practices), and LEAD 483 (Leadership Minor Internship).



- **THRIVE:** The Thrive Peer Leadership Educators program was founded as a way to facilitate leadership education opportunities for student clubs and organizations. Five founding Peer Educators came on board in the Fall of 2021 and conducted their first workshops in the spring semester.

Engage (to include the signing of the RSO and Advisor agreements). Recognition of Club Sports and Greek Organizations is now directly managed by Campus Recreation and Wellness and Greek Student Engagement and Development, respectively.

Student Government Association

- **Student Senate:** \$5,476 of supplemental funding was approved to support the success of student organizations. \$15,750 in sponsorships was awarded to support the success of campus programming. Over 15 separate legislative resolutions were passed, some of which improved 86 internal operations of SGA.
- **Judicial Branch:** adjudicated 800 cases pertaining to student parking ticket appeals.

Student Programs

- **Campus Programs:** This year saw the return of in-person Valley Ballyhoo and two days of the Homecoming Carnival (postponed to the spring semester), the Carnival served over 2,500 student participants.
- **Last Minute Productions:** LMP hosted over 180 events (more than double the previous year) and served over 7,500 students. Especially popular this year, in addition to Drag Show, were the several tie-dye events and the comedy and magician nights.

Recognized Student Organizations

- **RSO Manual:** The manual was again updated, in collaboration with Campus Recreation and Wellness and Greek Student Engagement and Development, and the Dean of Students, to further clarify the business processes supporting RSOs, the distinctions between Club Sports, Greek Organizations, and Student Clubs, and the policies supporting free association, non-discrimination, and viewpoint- and content-neutral funding of RSO activities.
- **RSO Recognition:** The recognition process for Student Clubs is now fully electronic within



DEPARTMENTAL DASHBOARDS

UNDERGRADUATE ADMISSIONS

2021-2022

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 – 7/1/21 – 5/31/22

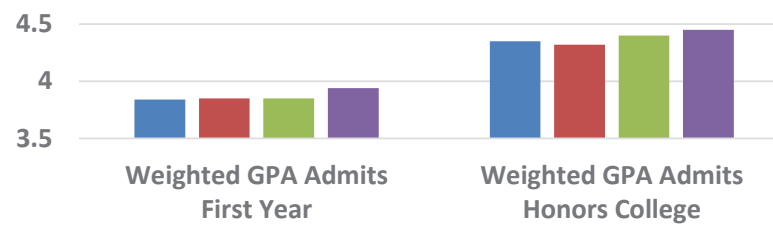
First Year Students	2018-2019	2019-2020	2020-2021	2021-2022
Applicants	17,801	15,113	13,151	17,996
Admits	7,622	7,344	9,772	15,237
Commitments	2,228	2,037	1,888	2,173
Honors College	2018-2019	2019-2020	2020-2021	2021-2022
Admits	1,664	1,526	1,809	2,218
Commitments	374	425	301	329

TRANSFER STUDENT DATA – 7/1/21 – 5/31/22

Transfer Students	2018-2019	2019-2020	2020-2021	2021-2022
Applicants	2,359	2,303	2,311	2,704
Admits	1,572	1,531	1,647	2,022
Distance Admits*	647	701	711	986
Commitments	1,024	952	1,036	1,188

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

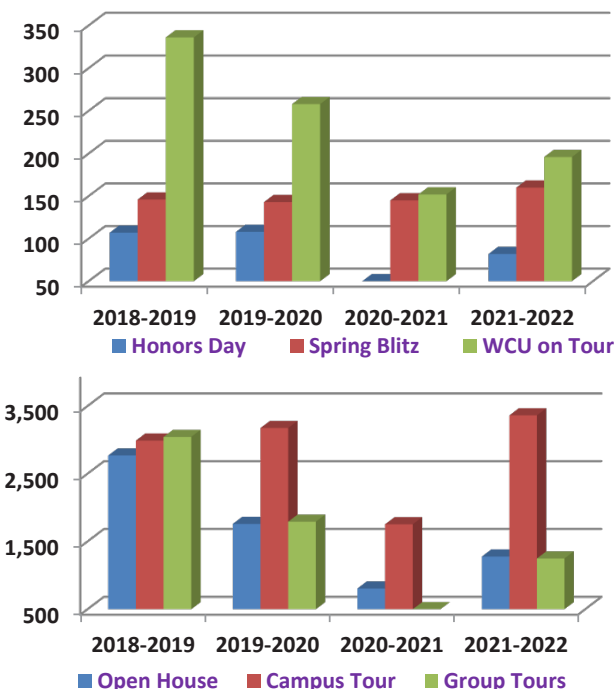
Notes: One Open House Event for Spring 20, & 3 Open House 20/21 cycle. Spring Blitz, campus, & group tours shorten both 20/21 cycles, no Honors Day; COVID19.



■ 2018-2019 ■ 2019-2020 ■ 2020-2021 ■ 2021-2022

Note: The GPA total for 2019/2020 reflects a downward adjustment to the weighted scale for courses by NC DPI.

FALL EVENT DATA – 7/1/21 – 5/31/22



Undergraduate Admissions
110 HFR Administration Building

828-227-7317
admissions@wcu.edu



MISSION STATEMENT

Auxiliary Enterprises manages 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 Western Carolina University. The Bookstore offers imprinted merchandise to promote the University brand and school spirit among the campus community. The Bookstore helps lower the total cost of attendance for students by running an extremely competitive self-managed Book Rental program.

The CatCard Office serves as the University’s central credentialing agency and provides access to University services including meal plans, door access, and other programmatic tracking.

\$327,000



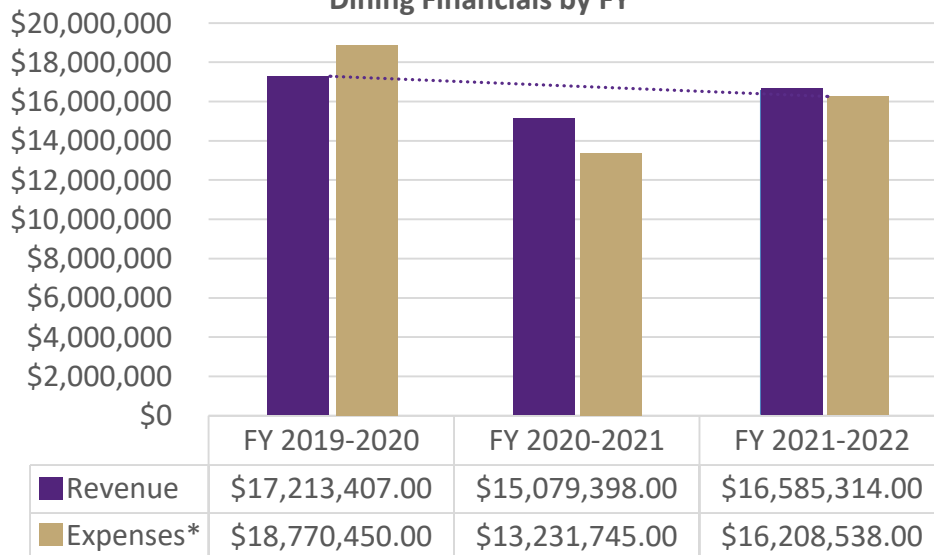
Pepsi Commissions and Scholarships

5,400



ID Cards Produced in FY22

Catamount Dining Dining Financials by FY



*Values do not include transfers, including payments to Auxiliary Administration

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.

Printing and Mailing Services is committed to supporting the educational mission of the university community with reliable, high-quality services to meet your printing and mailing needs.

***All values, for all areas, are estimates for 2022 fiscal year end. This document was produced on 6/7/2022.*

Printing and Mailing Services

	FY 2019-2020	FY 2020-2021	FY 2021-2022
Print Shop Revenue	\$903,530	\$987,454	\$954,447
Print Shop Expenses*	\$996,673	\$898,083	\$909,101
To Printing Reserves	-\$140,904	\$46,285	-

*Values do not include transfers, including payments to Auxiliary Administration

Bookstore

	FY 2019-2020	FY 2020-2021	FY 2021-2022
Bookstore Revenue	\$1,745,522	\$1,530,000	\$1,621,432
Bookstore Expenses*	\$1,774,944	\$1,550,000	\$1,356,468
To Bookstore Reserves	-\$209,486	-\$100,000	\$25,000
Book Rental Revenue	\$2,540,519	\$2,692,776	\$2,651,561
Book Rental Expenses*	\$1,507,624	\$1,778,710	\$1,463,167
To Rental Reserves	\$882,492	\$774,197	\$1,037,258

*Values do not include transfers, including payments to Auxiliary Administration

MISSION STATEMENT

The Department of Campus Activities provides quality programs, services and facilities.

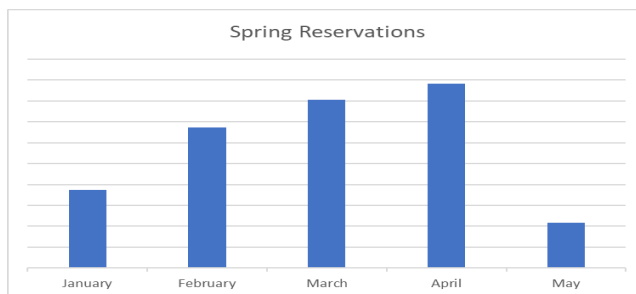
We engage and develop members of Western Carolina University to foster a vibrant and inclusive campus community.

Interesting Figures and Facts from AY 2021-22

5,451	42	132	\$16,896.31	180	9000	1,947	\$21,226	4,033	266
Students were members of at least one Recognized Student Organization	Percent of Student Clubs categorized as Academic Interest or Professional	Incoming students participated in an on-campus Cat Camp	Raised by Miracle at WCU, up 57% over 2021	Events hosted by LMP, up 154% over last year	Photos taken by DCA Marketing Team	Average reach on Instagram posts, up 6.4% over last year	Allocated by SGA in supplemental funding & sponsorships, up 108% over AY 2020-21	Room reservations in DCA Operated Spaces, up 230% over AY 2020-21	LED lighting fixtures upgraded in public spaces of the University Center

Other Highlights

- **Promotions:** As part of a departmental reorganization, Amanda Maggard was promoted to Business Officer and the leader of Business Operations, Michael Rymell was promoted to Senior Associate Director for Operations, and Palin Berkana-Wycoff was promoted to Senior Associate Director for Student Activities. Leslie Cavin was promoted to Senior Assistant Director for Leadership Programs.
- **New Staff:** Catherine MacCallum joined DCA as the new Assistant Director for Business Operations.
- **Operations:** Space reservations in Spring rose dramatically following the lifting of mask requirements in February.
- **Communications:** Students surveyed (n=213) reported learning of events predominantly by Print (79.81%) and Digital (email, online sources, digital signage) media (76.06%). Engage accounted for 55.87%, Word of Mouth 32.86%, and Social Media 24.41%.
- **Student Programming:** LMP had over 7,500 students participate in its events. More than 2,500 students came to one of two days of Carnival.
- **Leadership Programming:** The THRIVE Peer Leadership Educator program was launched with 5 founding peer educators. Leadership staff taught seven LEAD minor courses that were attended by 116 students.
- **Student Government Association:** 15 resolutions were passed by the Student Senate. Judicial Branch adjudicated 800 traffic ticket appeals.
- **Recognized Student Organizations:** 150 RSOs were re-recognized and 5 new RSOs received recognition.

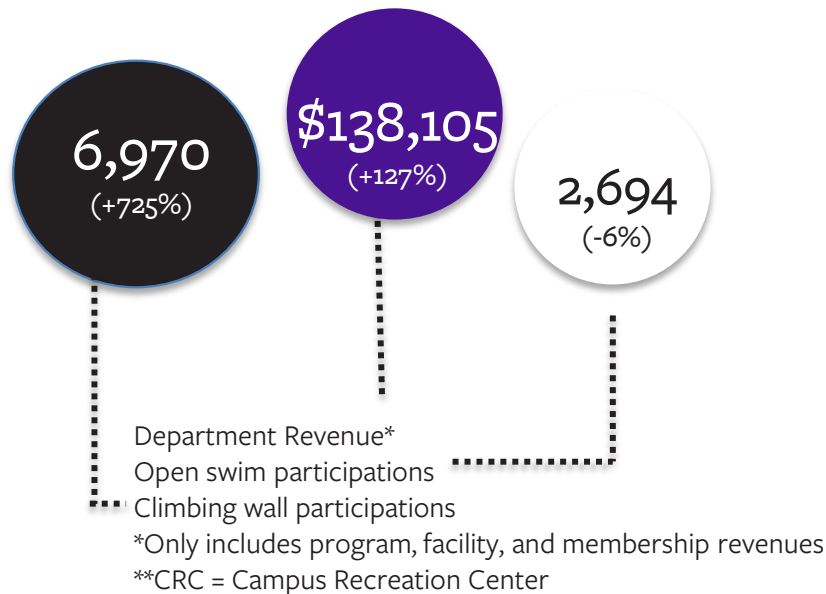


MISSION STATEMENT

The mission of CRW 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.

CRW 2021-2022 Fast Facts

Each CRW fact is accompanied by a % change from 20-21 to 21-22. Almost all areas reported significant increases due to programs and services returning to full capacity.



STAFFING LEVELS

CRW experienced turnover in various FTE positions this year including Housekeepers, Associate Director of CRW, Assistant Director of Outdoor Programs, and Assistant Director of Memberships and Operations. This was a significant challenge, but we are hopeful to have all positions filled by Fall 2022.

CRW employed ~100 student employees over the course of the year, including work study and non-work study. A pay rate increase was implemented prior to the fall semester which moved the minimum pay rate from \$7.25 to \$9.15.

FACILITIES OPERATIONS

CRW facility and equipment enhancements during 2021-2022 included the following:

- Replaced 4 ellipticals, 1 treadmill, and 2 climb mills. Added new functional fitness equipment
- Installed Share link systems in the meeting rooms to allow wireless presenting options
- HVAC repair work to fix an aging system was completed
- Drainage work completed on WCU Trail System that addressed erosion issues



47 New or Renewing Personal Training Clients (+104%)



170,185 CRC** Visits by students, members & guests (+193%)



963 Open Enrollment Outdoor Trip and Clinic Participations (+598%)

12,778 Club Sport Participations (+712%)



3,673 Group Exercise In-Person Participations (+40%)



7,786 Intramural Recreational Sports Participations (+370%)



NEW CAMPUS PARTNERSHIPS

CRW new partnerships and programs this year included:

- Partnered with CAPS to offer Trauma Informed Yoga groups this year, in hopes of expanding the Exercise is Medicine campaign on campus
- Partnered with the UP Program to offer inclusive Yoga classes and orientation classes for those students
- Instructed CPR/AED and First Aid courses to all Construction Management majors enrolled in the capstone class to help with OSHA certification

SPECIAL EVENTS

This year saw the return of several special events, as well as the addition of new special events:

- RecFest was created to educate new students about how to get involved with CRW (250 participants)
- The Catamount Climb Half Marathon returned to an in-person race on campus (256 participants)
- The Tuck River Clean Up returned where students rafted and picked up trash in the Tuckaseegee River (206 participants, 1,800lbs of trash removed)

MISSION STATEMENT

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

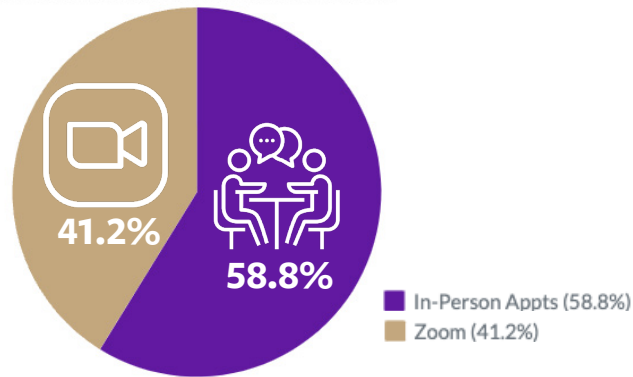


CAPS provided 5,408 routine appointments this year.
CAPS provided more services in the fall as compared to the spring.

Year	Fall		Spring	
	# of Clients	# of Appts	# of Clients	# of Appts
2020-2021	679	2,549	675	2,483
2021-2022	715	2,729	639	2,679

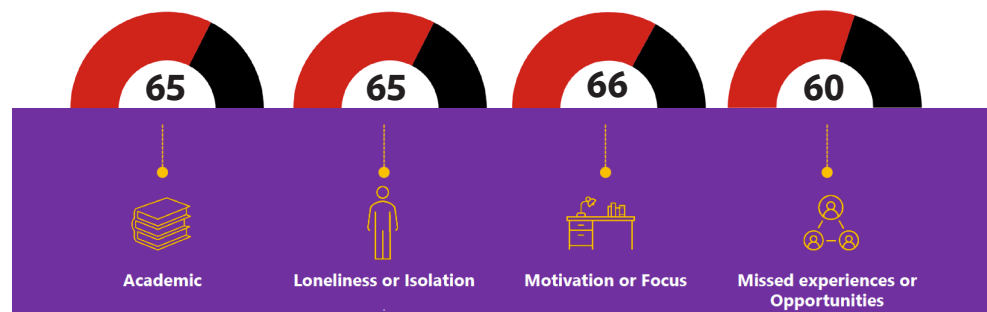
BIMODAL SERVICE DELIVERY

CAPS offered both in-person and telehealth appointments this year. Most students preferred to be seen in person:



Clients were asked to indicate the areas of their lives negatively impacted by COVID. More than half of the clients indicated a cognitive impact, feeling isolated and losing out on opportunities.

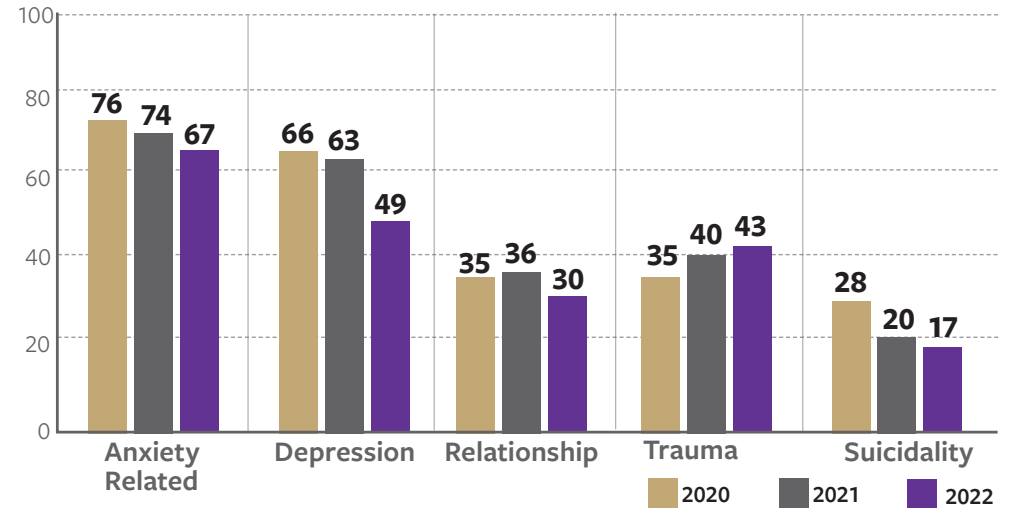
Top 4 Negative Impacts of COVID on Students (% responding)



REASONS CLIENTS SEEKING COUNSELING

The three-year trend in why students seek counseling remain relatively consistent with **anxiety and depression** related concerns as the primary reasons.

Presenting Concerns (in percentages)



CASE MANAGEMENT

- CAPS received grant funding to hire a case manager this year. Our Case Management services include helping students find services and resources in the community. Predominately the case manager helps students who are seeking mental health services off campus to determine which specific therapist may be a good fit, how to use insurance and how to make an appointment. Additionally, the case manager will help students in identifying community resources for finances, food, clothing, and other social services.

Since starting the position on February 1, 2022, the case manager met with 56 students, and held 75 appointments. Additionally, the case manager has created a resource guide for Jackson County services.

OUT OF THE DARKNESS

The OOTD Student Organization held its annual campus walk to raise awareness about suicide and to raise funds to support the American Foundation for Suicide Prevention on March 27. The organization raised over \$8,000 for the cause.

MISSION STATEMENT

The Financial Aid Office provides students with the highest quality service while helping to remove financial barriers to higher education at Western Carolina University. Our staff is committed to administering federal, state and institutional assistance programs and maintaining compliance with laws and regulations.

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

2021-2022 academic year:

- Due to COVID-19, emergency aid for students was allocated to Western Carolina University through Higher Education Emergency Relief Funding. Since May 2020, Western Carolina University has disbursed \$17,926,769.48 of emergency aid.
- Since NC Promise went into effect fall 2018, Western Carolina University has experienced a 7% decrease in debt incurred from 2020-21 to 2021-22 as noted in the chart below. Comparing 2018-19 to 2021-22, Western Carolina University has experienced a 19.4% decrease in debt.

Undergraduate Cost of Attendance	2018-19	2019-20	2020-21	2021-22
Tuition and fees	\$3,926.00	\$3,979.00	\$4,285.00	\$4,367.00
Room and Board	\$10,103.00	\$10,725.00	\$10,953.96	\$11,097.96
Loan Fees	\$67.00	\$62.00	\$61.38	\$61.20
Books and Supplies	\$805.00	\$809.00	\$366.00	\$371.12
Travel	\$974.00	\$1,037.00	\$1,383.00	\$1,335.00
Personal Expenses	\$1,580.00	\$1,580.00	\$1,575.00	\$1,597.04
Totals	\$17,455.00	\$18,192.00	\$18,624.34	\$18,829.32

As of 2020-21 Book Rental costs are now part of Tuition and Fees, instead of Books and Supplies

2021-2022 reflects year-to-date totals; all other aid years are final

Loan Program	2020-2021 Final Paid	2021-2022 YTD Accepted	2021-2022 YTD Paid	Difference +/-
Federal Direct Graduate Student PLUS Loans	\$732,711.00	\$730,929.00	\$667,311.00	-8.93%
Federal Direct Parent PLUS Loans	\$6,636,171.00	\$5,692,796.00	\$5,449,845.00	-17.88%
Federal Direct Subsidized Student Loans	\$15,211,946.00	\$13,677,634.00	\$13,180,252.00	-13.36%
Federal Direct Unsubsidized Student Loans	\$26,825,217.00	\$26,948,517.00	\$26,052,027.00	-2.88%
Private Student Loans	\$4,793,835.21	\$5,089,973.00	\$5,063,058.00	5.62%
Total Debt	\$54,199,880.21	\$52,139,849.00	\$50,412,493.00	-6.99%

Processing	2018-2019	2019-2020	2020-2021	2021-2022
Number of Federal Student Aid Applications (FAFSA's) received	21,760	20,891	20,620	20,003
Number of FAFSA's verified	3,486	2,856	2,766	2,528
Number of students packaged (completed FAFSA results)	13,281	13,753	14,061	13,909
Number of summer aid applications	2,437	2,268	2,520	2,933

Student Loan Default Rates			
	2016	2017	2018
WCU	6.00 %	6.50 %	5.20 %
National	10.10%	9.70%	7.30%

Students Receiving Pell			
Aid Year	UG Students	Pell Recipients	Percentage
2019-20	10,469	4,058	38.76%
2020-21	10,517	3,887	36.96%
2021-22	10,145	3,643	35.91%

2019 Default rates will be released late September 2022

Funds Management (Disbursed/Paid Amount)	2018-2019	2019-2020	2020-2021	2021-2022
Federal Grants	\$18,249,355.75	\$18,482,718.78	\$17,889,211.13	\$16,867,199.03
NC State Grants	\$3,806,215.50	\$3,732,154.50	\$4,593,848.50	\$4,322,711.50
Work Study	\$448,831.63	\$482,455.45	\$272,357.95	\$359,469.38
Federal Loans	\$58,996,757.00	\$56,203,146.00	\$49,406,045.00	\$45,313,923.00
Private Loans	\$3,553,632.76	\$4,953,577.00	\$4,777,335.21	\$5,041,558.00
*Other Aid Programs	\$16,154,178.52	\$20,541,671.88	\$21,736,369.29	\$26,063,022.80
Total Aid Disbursements	\$101,208,971.16	\$104,395,723.61	\$98,675,167.08	\$97,967,883.71

*Other aid programs includes HEERF

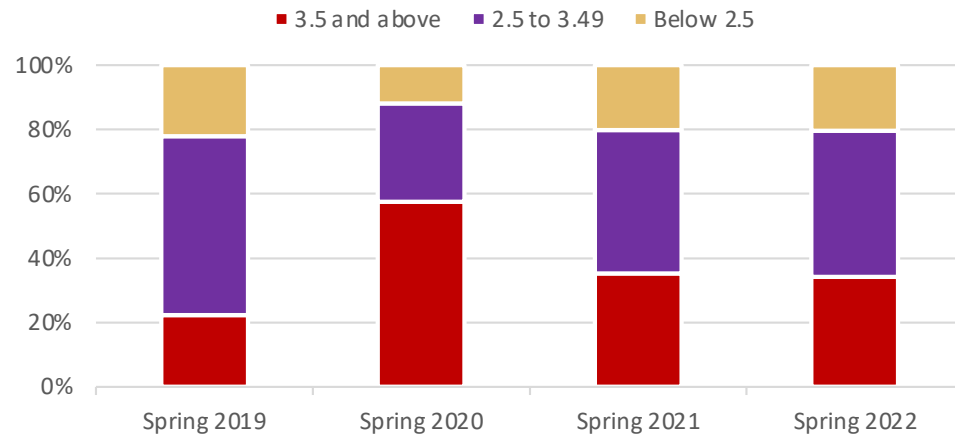
Average Debt (Fall, Spring & Summer)	2019-20	2020-21	2021-22
All Undergraduate and Graduate	\$23,655	\$23,423	\$23,227
Graduate (includes any undergraduate debt incurred)	\$31,982	\$33,659	\$35,439
Undergraduate	\$21,467	\$20,997	\$20,623

MISSION STATEMENT

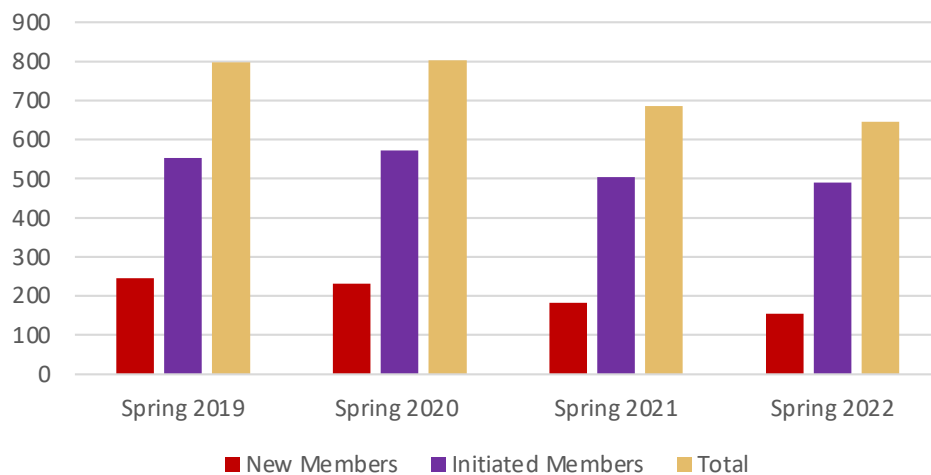
The Department of Greek Student Engagement & Development's Mission is to actively engage students in an exceptional values-driven fraternity and sorority program offering customized and experiential learning opportunities. These experiences contribute to the academic, social, and personal growth of the community members.

ACADEMIC ACHIEVEMENT AND POPULATION

Academic Performance



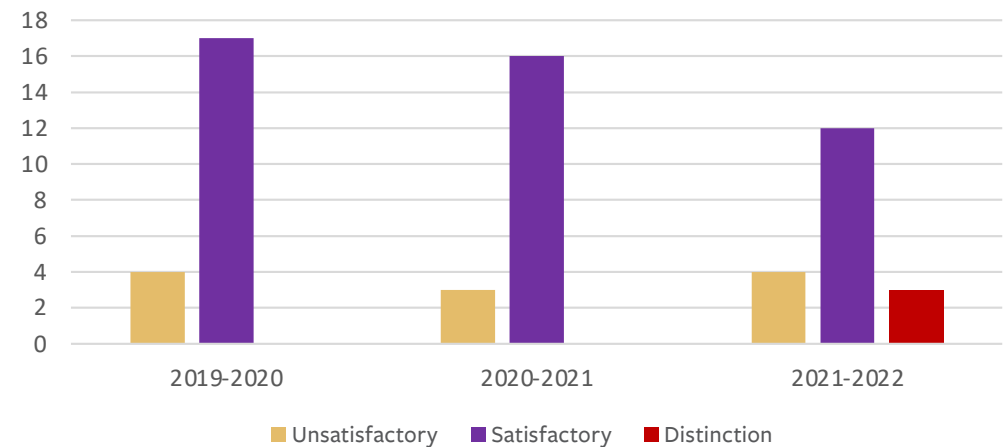
Membership Numbers



PROGRAMMING AND OFFICE HIGHLIGHTS

- GSED held a Leadership retreat in August for council and chapter presidents, and another in the Spring semester.
- GSED planned and implemented programming for National Hazing Prevention Week.
- The Order of Omega initiated 32 new members during the academic year.
- The Homecoming Queen and King were both members of our organizations.
- CPC held officer elections and officer transition during fall semester. IFC and NPHC held elections and officer transitions toward the end of spring semester.
- GSED participated in all four Open Houses held during the academic year.
- A permanent Assistant Director was hired and started on June 1, 2022.
- 285 new members participated in the Vector Hazing course and the New Member Education program over the course of the year.

GSED Chapter Expectations Results



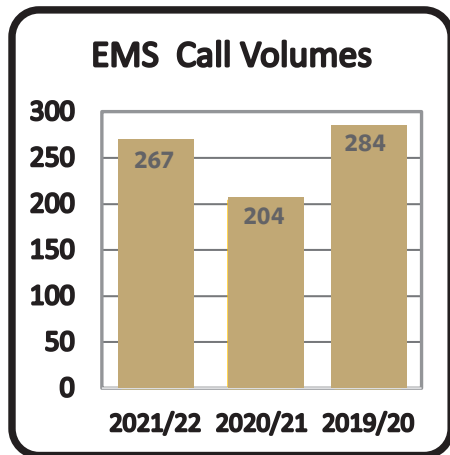
Greek Student Engagement & Development 330 A.K Hinds University Center
 828.227.3635 tel 1 University Drive
 greeks@wcu.edu Cullowhee, NC 28723



MISSION STATEMENT

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.

COVID Related Statistics	2020/2021	2021/2022
Total COVID Related Patient Encounters	8,231	12,945
Total Testing Volumes		
Symptomatic Tests Performed	5,219	7,582
Asymptomatic Tests (exposure, screening, surveillance)	3,349	5,214
Total Tests	8,568	12,569
COVID Positive tests	539	691
Positivity Rate	6.3%	5.5%
FLU positive tests	5	115
Self Reports		
Total self reports submitted	531	820
Total positive self reports submitted	206	410
Positivity rate for self reported forms	38.8%	50.0%
Isolation and Quarantine		
at Madison	272	389
off campus	1,859	2,758
COVID-19 Vaccines provided		2,653



WCU EMS experienced an increase in volume as more students returned to on-campus classes and the return of a normal football season.

Year 2: Pandemic Operations

Health Services continued to operate under pandemic guidelines throughout the academic year, dealing with increased positivity on campus in year 2 of COVID-19.

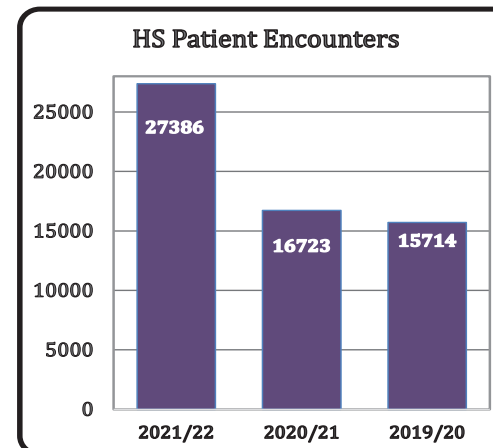
- The campus experienced both delta and the omicron variant surge, increasing the demand for symptomatic testing at Bird.
- Surveillance testing for non-vaccinated students, faculty and staff was conducted at Blue Ridge Residence Hall in the fall semester, then transitioned to Madison Residence Hall in the spring, where all other asymptomatic post-exposure and screening testing was performed.
- The Regional Vaccine Clinic transitioned to Health Services at the Madison location to continue providing COVID-19 vaccines to students, faculty and staff.
- Madison Residence Hall remained the Quarantine and Isolation facility.
- Telehealth continued to be an option for patient care, but the demand for visits declined as more patients preferred face-to-face encounters.
- Positive flu cases increased this year, reflecting nationwide trends.



Accreditation survey for laboratory services was conducted in December with recommended changes to state lab reporting implemented in January.

Medical Provider Update

- Carmen Nations, MD and Lauren Webb, PA joined the medical staff. Kimberly Sorrell joined the office staff.



Health Services experienced an increase in demand for other routine healthcare visits as well as COVID related visits.

14,441 or 52.8% of patient encounters were for non-COVID related services.

Health Services
Bird Building
Healthservices.wcu.edu

828.227.7640
cathealth@wcu.edu



MISSION STATEMENT

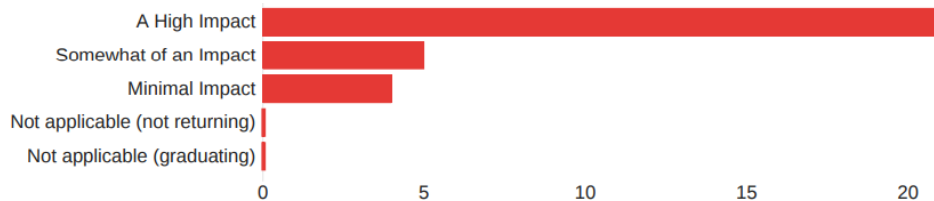
Intercultural Affairs (ICA) works with all members of the University to provide a campus environment where students from different backgrounds and culture groups feel appreciated, respected and valued. Through educational, social, and leadership programs, ICA promotes inclusive values of social justice and human dignity while preparing students to thrive in a diverse and interconnected world.

Our goal is to engage the WCU community, foster the exchange of ideas between students, faculty and staff, and enlighten our campus community

PROJECT C.A.R.E. 2021-2022

- ICA conducted a post survey for Project C.A.R.E participants. The survey helped to reveal several insights on what students felt about their Project C.A.R.E experience. 30 students responded to the post survey during the weeks of 4/18/2022-5/6/2022
- 86% of the survey respondents indicated that Project C.A.R.E either had a high impact, or somewhat of an impact on their decision to continue their WCU experience. *(see figure 1)*
- 86% of the survey respondents also indicated that Project C.A.R.E either had a high impact, or somewhat of an impact on what they felt was a successful transition into college.
- The data has shown that Project C.A.R.E participants are more academically successful than their peers. First year participants, (mentees), for both the Fall 2021 and Spring 2022 semesters ended with a cumulative GPA that was higher than the all Freshmen GPA. The Project C.A.R.E upperclassmen, (mentors), also were more academically successful finishing with a higher cumulative GPA than the all undergraduate GPA. *(see figure 2)*
- Over 65% of Project C.A.R.E mentors completed the Spring 2022 semester with a GPA of a 3.0 or higher. Nearly 20% of mentees completed the Spring 2022 semester with a GPA of 3.0 or higher. *(see figure 2)*

(figure 1)



(figure 2)

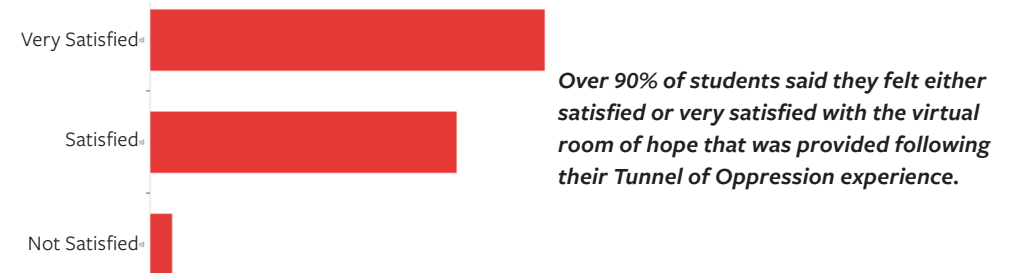
	Fall 2021		Spring 2022	
	TGPA	CGPA	TGPA	CGPA
All UG GPA	3.094	3.201	3.133	3.224
All Freshmen GPA	2.687	2.746	2.298	2.432
Project CARE Mentor	3.101	3.312	3.075	3.312
Project CARE Mentee	2.945	2.991	2.982	3.032

TUNNEL OF OPPRESSION

ICA continued our Virtual Tunnel of Oppression program where we had 241 participants in the Fall of 2021. Participants were asked to complete post assessment after their Tunnel of Oppression experience, we had 36 participants who responded to the post assessment.



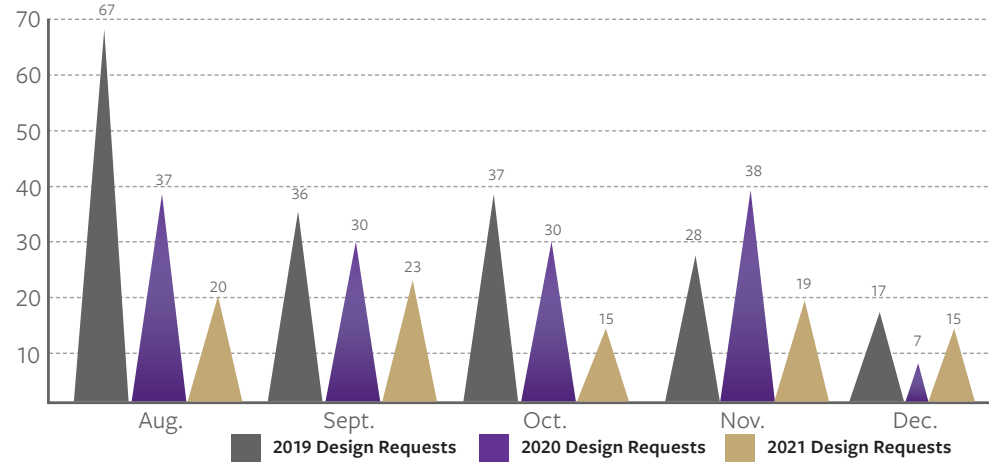
#	Answer	%	Count
1	Yes	94.29%	33
2	No	5.71%	2
	Total	100%	35



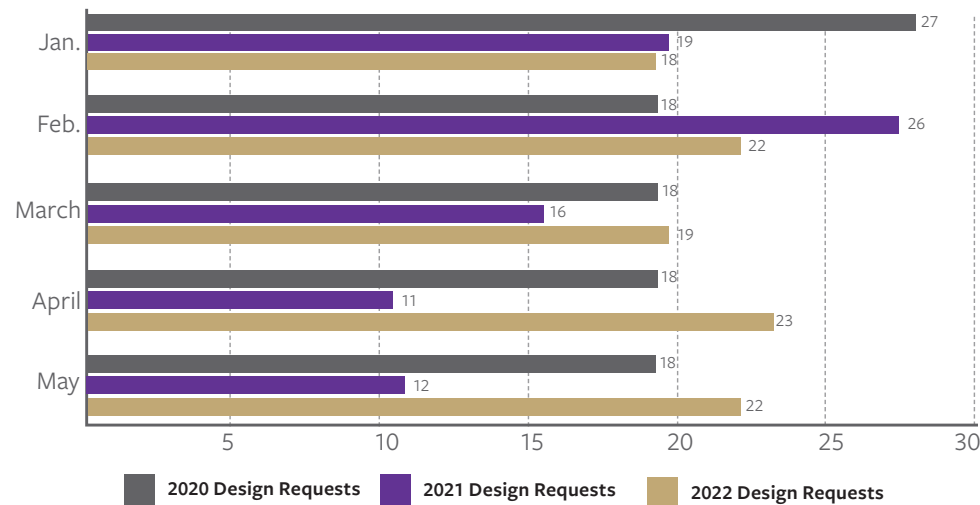
MISSION STATEMENT

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.

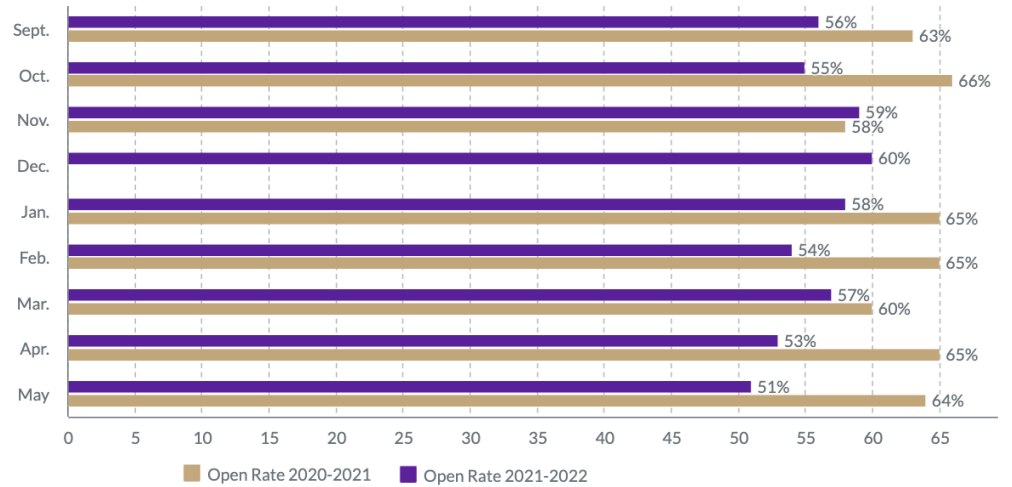
INDIVIDUAL DESIGN REQUESTS FALL SEMESTERS



INDIVIDUAL DESIGN REQUESTS SPRING SEMESTERS

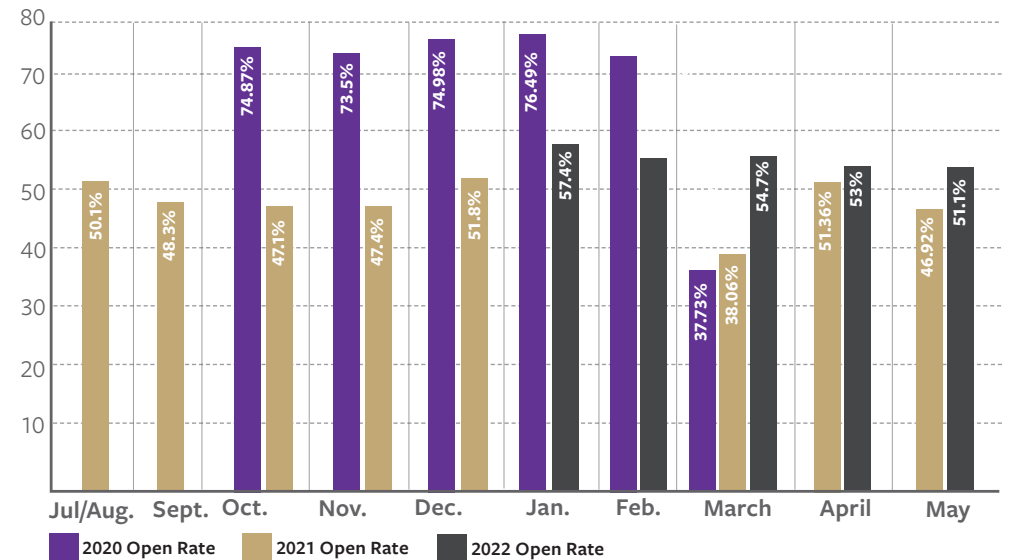


DIVISION OF STUDENT AFFAIRS NEWSLETTER OPEN RATE



Average number of recipients for 2020-2021: 159
Average number of recipients in 2021-2022: 184

FAMILY NEWSLETTER OPEN RATE



*Number of recipients changed in March 2021 to 10,300.

227 H.F. Robinson Admin. Building
Cullowhee, NC 28723

828.227.7147 tel
828.227.7036 fax
jdunford@wcu.edu



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.

ORIENTATION UPDATES

- New Student Orientation returned to an in-person programming requirement for the first-time since January 2020 this year with the return of 1-Day Programming January and 2-Day Programming in June.
- Leveraging skills and abilities learned during the pandemic, NSO moved from an online orientation model to an online Pre-Orientation model that students are required to complete before attending their mandatory in-person sessions. All incoming students were required to complete Pre-Orientation in both January and June via Canvas, WCU's Learning Management System.
- The June Pre-Orientation course consisted of three mandatory modules including Student Resources and Responsibilities, Information Technology at WCU, and Financial Aid and Scholarships. Students were also invited to participate in two optional modules featuring Campus Recreation and Wellness at WCU and Residential Living and Campus Dining.
- 2-Day Orientation sessions have been completely reimagined since the last sessions took place in Summer 2019. The first day of Orientation now focuses on connection to the university, campus, and fellow classmates while the second day of Orientation is geared towards academic preparation and success. New programs debuting as part of the two-day orientation schedule include the Passport Information Fair, Campus Service Tour, and Professor's Perspective Panel.
- New Student Orientation returned to SROW (the Southern Regional Orientation Workshop) for the first time since 2019 as both professional and student staff attended the conference in Columbia, SC. The team spent weeks preparing for the conference and won first place in the printed banner competition. SROW is sponsored by and is part of the National Orientation Director's Association.

Orientation Registration Report 2022 | June 7, 2022 versus June 4, 2021

<i>First-Year</i>	<i>2022 Students</i>	<i>2022 Guests</i>	<i>Transfer</i>	<i>2022 Students</i>	<i>2022 Guests</i>
June 2-3	180 Actual Attendance	133	May 31	161 Actual Attendance	71
June 6-7	128 Actual Attendance	148	June 29	128	65
June 9-10	190	199	August 19	101	29
June 13-14	255	225	Total	390	165
June 16-17	296	275			
June 20-21	277	251			
June 23-24 ASP/GAP	133 49 GAP 33 ASP 51 Fall Entry	103			
June 27-28	298	246			
August 18*	21	8			
Total	1846	1588			

*Unadvertised session for First-Year students that cannot attend in June.

Registration Totals

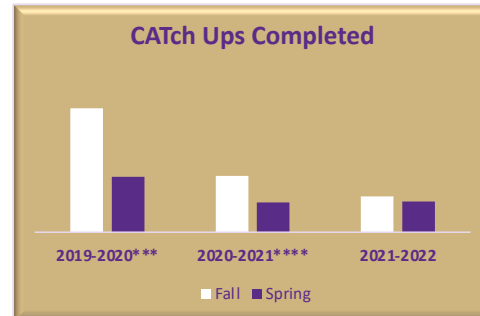
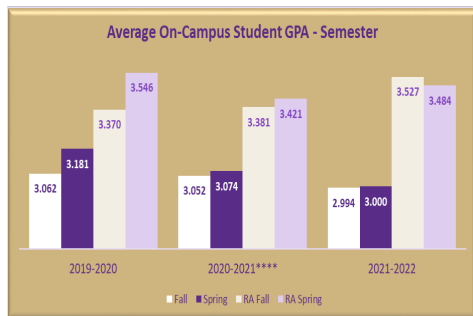
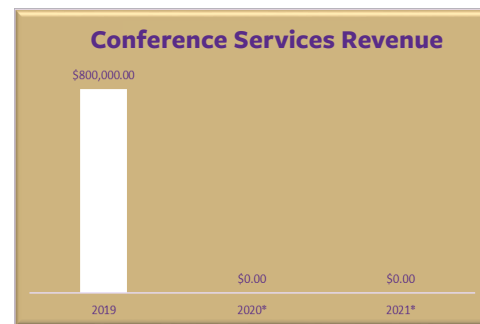
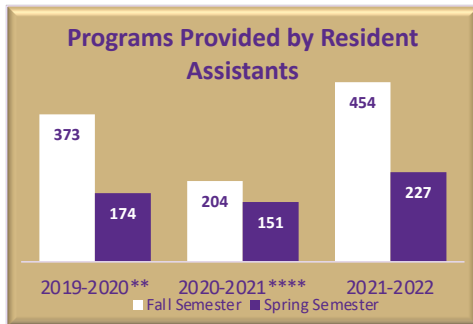
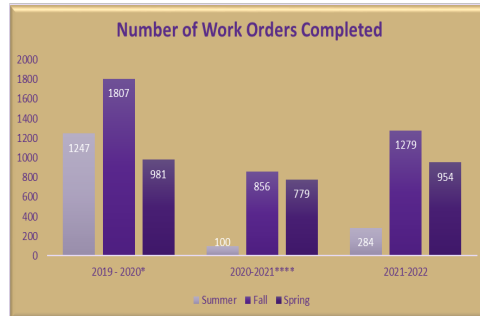
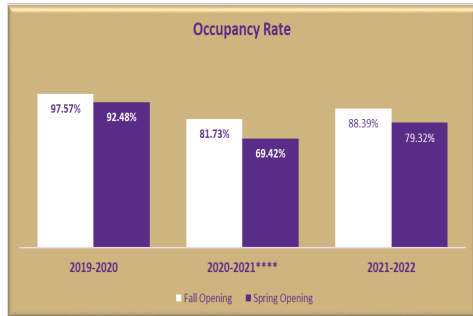
<i>Total Students Registrations 2022</i>	2236
<i>Total Student Registrations 2021</i>	2187
<i>Student Registration Difference</i>	+49
<i>Total Guest Registrations 2022</i>	1753
<i>Total Guest Registrations 2021</i>	Not Applicable
<i>Guest Registration Difference</i>	+1753

*Guests were not allowed to attend Orientation in 2021 due to COVID restrictions.



MISSION STATEMENT

Our mission is to serve the communities of Western Carolina University by providing clean, safe, and healthy living environments which enhance and support the educational mission, goals and creed of the University. We strive to create living and learning communities where students feel valued as individuals and where diversity and fellowship with others can be celebrated. While maintaining a high quality of service, we shall encourage and provide opportunities for personal growth and development of character, leadership, honesty, respect, and pride.



* COVID safety caused all summer conference activities to be suspended.
 ** Change in programming model and ceased programming in March 2020 due to COVID-19.
 *** CATch Ups (formerly SSIs) changed in how they were conducted and COVID-19 impacted Spring numbers.
 **** COVID-19 pandemic safety precautions impacted the 2020-2021 academic year.

Departmental Highlights

- Creation and implementation of electronic Health and Safety Inspection forms.
- Mailroom Packages Delivered (placed in mailboxes and delivered by hand):
 - Fall - 25,952
 - Spring - 22,387

Awards & Recognition

Numerous Residential Living staff were nominated for Faculty and Staff Excellence Awards. Nominees and winners included:

Star Staff Award:

- Alex Fields
- Brian Boyer (Winner)
- Bryant Barnett
- Carrie Shuler
- Michael Braun
- Coley Boucher
- Phyllis Franks
- ReGina Henson

Bright Idea Award:

- Brian Boyer
- Nicole Boucher

Judy H. Dowell Award:

- Carrie Shuler

Program of Excellence Award:

- Residential Living

UNIVERSITY SCHOLARSHIP

2021-2022

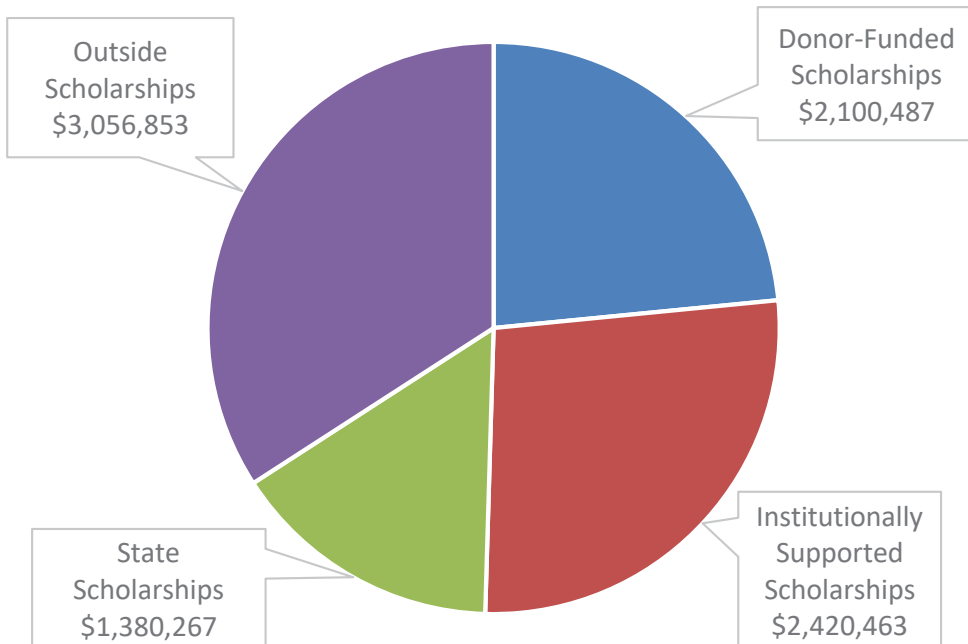
University Scholarships, a unit within the Financial Aid Office, works in collaboration with campus departments and external partners in order to manage a comprehensive scholarship program focused on the needs of our students, parents, donors, faculty, and staff who are seeking, receiving, and awarding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

Student Activity

	2020-2021	2021-2022	2022-2023
Number of applications started UG	6,001	6,523	5,978
Number of applications finished UG	4,480	5,351	4,497
Number of applications started GR	894	866	851*
Number of applications finished GR	566	634	584*

Finished applications are a subset of started applications.
 UG application deadline was February 1, 2022.
 *GR application deadline is August 1, 2022.

2021-2022 Scholarship Disbursements (excluding athletic scholarships) as of June 2022



Including need-based and merit-based scholarships

Highlights for 2021-2022

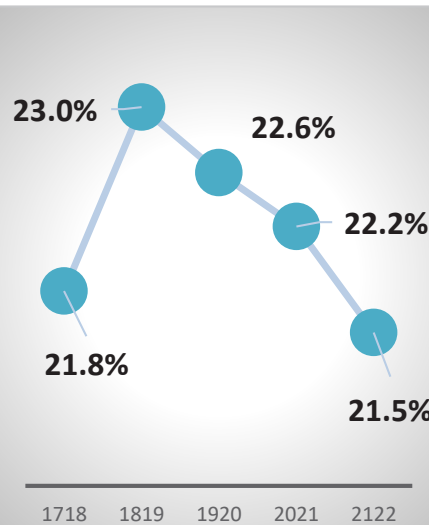
Student Aid Packaging and Promotion Task Team (APPT)

Spring 2022 saw the launch of new task teams in conjunction with the university's new Enrollment Strategies Committee. APPT has been charged with evaluating and optimizing existing scholarship and institutional grant funds to support enrollment. Initial priorities for the team are:

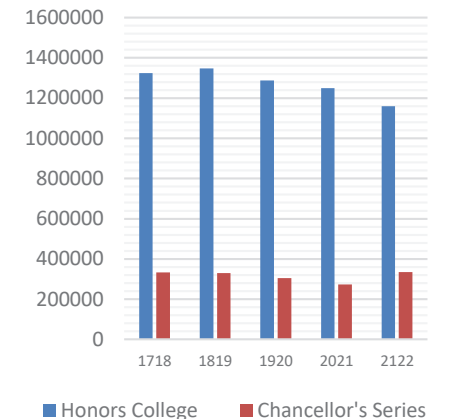
- Seek Information on Competitor Offerings and Market Trends
- Leverage Merit and Need Awards Programs for Maximum Enrollment
- Marketing and Promotion Strategies

Students impacted by scholarships

Percentage of students who have received a scholarship from WCU as of June 2022



Merit-Based Scholarships (Non-endowed)



For the 2021-2022 academic year, students were awarded \$693,283 in institutionally supported access and need-based scholarships.

As of June 2022, 3,336 WCU scholarships were awarded to 2,557 graduate and undergraduate students for the 2021-2022 academic year. (Includes athletic scholarships)

MISSION STATEMENT

The Department of Student Community Ethics (DSCE) fosters student accountability and responsible decision-making by facilitating an understanding of the University's Code of Student Conduct through learning-centered opportunities. The DSCE cultivates a culture of respect, integrity, and safety in order to foster a healthy and inclusive living and learning environment for each student and the Catamount Community.

3-year trend – Total Conduct Incidents

	2019-2020	2020-2021	2021-2022
# Unique Incidents	445	571	547
# Individuals Involved	844	1211	1719

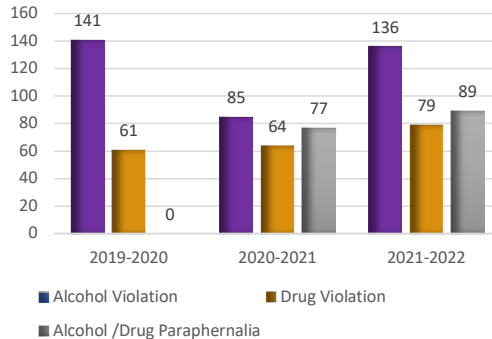
Top 5 Violations:

1. Violation of Law
2. Alcohol Violation
3. Alcohol/Drug Paraphernalia
4. Drug Violation
5. Aiding and Abetting and Fire Safety

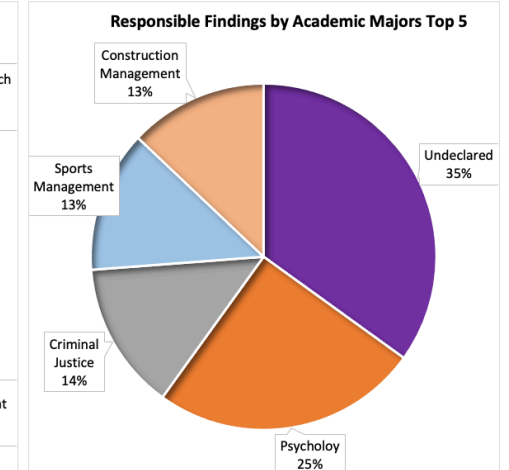
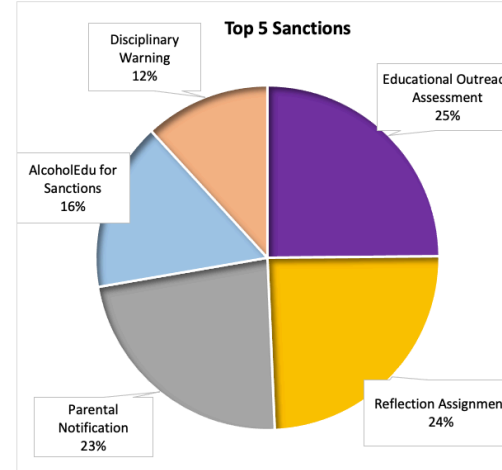
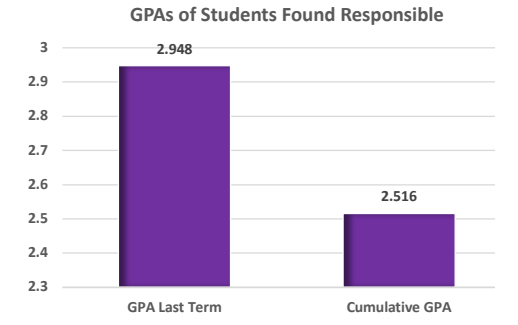
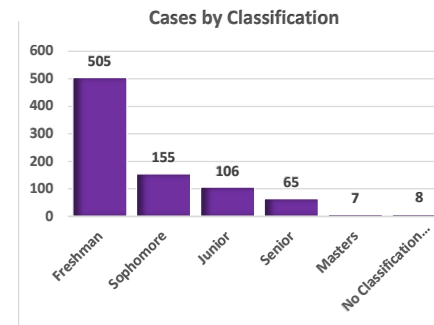
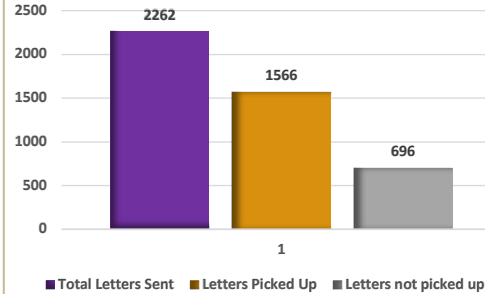
Fast Facts:

- 14 Conduct Hearing Officers
- 571 cases resolved in Initial Meetings
- 7 Cases resolved by Hearing Board
- 121 Cases resolved in absentia
- 811 COVID-19 Reminders Sent

Responsible Findings: Alcohol & Drugs



Emailed Letters Summary



Other Items of Significance

- DSCE added additional training efforts for hearing officers.
- DSCE started utilizing Brief Alcohol Screening and Intervention of College Students (BASICS) program which is a harm-reduction intervention for college students as a higher-level alcohol violation sanction.
- DSCE's experienced increase in caseload around code violations once COVID-19 guidelines were no longer in place compared to past academic year.
- DSCE established strong partnerships with multiple departments across campus.