INTRODUCTION

Welcome to the 2017-2018 Division of Student Affairs Annual Report!

The Student Affairs staff at Western Carolina University is a dynamic group of professionals making a difference in the lives of students and the greater WCU community. With annual operational funding of approximately $57 million, the Student Affairs Division is comprised of approximately 195 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. Serving our students is the primary focus for our division. Whether it is providing balanced meals in our dining halls, warm and welcoming residence halls, exciting entertainment events, informal social interactions, or the many opportunities to engage in physical activity, Student Affairs offers an array of services designed to support our students as they live and learn in a beautiful mountain community.

It was another year in which the Student Affairs team made a difference for WCU. Our staff led an exciting undergraduate admission cycle that featured NC Promise tuition pricing and the expectation of setting new enrollment records for WCU. We started construction on a new residence hall facility with approximately 600 beds, the construction of a new Chick-fil-A™ restaurant was finished (Finally!). We successfully hired new health care providers, staff worked to improve business processes with several new technology systems installed, and we assessed service delivery to our growing student population. When acts of bigotry impacted our campus community we took action to engage with concerned students seeking solutions and we supported the WCU community’s collective response.

In closing the year, we celebrated the remarkable leadership and legacy of Chancellor David O. Belcher and we continue to be inspired by his call that “WCU is in the business of changing lives” for the better.

This report contains descriptive narrative from each of our key areas of focus and is supported by performance dashboards from each of our departments which begin on page 22. It was an exciting and successful year for the Student Affairs team.

On behalf of my colleagues in the division, 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
The recurring refrain, “WCU experiences record enrollment” made headlines again in fall 2017 on the momentum and strength of undergraduate enrollment. Total first-year undergraduate enrollment reached another all-time high (1,998) as did first-time, full-time undergraduate enrollment (1,980). Previous record entering classes and retention rates fueled healthy continuing undergraduate enrollment which helped offset increased undergraduate graduation numbers.

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### UNDERGRADUATE ENROLLMENT

The decade-long climb in undergraduate enrollment contributed to this observation in last year’s report:

“While WCU still is far from being a household word, news of WCU has spread: the Cat’s out of the bag. A decade of program enhancements and new program offerings, new facilities and campus features, student success initiatives to positively impact student performance and retention, increases in the high school population in NC, and investment in calling cards such as the Honors College and the Pride of the Mountains Marching Band have contributed to the upward enrollment trajectory.”

Then along came NC Promise for fall 2018 and the reverberating question: what does a new variable that reduces the undergraduate cost to attend WCU do to student interest, application counts, admit levels, yield rates, enrollment levels, infrastructure and instructional capacity? How do you predict the unprecedented?

As mentioned in last year’s report, pre-NC Promise enrollment growth had already generated ripple effects downstream 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. Presuming that NC Promise would prove to be an accelerant to the blaze of interest already being experienced, Undergraduate Enrollment and university partners took preemptive measures in planning for the 2017-2018 application and enrollment cycle.

The Office of Admissions moved up the publicized, final first-year application deadline (February 1, 2018) to better align with financial aid submission priority dates and the university scholarship application deadline. Admissions calculated that the negative, short-term impact on total first-year applications that could result from an earlier deadline would be offset by a higher yield rate of those who did apply and who were offered admission. Deposit and commitment rates as of the writing of this report support the hypothesis that a slight decrease in applications will be offset by increased commitment rates (as of June, up 13% in total commitments, point-in-time).

Given recent transfer student demographics (enrollment declines in many feeder community colleges; historically, a healthier economy, the more of a decrease in transfer student enrollment), the Office of Admissions anticipated increased interest from transfer students (targeted a 9.5% increase in transfer student enrollment) but did not move the transfer application deadline.

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### FIRST YEAR UNDERGRADUATE FALL APPLICATIONS & ENROLLMENT

*All numbers are final except for 2018, which are current at the time this report was written. Census date for F2018 is August 31, 2018.

### WCU ENROLLMENT

### NEW TRANSFER

Note: New transfer totals include both resident credit and distance counts.
Undergraduate Enrollment

No one anticipated the tidal surge in transfer student applications. Comparative point-in-time totals from May 25 depict the spike in activity:

**WCU Point-in-Time Transfer Application Activity (May 25)**

<table>
<thead>
<tr>
<th>F2015</th>
<th>F2016</th>
<th>F2017</th>
<th>F2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>TR Admitted</td>
<td>TR Commitments</td>
<td>TR Applications</td>
<td></td>
</tr>
</tbody>
</table>

Fortunately, in anticipation of increased interest as a result of NC Promise, some commitment deadlines and action steps were implemented and publicized to help shape the size and attributes of the transfer student cohort. The Office of Admissions will assess and likely move up the publicized transfer application deadline for the next recruitment cycle. The Office of Admissions is collaborating closely with Academic Affairs, deans and department heads to determine which academic programs have capacity for transfer enrollment.

NC Promise and its impact dominated a lot of campus planning and discussion. Financial Aid collaborated with Marketing to explain changes resulting from NC Promise. For example, many constituents (e.g., currently enrolled students) needed explanation as to how the Cost of Attendance would actually decrease in 2018-2019 as compared to 2017-2018 which could reduce a continuing student’s total aid package without negatively impacting the amount of grant/gift aid the student received.

One of the goals of NC Promise is to decrease student and family indebtedness, and the Office of Financial Aid enhanced educational programs and information pertaining to debt reduction and management. University Scholarships worked closely with counterparts in units such as the Office of Admissions and the Honors College to tweak merit and access scholarship programs and offers to maximize available funds in the wake of increased interest.

Enrollment growth continues to tax systems, programs, personnel, and processes, creating needs for enhancements to staffing, schedules, and systems. In 2017-2018, Undergraduate Enrollment tried to settle into operation system migration that occurred in every unit in 2016-2017. The Office of Admissions continued implementation of its customer relation management system that provides better data collection and management, communication, and admission decision making related to new strategic directions and class shaping priorities.

The retirement of the director of new student orientation brought new leadership to the unit, and a new assistant director position was established and filled to help meet the demands encountered by the unit as recommended by its 2016 program review. Given the increased commitment and Orientation registration numbers, numerous sessions for fall 2018 reached capacity, and the combined (first-year and transfer) August session has been split into two distinct orientation sessions to accommodate the growth. Reorganization began in the Office of Admissions in keeping with 2020 Strategic Vision initiatives. Additional reorganization likely will occur as a result of consultant recommendations from a review of the campus visitation experience, the planned relocation of the Office of Admission to the first floor of the H.F. Robison Administration Building (slated for the summer 2019), and program review recommendations (anticipated summer 2018).

Federal changes to financial aid awarding (early FAFSA), cuts to financial aid programs (Perkins Loan Program) that undercut the financial aid operations budget, demographic shifts, effects of legislative and UNC System priorities and initiatives (e.g., new UNC System strategic plan and performance based funding), managing record application submission and enrollment, UNC shared service initiatives (e.g., Phase 1 and 2 of a new Residency Determination System), calendar and capacity issues related to event management (e.g., open house scheduling and attendance), increased competitiveness for admission and scholarships were just a few of the highlights to such an unusual cycle and year. Assessment and planning will continue in summer 2018 as the initial impact of NC Promise is analyzed in preparation for the 2018-2019 recruitment cycle.
This cycle would best be described as a year of transition, grind, healing, and renewal. 2017-2018 continued the recent trend of consistent, critical student issues that require tremendous effort and focus in coordination and management of each student, and each student’s unique crisis, by multiple Residential Living staff including, but not limited to, resident assistants (RAs), case managers, area coordinators, associate directors, and the executive director. Over any given period of time but certainly over the academic year, these crises can drain the energy and tax the emotional strength of any residence life staff. Unfortunately, this year also included a student death in a residence hall that deeply affected a community and, given the specifics, significantly impacted our staff. We are particularly thankful for the support of our colleagues in Counseling and Psychological Services and Office of Student Affairs as we supported the healing of that residence hall community and our staff. As stated in previous years and alluded to above, the current trend that our student population demands more attention from staff for far more serious and critical needs, means we must provide greater levels of training and supervision related to crisis management and awareness of student issues. This demand coupled with a sensitive and divisive political landscape, nation-wide movements related to race, sexual orientation, and sexual harassment, and a campus community impacted by those issues and more, provided a steady path of challenges for our staff to navigate. Again, as we stated last year, the convergence of aging facilities with critical needs and the impact of substantial institutional growth have mandated a significant amount of time and energy be spent on Residential Living’s housing plan for future renovations, replacements, and construction. With that in mind, substantial energy and time were invested in facilitating the completion of design and start of construction of the Upper Campus Residence Hall Project. Those 614 beds are expected to open in August 2019. In addition, a schematic design exercise related to the future replacement of Scott and Walker Halls was conducted and yielded a schematic concept for design and a preferable timeline for demolition, construction and completion. Furthermore, after two years and one failed search, a new executive director of residential living was hired in September. A new director of residence life was then hired in May with actions underway to fill all vacant positions as soon as possible. New leadership is being encouraged to be collaborative, cooperative, and most importantly, proactive. The leadership team is also expected to understand and support the greater good while moving Residential Living forward. Again, 2017-2018 was a year delivering positive leadership change, progressive teambuilding that come from extreme circumstance, and reward and pride that comes from completion and successful delivery as Residential Living continued to support the mission and goals of our department, our division, and our university.

Highlights of the 2017-2018 year include, but are not limited to, the following:

- Residential Living continued to support the completion of design and start of construction of the 614-bed Upper Campus Residence Hall. The bulk of design was complete in fall 2017 with site construction beginning in winter 2018. This project is moving forward and is expected to open in August 2019.
- Residential Living conducted a schematic design exercise with a design firm to evaluate the best path forward related to replacement or renovation of Scott and Walker Residence Halls. Both facilities are approximately 50 years old and in need of major renovation or replacement. This process considered cost, condition, site, impact of construction/renovation and helped us establish a schematic design for the replacement project, establish an approximate capacity for the site, and establish a realistic timeline based on multiple factors. Scott and Walker Halls are scheduled for demolition in summer
RESIDENTIAL LIVING

2020 with approximately 750 beds opening in August 2022.

- Residential Living moved into its new offices in Brown Hall in late May 2017 and just completed its first full year in that location. The transition to Brown after 25 years in Scott Hall is viewed as successful. Although located slightly outside the more densely populated lower campus area, Brown Hall provides great meeting and office space and a consistent flow of students.

- As in 2016-2017, beginning in July with professional staff training and following with resident assistant training for over 120 RAs, there was a major focus on navigating the political climate of our university, our region, state, and nation and related interactions among residents of our communities. With the heated dialog on the national stage following the Presidential election and several nationwide movements sparked by controversial incidents, we wanted to do our best to support our staff as they facilitated interactions between individuals with differing views and backgrounds. Staff were challenged to step away from their personal position and facilitate open dialog that values all viewpoints. Unfortunately, unlike 2016-2017 when there were no documented incidents, in 2017-2018 there were several political, racial, gender-based incidents to de-escalate and manage.

- Working collaboratively with Administration and Finance, a housing financial model was developed to help assess both the short-term and long-term financial impacts future housing projects will have on Residential Living’s financial health.

- Having modified our Residence Life organizational chart in spring 2017 and realizing some normal staff turnover, 2017-2018 found all but one staff member with new responsibilities related to facilities and staffs they supervise. As is normal with this type of restructuring, there were significant learning curves for all involved.

- Residential Living contracted with a national search firm and delivered a new executive director of residential living after four years without a dedicated executive director and one failed search. The executive director began in September. A search for the director of residence life was also conducted in spring 2018. A new director of residence life was hired in May 2018.

- The recent trend of enrollment growth at WCU coupled with the additional growth expected from the implementation of NC Promise in fall 2018 has again provided challenges for Residential Living’s Operations team. Given these factors, WCU expects record first-year student enrollment for fall 2018. After holding space for incoming first-year students prior to the start of the room selection process, there were approximately 200 continuing students placed on a waitlist for fall 2018 housing. As of the writing of this report, the incoming first-year student numbers remain on record pace. Residential Living will continue to manage the overall situation to provide housing to as many residents as possible.

- In collaboration with Counseling and Psychological Services and to better meet the constantly growing need for services, Residential Living has committed to providing resources to fund and house a Counselor in Residence for fall 2018.

### OCCUPANCY RATES

<table>
<thead>
<tr>
<th>Year</th>
<th>Fall Opening</th>
<th>Spring Opening</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013-2014</td>
<td>96.65</td>
<td>93.22</td>
</tr>
<tr>
<td>2014-2015</td>
<td>98.3</td>
<td>94.41</td>
</tr>
<tr>
<td>2015-2016</td>
<td>97.31</td>
<td>91.84</td>
</tr>
<tr>
<td>2016-2017</td>
<td>96.31</td>
<td>88.71</td>
</tr>
<tr>
<td>2017-2018</td>
<td>94.1</td>
<td>87.39</td>
</tr>
</tbody>
</table>
2017-2018 was another year of expansion and transition for Campus Services. Finishing the Brown Hall construction project and adding both operational office space and popular dining venues to our campus dining options dramatically enhanced our dining program, our operational efficiency, and the overall student experience. In addition, the Chick-fil-A™ project that had been delayed due to both cost and process is scheduled to open in Courtyard Dining Hall in July. With growing and record enrollment there are substantial operational challenges for the units in Campus Services. Dining, Bookstore, and CatCard are all realizing greater volumes than ever before. Resources have not necessarily expanded at the rate of service expansion so the challenges and stress to deliver are real. These challenges include space management, the funding of capital projects, FTE levels, and attracting the right talent. These challenges are being addressed with both short- and long-term solutions through an internal strategic planning process. A few highlights for Campus Services in 2017-2018 are as follows:

- The dining venues in Brown Hall were complete in July 2017 with training and opening following soon after. Brown Hall’s food service options include Starbucks, Steak & Shake, a convenience store with Papa John’s Pizza grab and go, and The Lodge at Brown: a servery-style dining experience featuring a smoke house station, a grill, a compound salad station, and a vegetarian station. All Brown dining venues opened in August and were well received by the campus community.
- Capitalizing on the operational efficiencies the dedicated Campus Services office space provided in Brown Hall, the CatCard Office relocated from Killian Annex to Brown during Summer 2017. It was a seamless transition that allows multiple staff to provide convenient backup for our CatCard staff.
- The design and construction of Campus Services offices in Brown Hall have provided the ability to have leadership from Dining Services, CatCard, Conferences and Event Services, and Residential Living to be co-located in the same space. This has quickly facilitated a much more efficient and effective Campus Services operation. The project design also included substantial meeting space to meet the needs of all units housed in Brown.
- 2017-2018 also provided us with a successful search and hire of a new director of campus services. That individual started in March and has already made substantial contributions to our mission and team.
- A task force was formed to develop an Electronic Access Request for Proposal and deliver a product that would provide a serviceable system, better automated card access functions, as well as meet future needs. That process is now in the final stages and a new vendor should be named by July.
- After a significant delay, construction finally began on our full-service Chick-fil-A™ project in late winter 2018. At the writing of this report, the project is set for completion in June with a soft opening for training scheduled for July.
- Campus Services negotiated and extended the Pepsi vending contract for an additional ten-year term, increasing the guaranteed minimum annual sales commission and securing one-time bonuses to benefit student scholarships and the program. Overall, the extension will produce a minimum value of nearly four million dollars for WCU over the contract term.
- The Bookstore continues to deliver exceptional service and value for WCU students. This coming year the rental pilot (which allows courses to use more than one book) will continue as we further evaluate the rental model. Additional expansion is being considered but may be limited due to space constraints. The Bookstore continues to show strong sales, growth, and financial health.
The Health and Wellness unit provides essential services for the overall wellbeing of our diverse campus population. The departments within the unit: Campus Recreation and Wellness, Counseling and Psychological Services, and Health Services, intentionally collaborate to encourage students to be involved, healthy and well. As a unit, we recognize the powerful link between physical health, emotions, thinking, behavior, social interaction, and student success. Our unit continues to focus and be intentional in our health and wellness delivery to students.

Many health issues that students may experience during their college lives are largely preventable or treatable. Encouraging students to embrace their health and wellness, and ask for help early, is an important aspect of their academic success. The departments within the unit provide 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:

- Health Services continued to focus on the patient intake model as a process improvement project. In the fall they restructured the model to allow for more scheduled appointments while maintaining a balance of providers for walk-in patients and doubled the number of triage nurses to decrease the average wait time for patients. Spring assessment results indicate that these changes have allowed Health Services to meet the increase in demand for scheduled appointments and walk-ins while maintaining acceptable wait times for patients.
- Fall 2017 Health Services data indicates an increasing demand for medication management for psychiatric diagnoses.
- Counseling and Psychological Services (CAPS) continued to track the average number of appointments used per client. 2016-2017 assessment results indicated that longer treatment results in higher improvement in symptom reduction. Students who had 4 and 5 treatment sessions demonstrated more positive change on the Counseling Center Assessment of Psychological Symptoms Distress Index Change. The average number of appointments used by clients in the fall 2017 declined from 4.2 in fall 2016 to 3.8 and from 4.98 in spring 2017 to 4.36 in spring 2018.

### TOTAL NUMBER OF CAPS APPOINTMENTS

<table>
<thead>
<tr>
<th>Year</th>
<th>Indiv. Appts</th>
<th>Group Appts</th>
<th>Total Appts</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013-2014</td>
<td>4091</td>
<td>142</td>
<td>4233</td>
</tr>
<tr>
<td>2014-2015</td>
<td>4870</td>
<td>344</td>
<td>5214</td>
</tr>
<tr>
<td>2015-2016</td>
<td>6620</td>
<td>513</td>
<td>7193</td>
</tr>
<tr>
<td>2016-2017</td>
<td>7355</td>
<td>618</td>
<td>7773</td>
</tr>
<tr>
<td>2017-2018</td>
<td>7306</td>
<td>666</td>
<td>7972</td>
</tr>
</tbody>
</table>

- Campus Recreation and Wellness (CRW) facilities updates during spring 2018 include: expansion of the Disc Golf Course from 13 holes to 18 holes, finalization of a memorandum of understanding with the College of Education and Allied Professions for CRW to coordinate various groups on the Team Development Course, and purchasing $45k in equipment replacement for the Campus Recreation Center.
- Campus Recreation and Wellness was the first Student Affairs department to pilot the Iowa GROW (Guided Reflection on Work) student staff development plan.

Out of 93 one-on-one conversations with student staff, 79.6% of student staff were able to articulate the value of their employment experience to their future career by providing two examples of things they learned in their employment that is applicable to their future career, and 97.8% of student staff could articulate at least one example.

- Campus Recreation and Wellness received the inaugural Best Student Employment Program Award for the 2017-2018 academic year. As a result, CRW will receive $2,500 in funding to advance our student staff development plan during 2018-2019.

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 is a message we stress to our students. Other ways that we assist our students is with early intervention. Our 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 464 campus reports.
STUDENT COMMUNITY ACCOUNTABILITY & ASSISTANCE

Student Accountability

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 Student Conduct Code would show increases when comparing year-to-year data. An analysis of the data demonstrates 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.

In addition, we saw an increase in student complaint reports. More information can be found in the Student Community Ethics dashboards.

Student Assistance

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 highly 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. In 2017-2018, 23 students applied to the Emergency Fund and $9,032.64 was awarded which is a 91% increase from 2016-2017.

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 responsibilities 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 immersion excursion trips. Student Affairs programs also include support for fraternities and sororities, under-represented populations and registered student organizations.

Intercultural Affairs

Under the leadership of a new director, 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 cultural 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. WCU welcomed a new director and assistant director focused on evaluating the strengths, areas for possible improvement, and opportunities for efficiencies related to GSED. Highlights include the implementation of a new recognition program (with ten student organizations being recognized as “excellent”), revitalization of Greek Week, sponsoring 20 students to attend a national conference, and working with the three councils to enhance effectiveness and community connectivity.
• Much of this academic year has been spent in preparation for the transition from OrgSync to WCU Engage. Engage is a new and enhanced platform for students and departments on campus to showcase involvement opportunities and communicate with campus constituents. All licenses have been purchased and have been implemented including Banner Integration, Single Sign-On, Card Swipe, Paths, and Service. Moving forward, we are planning various training sessions with our Recognized Student Organizations and campus partners to ensure a smooth transition to WCU Engage. The transition to WCU Engage will be complete prior to fall 2018.

• WCU Dance Marathon has been rebranded to WCU Miracle. This name change reflects the national branding shift and provides more inclusivity to showcase the year-long programming which supports the awareness and fundraising efforts. In 2017, WCU Miracle, in partnership with the Department of Campus Recreation and Wellness, raised a new record amount ($29,209.14). Campus Services and the Department of Residential Living were also key supporters in this effort. WCU Miracle has raised over $100,000 in the eight years the program has been active on campus. The main event for the upcoming academic year will shift to spring 2019.

• Arts & Cultural Events (ACE) hosted 22 events this academic year and more than 1,400 students attended the various events, workshops, and activities. Eleven workshops were facilitated by guest artists which provided more in-depth exploration of diverse topics to students. ACE also hosted the CatTour trip to Chicago. Last Minute Productions hosted 126 events for 2017-2018 with a total of 8,530 attendees. At least one weekend event was held each month, in addition to the movies shown each weekend. Signature events for the year included a hypnotist the Saturday after freshmen move-in, the Drag Show (presented in collaboration with Intercultural Affairs), a 90’s week featuring a Block Party (in collaboration with the Student Government Association), and a Foam Drop dance party as part of Student Appreciation Week. Craft nights, karaoke events, and day trips to sporting events, Broadway plays, and theme parks were also popular student options.

• In the second installment of the Campus Activities Civil Discourse speaker series, the Department of Campus Activities hosted Ibram X. Kendi with 398 students in attendance, in addition to faculty, staff and off-campus guests.

• The Department of Campus Activities partnered with the Department of Residential Living to present three concerts in 2017-2018. The Ready Set drew approximately 600 people for Week of Welcome; The Plain White T’s had approximately 700 in attendance; and the Homecoming Concert, Brett Young and Carly Pearce, sold 2,806 tickets.

• The main change to our Leadership unit this academic year included the implementation of the Leadership Minor Advisory Committee and shifting the day-to-day operations of the minor to Academic Affairs under the management of Dr. Yancey Gulley. The Department of Campus Activities and the Division of Student Affairs will continue to play strong support roles such as teaching and recruiting students for the Leadership Minor.

• This year, we continued to enhance and develop our student employee training. We have been focusing particularly on our student building managers and tech crew with trainings occurring bi-monthly. Topics include: customer service, technology operations, campus policies (reviewing and explaining), emergency action plan training, and reservation procedures with specific training in 25Live.

• We have collaborated with Facilities Management to create renovation plans to support the relocation of different offices in our building. The Student Programs and Activities unit will move to the first floor (previous food court space) and space will be created for staff offices: Student Government Association, Recognized Student Organizations, and our various programming groups including Last Minute Productions and WCU Miracle.

• We have been reviewing and updating our security protocols for our programs. This includes methods for how we work more efficiently and effectively with the University Police Department and Axis Security. This also includes improving our communication efforts with other departments on campus regarding our programs and security features. In addition, we have purchased four wands and created a No Backpack Policy for designated events and locations.
Over the last year, Student Affairs has continued to shift the focus of assessment and reporting from compliance to quality. As a testament to our progress, Student Affairs was singled out as a stand out in the quality and documentation of our assessment reporting in the final report issued by the SACSCOC off-site review team.

During 2017-2018, 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 newly established Institutional Effectiveness Council, several representatives invited to attend the James Madison Assessment Symposium in February and three representatives selected to participate in the Continuous Improvement Peer Evaluation Training scheduled for July 2018.

All units received feedback and recommendations on 2016-2017 assessment reports (now Continuous Improvement Reports or CIRs), summer 2017 dashboards and 2017-2018 assessment plans in fall 2017. The feedback was intended to be formative and help inform the quality of future dashboards and increase the quality and alignment of 2017-2018 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 2017-2018 CIRs.

These workshops focused on practical issues in assessment work such as Aligning Unit and Institutional Data Priorities, Making Assessment Manageable and Using Program and Participant Data. While attendance in these workshops was modest, 100% of participants agreed that their participation in the various presentations increased their understanding of the topic and 94% would recommend the presentation that they attended to others. All but two participants could identify ways to incorporate what they learned during the workshop into their assessment work.

For the second year in a row, Student Affairs partnered with the Higher Education Student Affairs graduate program and provided four assessment projects to serve as part of the training students receive in Dr. Yancey Gulley’s Program Assessment and Evaluation 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 four 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.

This collaboration is a great way for students to work on questions that departments don’t necessarily have time to focus on as part of their regular operations.

Student Affairs will continue to focus on quality and improvement in our programs, services and work with students in the upcoming year.

In June 2018, three workshops were held to assist in planning for 2018-2019 assessment work. The topics focused on programmatic assessment and alignment with DegreePlus, student staff assessment, and assessing service delivery. Each workshop featured invited speakers and allowed time for discussion and brainstorming. Additionally, an assessment guide and enhanced online resources will be in development over the summer for introduction in the fall.
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

**Data as of Census 9/1/17**

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<thead>
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<th></th>
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<th></th>
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</thead>
<tbody>
<tr>
<td>Applicants</td>
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<td>973</td>
<td>2,020</td>
<td>1,551</td>
</tr>
<tr>
<td>Commitments</td>
<td>196</td>
<td>226</td>
<td>446</td>
<td>341</td>
</tr>
<tr>
<td>Admits</td>
<td>593</td>
<td>858</td>
<td>710</td>
<td>708</td>
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<tr>
<td>Commitments</td>
<td>133</td>
<td>172</td>
<td>205</td>
<td>201</td>
</tr>
</tbody>
</table>

### TRANSFER STUDENT DATA – DATA

**Data as of Census 9/1/17**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Applicants</td>
<td>1,658</td>
<td>1,721</td>
<td>1,705</td>
<td>1,629</td>
</tr>
<tr>
<td>Admits</td>
<td>1,264</td>
<td>1,322</td>
<td>1,264</td>
<td>1,193</td>
</tr>
<tr>
<td>Distance Admits*</td>
<td>424</td>
<td>509</td>
<td>516</td>
<td>466</td>
</tr>
<tr>
<td>Commitments</td>
<td>830</td>
<td>853</td>
<td>937</td>
<td>836</td>
</tr>
</tbody>
</table>

*Distance admit total is a subtotal of total transfer admit count.
Source Weekly Admissions Activity Report
Mission Statement
The Auxiliary Services Department provides necessary and desirable products and services to the communities of Western Carolina University through both internal and outsourced operations focusing on the needs of our customers.

Effects of Auxiliary Services on WCU:
Auxiliary Services provides a variety of services to students throughout the year. As students purchase these goods or services, portions of the money spent is directly returned to the University in the form of scholarships, funding, etc. For example, for every $1.00 spent on Pepsi products in University vending machines, $.50 comes back to the University and is used in various scholarship and sponsorship activities.

PEPSI SALES

Approx. # Pepsi Products Purchased Summer 2017 28,292
The Bookstore is dedicated to supporting academic programs and student life at the University by providing students, faculty, staff 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, text books and supplemental materials that assist students, faculty and staff in achieving their academic and professional goals, to clothing and gifts.

<table>
<thead>
<tr>
<th></th>
<th>Summer 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Bookstore Sales</td>
<td>$310,728.60</td>
</tr>
<tr>
<td>Total Items Sold in the Bookstore</td>
<td>18,259</td>
</tr>
</tbody>
</table>

**How the WCU Bookstore affects students**

1. **Price**
   
   Based on the annual textbook cost study administered by North Carolina’s General Administration the WCU Bookstore offers one of the most affordable textbook rental programs of the sixteen state campuses. All undergraduate students are allowed to rent their main textbooks for a flat rate of $140.00 per semester. In addition, the Bookstore began using an additional book rental program in Fall 2015 that allows students to rent the supplemental books that are not covered under the main rental program and instead have had to be purchased in past semesters. Typically, renting course materials through this model results in approximately a 50% savings compared to purchasing the materials.

2. **Scholarship/Sponsorship Support**
   
   Each year the Bookstore contributes in a variety of ways to the scholarships and sponsorships. During any academic year, the Bookstore is expected to contribute $118,020 in both academic and athletic scholarships.

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

Mission
The Department of Campus Activities provides quality curricular and co-curricular programs, services and facilities. We engage and develop the students, faculty and staff of Western Carolina University to foster a vibrant and inclusive campus community.

Vision
Assist students in bridging the gap between academics and co-curricular activities to enhance students’ educational experience and personal growth.

Highlights for the Summer

- Utilized the Strengths Quest inventory for students and full-time staff in the department. Dr. April Perry hosted two training sessions to talk about how they utilize these strengths to improve their work and personal goals.
- Hosted annual student training that featured customer service training from the Center for Career and Professional Development, Strengths Quest, and a mental health awareness training by Counseling and Psychological Services.
- DCA Facebook page (WCU Campus Activities) now has 2,370 followers.
- Hosted a total of 23 events over the summer with a total of 859 attendees.
- Cat Camp Leadership Exploration had 143 Total Participants (116 First-year / 27 Upperclassmen Counselors) (**First time program offered**)
  - Those who attended Cat Camp:
    - 100% said Cat Camp challenged them to step out of my comfort zone.
    - 100% of participants are happy with my choice to attend WCU (up from 95.75% in 2016)
    - 100% would recommend Cat Camp to incoming students
    - Cat Camp featured 2 new additions: Collaboration with CCPD for Career Family Tree Activity and Bonclarken Service Project
- Partnered with Residential Living to do co-programming in the residence halls for summer school students.
- Campus Programs developed a short and long term plan for their unit over the summer.
- Introduced Franklin Covey Training Workshop for 11 students who were involved in the GAP and ASP programs.
  - 80% stated they are interested in becoming a student facilitator.
  - 100% would recommend the training to a friend.
PROGRAMMING SPOTLIGHT – FIRST ASCENT

CRW supported Orientation by offering 5 orientation raft trips for incoming first year students and by offering the First Ascent Wilderness Orientation experience (firstascent.wcu.edu). Below are some of the outcomes from the First Ascent Participant Survey administered after the trip (23 respondents out of 31 participants).

Students' level of agreeance with the following statement:
I believe this trip helped establish a cohort of peers who will support me through my first semester at WCU.

- Strongly Agree: 87%
- Somewhat Agree: 5%
- Neither Agree nor Disagree: 4%
- Strongly Disagree: 5%

Students' level of agreeance with the following statement:
Overall, I am satisfied with First Ascent.

- Strongly Agree: 78%
- Somewhat Agree: 9%
- Neither Agree nor Disagree: 9%
- Strongly Disagree: 4%

PROGRAM DEVELOPMENT PLAN UPDATE

CRW hosted a program review in Fall 2016, which resulted in a program development plan. Progress areas on the development plan are noted below. Each of these have target completion dates in CRW’s plan for August 2017 or later.

- Implement a fitness equipment replacement plan that includes replacement of all large-scale fitness equipment in the next 5 years. – 100% complete, CRW completed the purchasing process for $50k in annual equipment replacement in summer 2017, including the purchase of 3 treadmills, 5 ellipticals, and a cable cross machine.
- Implement a comprehensive recreation management software – 35% complete, CRW completed the purchasing process, which identified Fusion as the vendor and put the pieces in place for a Fall 2017 16-week implementation process.
- Change CRW’s organizational chart to combine fitness and facilities, including moving the Assistant Director for Fitness and Wellness to report to the Associate Director – 100% complete as of July 1, 2017.

STUDENT DEVELOPMENT

CRW provided 33 on-campus jobs for WCU students during summer 2017.

CRW reduced the amount of overall student staff training time in August 2017 by reducing team builders and by not participating in the Student Leadership Banquet due to student staff feedback on our Fall 2016 post staff training survey, which also saved the department approximately $5,000.

FACILITIES & BUSINESS OPERATIONS

Campus Recreation Center facility updates during Summer 2017 included:
- Completing annual shutdown facility tasks, including painting, minor repairs, and heavy facility cleaning
- Refinishing the gym floor as part of the annual shutdown

Installed policy and emergency signage at the Campus Recreation and Wellness main field complex

CRW updated WCU trail signage and maps, including the installation of waypoint markers every 0.2 miles along the trail. The new maps, which include topography lines and GPS coordinates for each waypoint along the trail system, will improve emergency responses on the trail system. A new basic trail map can be found at http://www.wcu.edu/WebFiles/WalkingRoutes2017.pdf

CRW facility partnerships in Summer 2016 included the following:
- Creation of a Memorandum of Agreement for CRW to assist in supporting WCU’s new low ropes course, which included for CRW schedule groups on the course, assist with the creation of procedural manuals, and maintain trail access to the course.
- Support of camps, conferences, and external partnerships through CRC and Reid Pool reservations (SUUSI, Hebron Community Group, MAHEC, WCU Gear Up, Cheer Camp).
COUNSELING AND PSYCHOLOGICAL SERVICES

SUMMER 2017

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
A total of 101 clients received counseling services in the summer of 2017. This was a decrease in the number of students who engaged in counseling in summer of 2016. The primary reasons that students sought services in the summer continue trends noted in the Fall and Spring semesters.

<table>
<thead>
<tr>
<th>Type of Service</th>
<th>2017</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td># of appts</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Intake</td>
<td>39</td>
<td>56</td>
</tr>
<tr>
<td>Personal Counseling</td>
<td>161</td>
<td>190</td>
</tr>
<tr>
<td>Emergency Services</td>
<td>31</td>
<td>43</td>
</tr>
</tbody>
</table>

Presenting Issues

<table>
<thead>
<tr>
<th>Percent of Clients</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anxiety</td>
</tr>
<tr>
<td>Depression</td>
</tr>
<tr>
<td>Interpersonal Functioning</td>
</tr>
<tr>
<td>Trauma</td>
</tr>
<tr>
<td>Suicidality</td>
</tr>
</tbody>
</table>

Service to Campus Community

- Participated in all New Student and Transfer Orientation Sessions
- Provided training for Resident Assistants through Behind Closed Doors and Basic Helping Skills programs
- Provided diversity training to Base Camp Cullowhee First Ascent staff
- Dr. Kim Gorman was named to the Internal Review Board for a three year term starting in fall 2017.
- Dr. Kim Gorman and Kellie Monteith provided Mental Health First Aid Training to campus partners on July 31.

Professional Development

- First mini conference with Appalachian State University Counseling Center staff. Focus was on mental health service delivery in a rural setting.
- Dr. Betsy Aspinwall attended the Association of College Counseling Center Clinical Service annual conference in Portland, OR.
- Dr. Kim Gorman completed a site visit for the International Association of Counseling Services to Butler University in Indianapolis, IN.
- Dr. Jay Manalo and Dr. Kim Gorman attended the EPPP-2 Item Writer’s Workshop in Atlanta, GA to begin the process of creating a new licensure exam for psychologists.

Department Achievements

- CAPS was reaccreditation by the International Association of Counseling Services for the 2017-2018 academic year.
- CAPS completed an internal audit of emergency services documentation. The paperwork audit is done biannually and serves to ensure compliance with documentation protocols as well as to enhance preexisting protocols.
The information presented on this page represents year to date processing of financial aid applications for 2016-2017. Close out of the 2016-2017 financial aid award year will be finalized over the coming months. All prior aid years reported are considered final. The charts display types of aid awarded and disbursed as well as other relevant grant, loan and indebtedness data.

To date for the 2016-2017 academic year, Financial Aid has disbursed aid to 83% of WCU students totaling $111,498,975.63.

The maximum Pell Grant award for the 2016-17 academic year was $5,815.00.

For most federal student loans, students default when they have not made a payment in more than 270 days.

Financial Aid Office
118 Killian Annex
finaid@wcu.edu
828.227.7290
### 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.

### Health Services provided 248 immunizations to new students at summer orientation sessions

### HS Summer Visit Volumes

<table>
<thead>
<tr>
<th>Reason</th>
<th>Summer 2016</th>
<th>Summer 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sore Throat</td>
<td>2329</td>
<td>2458</td>
</tr>
<tr>
<td>Orthopedic Injury</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Medication Management</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contraceptive Counseling/Renewal</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sunburn/Rash</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Upset Stomach/GI symptoms</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Visits increased 6% over the previous summer volumes. The ratio of patient visits between students and faculty/staff historically changes over summer with 20% of visits occurring for employees (vs. 5% patient volumes during fall/spring terms).

### Quick Fact
90% of incoming freshmen athletes (103) received a physical and clearance to participate from Health Services during their orientation visit.

### Highlights
The summer Quality Improvement Project focused on a review of the patient intake process in Health Services. After data collection, analysis, and staff input, changes were made to separate the scheduling process into two distinct parts.

1. **Rapid Access Intake** which accommodates patients that walk-in to the clinic and are seen that day.
2. **Scheduled Clinic** which provides patients with the flexibility of creating an appointment through the On-line Patient Portal.

Changes are projected to better match resources with patient demand for care.

Participated with UNC system health directors under the guidance of UNC-GA to create an RFP for vendor consideration to administer the next cycle of the mandatory student health plan. The RFP was released in early August.

### WCU EMS
EMS is considered “out of service” during summer sessions, last day of services is Spring Commencement, with services resuming on Friday of Fall Move-In Weekend. Harris EMS responds to medical 911 calls on campus during the “out of service” period.

### Lab Services underwent COLA re-accreditation review in June, receiving certification for the next 2 years, only 2 minor citations were noted as corrective action needs.

### Launched search for new physician for Health Services to address upcoming succession of retiring MDs
MARKETING & ASSESSMENT

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 PROJECTS

June & July Project Requests by Requesting Office

Satisfaction with Design Office
Outcome: Clients will be satisfied or very satisfied with their experience with the design office.
Results of summer 2017 design office survey:
• 100% were satisfied or very satisfied with their overall experience working with the office. (target – 90%)
• 100% were satisfied/very satisfied with design project management process. (target – 90%)

Importance & Effectiveness of Support for Communication & Design Work

ASSESSMENT & EFFECTIVENESS

Summer Survey Results
Is our work important and are we effective in our work?
• 89% of respondents stated that it was important/very important that our office serve as a divisional resource and provide guidance, support and information on communication and assessment matters. 89% of respondents stated that we are effective or very effective at serving as a resource in these matters.
• 100% of respondents stated that it was important/very important that we respond quickly and appropriately when asked for assistance. 95% of respondents stated that we were effective/very effective in responding to requests.
• 89% of respondents indicated that it was important/very important that our office supports your unit in assessment planning and reporting. 83% of respondents indicated that we were effective/very effective in supporting units in assessment planning and reporting.

PROGRESS ON PROGRAM DEVELOPMENT PLAN

1. Simplify the management of marketing and assessment
   • Met with Student Affairs executive leadership team regularly over the summer to provide updates on SACSCOC efforts and discuss divisional assessment.
2. Develop a more robust design project management process
   • Updated the design request form
3. Improve marketing, communication and outreach
   • Assisted in the development and launch of Student Affairs events Guidebook guide
ORIENTATION SUMMER 2017

REGISTRATION DATA

<table>
<thead>
<tr>
<th>First-Year</th>
<th>2016 Students</th>
<th>2017 Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 5-6</td>
<td>New Session in 2017</td>
<td>148</td>
</tr>
<tr>
<td>June 8-9</td>
<td>293</td>
<td>83</td>
</tr>
<tr>
<td>June 12-13</td>
<td>316</td>
<td>286</td>
</tr>
<tr>
<td>June 15-16</td>
<td>319</td>
<td>306</td>
</tr>
<tr>
<td>June 19-20</td>
<td>217</td>
<td>301</td>
</tr>
<tr>
<td>June 22-23 (ASP)</td>
<td>325</td>
<td>201</td>
</tr>
<tr>
<td>June 26-27 (Cat. Gap)</td>
<td>New Session in 2017</td>
<td>315</td>
</tr>
<tr>
<td>June 29-30</td>
<td>313</td>
<td>302</td>
</tr>
<tr>
<td>July 3*</td>
<td>Joint Session in 2017</td>
<td>70</td>
</tr>
<tr>
<td>August 17*</td>
<td>96</td>
<td>49</td>
</tr>
<tr>
<td>Total</td>
<td>1979</td>
<td>2064</td>
</tr>
<tr>
<td>Difference</td>
<td>+85</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Transfer</th>
<th>2016 Students</th>
<th>2017 Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>May 30</td>
<td>13</td>
<td>16</td>
</tr>
<tr>
<td>May 31 (Blk.Park)</td>
<td>New Session in 2017</td>
<td>3</td>
</tr>
<tr>
<td>June 2</td>
<td>184</td>
<td>169</td>
</tr>
<tr>
<td>July 3*</td>
<td>122</td>
<td>138</td>
</tr>
<tr>
<td>August 17*</td>
<td>140</td>
<td>119</td>
</tr>
<tr>
<td>Total</td>
<td>459</td>
<td>445</td>
</tr>
<tr>
<td>Difference</td>
<td>-14</td>
<td></td>
</tr>
</tbody>
</table>

*Combined sessions (first-year/transfer): July 3/August 17. Total first-year student registrations exceeded session capacities resulting in the need to combine final summer sessions. These numbers are as of 9/6/17.

SYSTEMS/TECHNOLOGIES

- The WCU App (https://guidebook.com/app/WCU/) was utilized this summer for the schedule, voting for first-year t-shirt and to promote for Orientation Counselor positions for the 2017-18 year. The map portion of the App will need to be improved. Overall the response was positive among students and family members. Analytics are available.
- Phase 2 of the CatWalk/OrientReg databases will continue throughout fall 2017. Reporting features and access to data for the orientation process still need to be addressed.

COLLABORATIONS

The New Student Orientation office in collaboration with the Academic Advising Center polled the incoming students regarding their use of the Preregistration system within MyWCU for use in further development of the system. In addition, faculty were polled regarding their involvement with new students as part of the departmental meeting sessions. These results will be included in the spring dashboard.

WCU APP RESULTS

The following question was asked of students and family members (below is a small sampling): “University Personnel were professional, friendly and made me feel welcome at WCU.”

ORIENTATION COUNSELORS

- 80% strongly agree/20% agree to “I feel connected to other students at WCU.”
- 36.57% strongly agree/53.33% agree to “I feel connected to the Orientation Team.”
- 90% strongly agree/10% agree to “I feel comfortable working within a group or team.”
- 63.33% strongly agree/36.67% agree to “I communicate well with others.”

Orientation Counselor Recruitment will begin following the completion of the August 17 orientation session. Over 40 students have currently expressed interest in the position as a result of the WCU App usage this summer.
OUR MISSION

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.

Departmental Highlights

- The Department moved into Brown Hall.
- Student Success Initiatives (SSI’s) went to an electronic format and was piloted with our Summer Living Learning Communities.
- Resident Assistant Training utilized the Guidebook App to provide the training schedule in an electronic format.
- Our Room Assignments Coordinator managed a waiting list of over 200 students and was able to extend a room offer to every student on the list before the end of July (this is the earliest the list has ever been cleared).
- In an effort to increase campus collaborations, the RA Training Committee partnered with the Philosophy & Religion Department and International Programs to discuss cultural and religious differences with the RAs.
- The Department filled the third Residential Case Manager position (new position) and two Area Coordinator positions.
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**

<table>
<thead>
<tr>
<th>Year</th>
<th>2015-2016</th>
<th>2016-2017</th>
<th>2017-2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of applications started</td>
<td>3,741</td>
<td>4,516</td>
<td>7,310</td>
</tr>
<tr>
<td>Number of applications submitted</td>
<td>1,839</td>
<td>2,219</td>
<td>2,957</td>
</tr>
</tbody>
</table>

Next Gen Web Solutions is our new scholarship management system vendor. The product is much more robust than our previous system and will help us greatly with office efficiencies. Implementation is on track for an early October go live date to coincide with the 2018-2019 FAFSA.

### 2016-2017 Scholarship Disbursements (excluding athletics)

- **Outside Scholarships** $2,768,886
- **Endowed Scholarships** $1,123,810
- **Academic Scholarship Fund** $887,891
- **Residential Living** $256,300
- **Annual/Departmental Awards**
- **Local Tuition** $787,295
- **State Scholarships** $1,510,819

Including need-based and merit-based scholarships

### Recruitment scholarship commitments for 2017-2018

<table>
<thead>
<tr>
<th>Honors College</th>
<th>Students</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>HC Scholars</td>
<td>9</td>
<td>$90,000</td>
</tr>
<tr>
<td>Distinguished</td>
<td>43</td>
<td>$187,000</td>
</tr>
<tr>
<td>Excellence</td>
<td>43</td>
<td>$169,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Chancellor’s Series</th>
<th>Students</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Madison</td>
<td>13</td>
<td>$26,000</td>
</tr>
<tr>
<td>Academic</td>
<td>13</td>
<td>$26,000</td>
</tr>
<tr>
<td>Achievement</td>
<td>14</td>
<td>$14,000</td>
</tr>
<tr>
<td>University</td>
<td>14</td>
<td>$10,500</td>
</tr>
</tbody>
</table>

### Students impacted by scholarships

- **Percentage of students who received a scholarship from WCU. (Including athletic scholarships)**

<table>
<thead>
<tr>
<th>Year</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>20%</td>
<td>19%</td>
<td>14%</td>
</tr>
</tbody>
</table>

#### Merit-Based Scholarships (non-endowed)

In addition to merit-based scholarships, $325,000 was awarded to 224 students through an access program.

2,850 WCU scholarships were awarded to 2,149 graduate and undergraduate students for the 2016-2017 academic year. (Includes athletic scholarships)
ALCOHOL EDU AND HAVEN

The DSCE partnered with EverFi to update the alcohol and sexual assault prevention programs AlcoholEDU and Haven. These interactive, online programs are designed to educate students on how to be proactive and preventative against sexual violence and alcohol related incidents. Several updates were implemented including: status breakdown, intermission period, and WCU specific survey questions. The first round of AlcoholEDU and Haven were released to enrolled Summer semester and Bridge students mid-summer. Students have responded well to both programs and have provided useful feedback.

ORIENTATION

The DSCE had a presence at all of the First Year Orientation sessions and used these opportunities to introduce the values of the WCU Community Creed to students and family members. The staff had hundreds of short conversations with students and family members. Along with highlighting the WCU Community Creed, the DSCE handout informed Orientation visitors about common violations of the WCU Code of Student Conduct.

FALL PREP

Along with population based prevention efforts such as Alcohol Edu/Haven and Orientation efforts, the DSCE worked to transition between academic years. The DSCE worked diligently to close cases that continued past the end of Spring semester. Additionally, the DSCE had its regular end of year wrap up and prepared for the opening of the semester. Planning efforts included final reviews of the Code, revision and implementation of annual trainings for Residential Living staff, summer meetings with other departments on campus, and the finalization and onboarding of new DSCE staff.
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 – 7/1/17 – 12/30/17**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Applicants</td>
<td>13,893</td>
<td>14,094</td>
<td>14,942</td>
<td>16,475</td>
</tr>
<tr>
<td>Admits</td>
<td>4,398</td>
<td>4,789</td>
<td>4,977</td>
<td>5,228</td>
</tr>
<tr>
<td>Commitments</td>
<td>158</td>
<td>265</td>
<td>326</td>
<td>286</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Admits</td>
<td>555</td>
<td>1,135</td>
<td>892</td>
<td>1,073</td>
</tr>
<tr>
<td>Commitments</td>
<td>24</td>
<td>92</td>
<td>60</td>
<td>103</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Admits</td>
<td>0</td>
<td>172</td>
<td>169</td>
<td>203</td>
</tr>
<tr>
<td>Commitments</td>
<td>0</td>
<td>7</td>
<td>12</td>
<td>7</td>
</tr>
</tbody>
</table>

**TRANSFER STUDENT DATA – 7/1/17 – 12/30/17**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Applicants</td>
<td>378</td>
<td>411</td>
<td>430</td>
</tr>
<tr>
<td>Admits</td>
<td>151</td>
<td>164</td>
<td>146</td>
</tr>
<tr>
<td>Distance Admits*</td>
<td>56</td>
<td>59</td>
<td>54</td>
</tr>
<tr>
<td>Commitments</td>
<td>15</td>
<td>25</td>
<td>36</td>
</tr>
</tbody>
</table>

*Distance admit total is a subtotal of total transfer admit count.


**FALL EVENT DATA – 7/1/17 – 12/30/17**

**Note:** Only one Open House Event for Fall 2016
Mission
The Department of Campus Activities provides quality curricular and co-curricular programs, services and facilities. We engage and develop the students, faculty and staff of Western Carolina University to foster a vibrant and inclusive campus community.

Vision
Assist students in bridging the gap between academics and co-curricular activities to enhance students’ educational experience and personal growth.

Highlights

Arts and Cultural Events (ACE):
- Dear World made their WCU premiere this past September providing students an opportunity to share a story that only they can tell. The majority of students that participated noted a profound impact on the way they approach their own stories and the stories of others.
- The Mystical Arts of Tibet returned for a 4-day residency experience that attracted the attention of local television news media and brought many to the UC to experience the artistry and culture of Tibet through photos, lectures, and the sand painting of the mandala.

Dance Marathon:
- Fundraising Total - $29,204.14 (35.77% increase)
- 162 people checked in for the event.
  - 130 of 162 present fundraised (80.25% of dancers present).
  - 26 of 34 Residence Life team members present fundraised at least $1 (76.47% of all dancers present).
- 9 of 10 residence hall teams raised money this year.
- Residence Hall teams raised $2,614 this year (teams raised $260 in 2016).

Disney Leadership Experience:
- Of the 80 students who attended:
  - 100% would recommend this leadership program and said it was a valuable resource provided at WCU.
  - 99% of students feel this program is a valuable resource.
  - 87% reported they have an improved and clearer understanding of how creativity can be implemented

Leadership Minor

Academic Students:
- 50 Currently Enrolled (down from 64 in fall 2016).
  - 15 students completed the Lead 444 Capstone Course.
- Combined Semester GPA: 3.163 (up from 3.014).
- Combined Cumulative GPA: 3.150 (up from 3.089).

Last Minute Production Events:
- Hosted 22 events with 2,754 people in attendance.
- Had 26 theatrical movie show times with 1,657 attendees.
- Partnered with Student Transitions to show the film, The Immortal Life of Henrietta Lacks, 9 times with 651 students attending.
- Partnered with Homebase, University Police, and Parks and Recreation Management to host workshops with speakers that came to campus.

Recognized Student Organizations (RSO):
- 170 (up from 153 in fall 2016)

Whee Takeover:
- 236 students swiped into the event.
  - Freshmen: 57%
  - Sophomores: 16%
  - Juniors: 13%
  - Seniors: 13%
  - Females: 65%
  - Males: 35%
- 98% of students would attend Whee Takeover again.
- Favorite Part of Whee Takeover:
  - “Being able to have something to do and not having to worry about stress.”
FACILITY AND PROGRAMMING SPOTLIGHT

CRW employed 106 student staff during Fall 2017. Out of 90 student staff who responded, 93.3% of CRW student workers reported they agree or strongly agree their ability to work as a team has improved as a result of their employment and 92.2% agree or strongly agree their communication skills have improved as a result of their employment.

PROGRAM DEVELOPMENT PLAN UPDATE

CRW hosted a program review in Fall 2016, which resulted in a program development plan. Progress areas on the development plan are noted below. Each of these have target completion dates in CRW’s plan for the 2017-2018 academic year.

- Implement a comprehensive recreation management software – 100% Complete
- Enable the use of credit card transactions for all CRW program and facility charges – 100% Complete
- Change CRW’s organizational chart to combine fitness and facilities, including moving the Assistant Director for Fitness and Wellness to report to the Associate Director – 100% Complete
- Find a short-term solution for storage and restrooms at outdoor field spaces – 50% Complete

ACTION ITEMS

CRW will focus efforts in Spring 2018 on the following action items.

- Large scale fitness equipment replacement totaling $50,000
- Creation and implementation of an optional student staff development plan aimed at improving student staff professional skills
- Development of new business processes to continue to improve efficiencies using our new comprehensive recreation management software
- Find a 5-year solution for restroom facilities at the CRW field complex
- Create more detailed data reports for CRW participation, including how participation relates to student retention and GPA
- Development of a financially sustainable team development course model for campus and external groups

WCU’s total enrollment grew by 4.5% and 2.2% respectively from Fall 2015 to Fall 2016 and from Fall 2016 to Fall 2017. During those same time frames, climbing wall participations grew 21.6% and 13.9% respectively and club sport participations grew 3.0% and 6.8% respectively.
CAMPUS SERVICES

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.

---

**Actual Financial Data**

<table>
<thead>
<tr>
<th></th>
<th>Fall 2015</th>
<th>Fall 2016</th>
<th>Fall 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pepsi Sales</td>
<td>$98,553</td>
<td>$103,162</td>
<td>$113,774</td>
</tr>
<tr>
<td>CatCash Sales</td>
<td>$281,424</td>
<td>$191,457</td>
<td>$346,584</td>
</tr>
</tbody>
</table>

**Dining Services**

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.

**Campus Services Highlights**

- A renovated Brown Hall opened in August providing a number of additional dining options for students.
- Pam Degraffenreid was awarded the 2017 Thomas W. Ross Visionary Leader Award.

---

**WCU BOOKSTORE**

**PERCENT OF TOTAL SALES BY DEPARTMENT**

- Textbooks: 34%
- Clothing: 40%
- Health & Beauty: 0%
- School Supplies: 9%
- Cards & Gifts: 0%
- Art: 0%
- Glassware/Souvenirs: 9%
- Misc: 6%
- Trade Books: 0%

---

**Campus Services**

225 Brown Hall

828.227.7303

**FALL 2017**

**DINING SERVICES CUSTOMER SURVEY**

Western Carolina University

<table>
<thead>
<tr>
<th>SEMESTER</th>
<th>RESPONDENTS</th>
<th>OVERALL SCORE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2017</td>
<td>1924</td>
<td>5.62 out of 7</td>
</tr>
</tbody>
</table>

---

**Pepsi and CatCash**

<table>
<thead>
<tr>
<th></th>
<th>Fall 2015</th>
<th>Fall 2016</th>
<th>Fall 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pepsi Sales</td>
<td>$98,553</td>
<td>$103,162</td>
<td>$113,774</td>
</tr>
<tr>
<td>CatCash Sales</td>
<td>$281,424</td>
<td>$191,457</td>
<td>$346,584</td>
</tr>
</tbody>
</table>

---

**Bookstore**

<table>
<thead>
<tr>
<th></th>
<th>Fall 2015</th>
<th>Fall 2016</th>
<th>Fall 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Sales</td>
<td>$1,063,251.86</td>
<td>$1,159,277.87</td>
<td>$1,379,639</td>
</tr>
<tr>
<td>Total rental fee</td>
<td>$1,126,451.79</td>
<td>$1,403,311.56</td>
<td>$1,427,175.13</td>
</tr>
<tr>
<td>Total # of students in the rental program</td>
<td>8,046</td>
<td>7,544</td>
<td>7,643</td>
</tr>
<tr>
<td>Total Items Purchased at the Bookstore</td>
<td>71,069</td>
<td>70,233</td>
<td>77,771</td>
</tr>
</tbody>
</table>

---

**Fall 2016 Client Return**

$10,197,232

Fall 2016 Revenue

$1,126,451.79

Fall 2017 Revenue

$1,379,639

Fall 2017 Client Return

$1,707,567

---

**Fall 2016 Revenue**

$1,126,451.79

---

**Fall 2017 Revenue**

$1,379,639

---

**Fall 2015 Revenue**

$1,063,251.86

---

**Fall 2016 Client Return**

$10,197,232

---

**Fall 2017 Client Return**

$1,707,567
COUNSELING AND PSYCHOLOGICAL SERVICES

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
A total of 726 students received counseling services in the fall of 2017. This is a 6% increase in the number of students served as compared to last fall.

Appointment Data Graph:
- Average # Sessions/Student: F2016 & F2017
- Distress Index Change
- 3 sessions, 4 sessions, 5 sessions
- Fall 2016 vs. Fall 2017

The decline in the number of available appointments per individual student is of concern considering the 2016-2017 assessment results indicating longer treatment results in higher improvement in symptom reduction.

Emergency Services
This fall, CAPS' provided 396 emergency appointments, a 3% increase in number of appointments from Fall 2016. Almost 1 in 3 of CAPS clients required an emergency appointment.

- 35% of clients report serious thoughts of suicide in the last 2 weeks
- 48% of clients report having thoughts of suicide at some point in their life

Why Students Seek Counseling

<table>
<thead>
<tr>
<th>Top Presenting Concern</th>
<th>F2016</th>
<th>F2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anxiety</td>
<td>35%</td>
<td>38%</td>
</tr>
<tr>
<td>Depression</td>
<td>29%</td>
<td>25%</td>
</tr>
<tr>
<td>Suicidality</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>Relationship problem</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>Grief/loss</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Family</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Top Reason</td>
<td>Anxiety</td>
<td>Anxiety</td>
</tr>
</tbody>
</table>

Grief and loss is the 5th most common presenting concern at CAPS this semester. The campus community experienced a number of high profile events that likely have contributed to the increase of this presenting concern at CAPS.

Outreach
- This fall, 379 students were trained in the CATS Care Suicide Prevention Program. Our goal is help students recognize the signs of suicide and to feel comfortable intervening with a friend if needed. The ultimate goal is that we all provide safety and support for those who are experiencing distress.
- CAPS provides intentional presence in three offices across the campus so that underrepresented students know about our services and may be more likely to engage with us as needed. The three areas of emphasis are: Intercultural Affairs, Athletics, and International Programs and Services.

CRITICAL INCIDENTS

- Intervention because of suicidality: 2016 vs. 2017
- Psychiatric hospitalization: 2016 vs. 2017
- Withdrawal for mental health reasons: 2016 vs. 2017

Counseling and Psychological Services
225 Bird Building
828.227.7469
ksgorman@wcu.edu
2017-2018 reflects year to date totals, all other aid years are final

### Processing

<table>
<thead>
<tr>
<th></th>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Federal Student Aid Applications (FAFSA's) received</td>
<td>14972</td>
<td>15063</td>
<td>15695</td>
<td>19782</td>
</tr>
<tr>
<td>Number of FAFSA's verified</td>
<td>2777</td>
<td>2441</td>
<td>2334</td>
<td>1842</td>
</tr>
<tr>
<td>Number of students packaged (completed FAFSA results)</td>
<td>10602</td>
<td>10985</td>
<td>11653</td>
<td>12948</td>
</tr>
<tr>
<td>Number of summer aid applications</td>
<td>1591</td>
<td>2579</td>
<td>2158</td>
<td></td>
</tr>
</tbody>
</table>

The information presented on this page represents year to date processing of financial aid applications for 2017-2018. All prior aid years reported are considered final. The charts display types of aid awarded and disbursed as well as other relevant grant, loan and indebtedness data.

To date for the 2017-2018 academic year, Financial Aid has disbursed aid to 74.7% of WCU students totaling $57,907,643.17. During calendar year 2017, Financial Aid answered 26,678 phone calls and facilitated 6000 student counseling visits.

### Students Receiving Financial Aid (Undergraduate and Graduate)

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>Total officially enrolled</td>
<td>10382</td>
<td>10340</td>
<td>10805</td>
<td>11034</td>
</tr>
<tr>
<td>Total Receiving Financial Aid (all types)</td>
<td>8419</td>
<td>8613</td>
<td>8991</td>
<td>8245</td>
</tr>
<tr>
<td>Percentage Receiving Financial Aid (all types)</td>
<td>81.09 %</td>
<td>83.30 %</td>
<td>83.21 %</td>
<td>74.72 %</td>
</tr>
<tr>
<td>Total Receiving Grant Aid</td>
<td>5876</td>
<td>5805</td>
<td>6103</td>
<td>5636</td>
</tr>
<tr>
<td>Percentage Receiving Grant Aid</td>
<td>56.60 %</td>
<td>56.14 %</td>
<td>56.48 %</td>
<td>51.08 %</td>
</tr>
<tr>
<td>Total Receiving Institutional and Outside Scholarships</td>
<td>2226</td>
<td>2690</td>
<td>2847</td>
<td>2246</td>
</tr>
<tr>
<td>Percentage Receiving Institutional and Outside Scholarships</td>
<td>21.44 %</td>
<td>26.02 %</td>
<td>26.35 %</td>
<td>20.36 %</td>
</tr>
<tr>
<td>Total Receiving Athletic Aid</td>
<td>315</td>
<td>333</td>
<td>308</td>
<td>266</td>
</tr>
<tr>
<td>Percentage Receiving Athletic Aid</td>
<td>3.03 %</td>
<td>3.22 %</td>
<td>2.85 %</td>
<td>2.41 %</td>
</tr>
</tbody>
</table>

For most federal student loans, students default when they have not made a payment in more than 270 days.
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.

New Personnel  
Ronald Shidemante & Megan Townsend were hired and joined the Student Affairs team in the fall 2017 semester as the new Director and Assistant Director for the Department of Greek Student Engagement & Development. Ron and Megan bring over twenty years of direct professional experience working with fraternity and sorority communities.

Programming Highlights  
GREEK 101/NEW MEMBER EDUCATION DAY  
The Greek 101 Program for students new and interested in possible membership within the community occurred (4) times throughout the semester. The program was overhauled to include more detailed information regarding the American Fraternity Movement. The fall semester New Member Education Day took place in November. The program focused on Hazing prevention and awareness. The programs achieved terrific attendance.

NATIONAL HAZING PREVENTION WEEK  
September 18-22, 2017 was this year’s National Hazing Prevention Week program designed to raise awareness, educate, and promote the prevention of hazing at WCU. Programs this year included an educational video presentation to the community, and a pledge signing campaign throughout the week.

ORDER OF OMEGA NATIONAL HONOR SOCIETY  
The Theta Pi Chapter conducted a formal induction ceremony on Tuesday, November 28, 2017. Seven (7) leaders from the community were selected and initiated into membership at the newly planned public event in which all community members were invited to attend.

ALUMNI/ADVISOR/HEADQUARTERS ENGAGEMENT  
Two (2) Alumni and Advisor meetings were held in October and November to meet with and engage our community volunteers who directly partner with GSED to support our student members and leaders. GSED staff reached out to national staff for partnership and collaboration purposes. Many individual and group meetings took place throughout the semester with most national organization staff members.

Assessment Plans  
BROAD GOALS  
Four (4) newly updated broad goals were established in the fall semester to assess the program that relate to leadership development opportunities, chapter growth and expansion, leadership council academic achievement programming, and leadership council membership recruitment programs.

METHODS  
- Survey Instrument post-leadership conference in February 2018  
- Banner system for the tracking of academic and recruitment information  
- AFLV self-assessment tool in May & December for academic achievement and membership recruitment programs  
- A leadership skills rubric for all leadership council executives utilized throughout the 2018 calendar year at individual student meetings

Spring 2018 Calendar & Plans  
- The FEBRUARY GREEK LEADERSHIP CONFERENCE is being planned in partnership with the Office of Leadership & Student Involvement. Mr. David Westol will be the keynote speaker at the conference on Saturday, February 17, 2018.
- The department will again be organizing a delegation of student leadership to attend the ASSOCIATION OF FRATERNAL LEADERSHIP & VALUES NATIONAL CONFERENCE in Indianapolis, Indiana in February. This student experiential learning experience will focus on values-based recruiting, programming and chapter management.
- GSED has worked with both the IFC & PHC to establish new ACADEMIC ACHIEVEMENT EXECUTIVE POSITIONS that will begin new programs and initiatives in the spring 2018 semester that will place a strong emphasis on improving individual and chapter GPA performance and standards.
- GREEK WEEK 2018 is scheduled for April 15-21, 2018 and is being reorganized with an emphasis on chapter and community building, in addition to a new philanthropic component.
- The YEAR IN REVIEW PRESENTATIONS for the 2017-2018 R&R Program are scheduled for April 2-6, 2018. Plans will be to overhaul the program throughout the spring semester with ongoing feedback and input from student, advisor, and community members, to better align with the mission and vision of both GSED and the American Fraternity Movement. Implementation of the new program will begin in the fall 2018 semester.
HEALTH SERVICES

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.

Highlights:

Restructured patient intake model allowing more scheduled appointments, while maintaining a balance of providers dedicated to walk-in access. The triage process expanded from two to four nurses, decreasing the average wait time in the lobby from seven to four minutes. Tweaks continue to be made to improve the process.

1,458 students are enrolled in the UNC system health plan which is a slight decrease from fall 2016.

Health services celebrated the retirement of Donna Kirk, RN in October and Dr Thomas Archer in December. Both positions have been filled.

Increasing demand for medication management for psychiatric diagnoses

Positive flu cases created patient encounters in late fall, indicating a trend toward a more severe winter flu season; 277 students received flu shots.

Implemented improved lab testing for influenza and strep - increasing accuracy of results by 20%.

Visit by Diagnostic Category

<table>
<thead>
<tr>
<th>Diagnostic Grouping</th>
<th>Fall 2015</th>
<th>Fall 2016</th>
<th>Fall 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pulmonary/Respiratory</td>
<td>20.1%</td>
<td>21.60%</td>
<td>22.30%</td>
</tr>
<tr>
<td>Injections</td>
<td>13.1%</td>
<td>13.30%</td>
<td>13.60%</td>
</tr>
<tr>
<td>Mental/Behavioral Health</td>
<td>12.9%</td>
<td>14.10%</td>
<td>15.40%</td>
</tr>
<tr>
<td>Obstetrics/Gynecology</td>
<td>11.0%</td>
<td>11.30%</td>
<td>10.50%</td>
</tr>
<tr>
<td>Well Checks</td>
<td>8.2%</td>
<td>7.80%</td>
<td>7.50%</td>
</tr>
<tr>
<td>Orthopedic/Musculoskeletal</td>
<td>6.7%</td>
<td>6.80%</td>
<td>5.60%</td>
</tr>
<tr>
<td>Neurology</td>
<td>5.2%</td>
<td>4.90%</td>
<td>5.10%</td>
</tr>
<tr>
<td>Dermatology</td>
<td>4.4%</td>
<td>4.60%</td>
<td>4.80%</td>
</tr>
<tr>
<td>All Other Categories</td>
<td>18.4%</td>
<td>15.60%</td>
<td>15.20%</td>
</tr>
</tbody>
</table>

42 patients were provided care at 16 standby events

3 students received a letter of support for a medical withdrawal from the university, a decrease from last fall of 73%.
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 & ENRICHMENT
One of our key programs for student development is Project Care, a peer mentoring experience for first year students from underrepresented groups. ICA experienced substantial growth and stability in Project Care during fall 2017 and celebrated the graduation of three Executive Board Members in December. All three graduates are pursuing advanced degrees.

End of semester feedback from participants:
- I have gained friends who encourage me not to sit in my room alone. I have joined 3 clubs since joining Project Care.
- This program has allowed me to find my family on this campus.
- It has allowed me to become aware of others and meet people where they are.
- I am more comfortable around people who do not look like me.
- I realized that Western is more than a PWI when you get involved. I feel at home because of this program.
- My mentor helps me academically, gives me valuable advice and seems to truly care about my success.
- I was thinking about transferring but because of the connections I have made, I've decided to stay at WCU.

EDUCATIONAL PROGRAMS
Educational programs support our mission by providing opportunities for students, faculty and staff to receive new knowledge about cultural groups. The following graph indicates the number of students in each classification who attended our signature programs such as Tunnel of Oppression, Drag Show, Take Back the Night, Safe Zone and CASE.

Lessons learned from program assessment:
- There is no difference in the experience of students attending the Tunnel of Oppression for class credit and those attending on their own initiative.
- The most common way for individuals to hear about ICA programming is word of mouth.
- First year students are the primary audience for most ICA programs.

PARTNERSHIPS
- Developing collaborative partnerships with CAPS, Residence Life, GSED, LMP, DSCE, Degree Plus, Honors College, as well as many academic departments, RSOs and community organizations create resources and opportunities for students to thrive.
- Advisory Council and Board: The student advisory council helps shape ICA programs and services and works in tandem with a faculty/staff advisory board.
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 PROJECTS

Design Projects by the Numbers

Total of 118 requests (an increase of 20 requests from spring 2017)
- 84% were new projects; the others were updates of prior projects
- 61% of projects had multiple deliverables (an increase of 31% from spring 2017)
- 6 projects are large scale, semi-permanent design requests
- 77% of projects requested in the fall were completed as of 1/2/2018 – the remaining projects have future due dates

ASSESSMENT WEEK

To provide practical training in assessment and reporting, 7 workshops were held the week of November 27, 2017.

Workshop Topics:
- Aligning Unit and Institutional Data Priorities
- Round Table Discussion: Making Satisfaction Assessment Work Meaningful
- Round Table Discussion: Using Program and Event Participant Data
- Planning, Conducting and Analyzing Data from Focus Groups and Interviews
- Making Assessment Manageable
- Data Sharing and Reporting
- Round Table Discussion: Making Financial Data Meaningful

Workshop Feedback:
- 100% of respondents agreed that their participation increased their understanding of the topic
- 94% would recommend the presentation they attended to others
- All but two participants could identify ways to incorporate what they learned into their assessment work

PROGRESS ON PROGRAM DEVELOPMENT PLAN

1. Simplify the management of marketing and assessment
   - Provided regular updates to division’s executive leadership team
   - Design request form was updated
2. Shift assessment focus from compliance to quality
   - Feedback on 2016-2017 assessment reports and summer dashboards was provided to each department.
   - Provided assessment and reporting workshops
3. Become proactive and strategic in marketing and design work and improve outreach
   - Designer meets regularly with University Marketing designers
   - Designer has planning meetings on larger projects
4. Create solid infrastructure for assessment work
   - Serve on Institutional Effectiveness Council and the sub-committee seeking a replacement for Compliance Assist
   - Working with Coulter Faculty Commons to learn SPSS to increase data analysis capabilities
ORIENTATION

JANUARY REGISTRATION DATA

In August and July of 2017, New Student Orientation piloted joint
First-Year and Transfer sessions. Based off of the success of
these two events, January Orientation was converted into a joint
session.

<table>
<thead>
<tr>
<th>Students 2018</th>
<th>Students 2017</th>
<th>Guests 2018</th>
<th>Guests 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>227</td>
<td>223</td>
<td>185</td>
<td>152</td>
</tr>
<tr>
<td>Difference</td>
<td>Difference</td>
<td></td>
<td>+33</td>
</tr>
<tr>
<td>+4</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

SYSTEMS/TECHNOLOGIES

- The WCU App (https://guidebook.com/app/WCU/) was updated for
  January Orientation. 424 Guide sessions occurred between
- Phase 2 of the Preregistration and Orientation Management was
  completed in fall of 2017. However, reporting features and access to
data for orientation processes still needs to be addressed. Currently
there is no historical data stored in the system.

ORIENTATION COUNSELORS

The 2018 hiring cycle is complete.

Based off of returning Orientation Counselor interviews, Blackboard modules
have been created for the Orientation Counselor LEAD training course. These
modules include:
• Orientation Counselor Manual
• Strengths Quest
• Academic Advising
• Professionalism/Etiquette
• Financial Aid
• FERPA/HIPPA
• Campus Safety
• Quizzes

The New Student Orientation theme will be “just keeping swimming.”

COLLABORATIONS

The New Student Orientation Office in collaboration with Campus Recreation
will reinvigorate the Base Camp Cullowhee trip registration process. New
marketing strategies will be implemented for 2018. The first meeting took
place in fall of 2017 with more to follow.

Additionally student survey data, orientation counselor survey feedback and
conversations with the CRC have highlighted the need to overhaul Up All
Night. Those talks are ongoing.

CAMPUS PARTNER SURVEY RESULTS

Please rate your overall satisfaction with New Student Orientation as a
campus partner.

<table>
<thead>
<tr>
<th>Answer</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extremely satisfied</td>
<td>68.18%</td>
</tr>
<tr>
<td>Moderately satisfied</td>
<td>22.73%</td>
</tr>
<tr>
<td>Slightly satisfied</td>
<td>9.09%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>

POST ORIENTATION FACULTY ADVISING SURVEY RESULTS

Did you find these interactions beneficial?

<table>
<thead>
<tr>
<th>#</th>
<th>Answer</th>
<th>Percentage</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Yes</td>
<td>77.78%</td>
<td>28</td>
</tr>
<tr>
<td>2</td>
<td>Sometimes</td>
<td>22.22%</td>
<td>8</td>
</tr>
<tr>
<td>3</td>
<td>No</td>
<td>0.00%</td>
<td>0</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td>100%</td>
<td>36</td>
</tr>
</tbody>
</table>

Orientation Programs  828.227.7775
137 Killian Annex    orientation@wcu.edu
**Departmental Highlights**

- 60.16% of students that completed their SSI stated that they “Love it here”.
- Over 951 local children participated in our Hall-O-Ween service project. This is almost double from last year.
- Conducted our annual benchmarking survey this fall through SkyFactor (EBI).
- The Mail Center delivered 18,317 packages to students during the fall.
- Delivered 86 Soup Patrol kits out to sick students.
- 165 students completed the RA Application. This is the first year that it was an electronic application.

**NCHO Award Winners**

- **Maeve Kirby** – New Professional Award
- **Cody Dunlap** – 1st place in Case Study Competition along with other HESA Students
- **Maeve Kirby & Savannah Matherly** – 2nd place in Case Study Competition along with another HESA Student

The NCHO (North Carolina Housing Officer) Conference was held in November 2017 in Asheville, NC.
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**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of applications started</td>
<td>4,516</td>
<td>7,310</td>
<td>3,512</td>
</tr>
<tr>
<td>Number of applications submitted</td>
<td>2,219</td>
<td>2,957</td>
<td>1,346</td>
</tr>
</tbody>
</table>

We turned on our new application October 3, 2017. The application process has gone very smoothly during the fall semester. We have streamlined the process for students so that they are able to get through the application more quickly and entirely on their mobile devices if they choose.

**Application numbers are as of December 15, 2017. Deadline to apply is February 1, 2018 for undergraduate students.**

**2017-2018 Scholarship Disbursements (excluding athletics) as of Jan. 2, 2018**

- **Outside Scholarships** $1,248,457
- **Endowed Scholarships** $662,592
- **State Scholarships** $522,136
- **Institutionally Supported Scholarships** $1,222,035

Including need-based and merit-based scholarships

Offers for Honors College and Chancellor’s Series scholarships will be mailed in January 2018. Based on the return to normal funding amounts, adjustments are being made to award thresholds in combination with the beginning of NC Promise. The goal is to impact at least the same number of students as 2017-2018 even with less funding.

We’ve also been working with Hardwick Day on financial optimization to help us better understand the impact our funding is having on the incoming class.

**Students impacted by scholarships**

- Percentage of students who received a scholarship from WCU as of January 2, 2018. (Including athletic scholarships) **Will increase by the end of spring.**

**In addition to merit-based scholarships, $304,250 was awarded to 207 students through access funding.**

2,295 WCU scholarships have been awarded to 1,740 graduate and undergraduate students for the 2017-2018 academic year as of January 2, 2018. (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.

<table>
<thead>
<tr>
<th>Top 5 Charges</th>
<th>#</th>
<th>Top 5 Sanctions</th>
<th>#</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alcohol</td>
<td>216</td>
<td>Probation</td>
<td>251</td>
</tr>
<tr>
<td>Controlled Substances</td>
<td>153</td>
<td>EOA</td>
<td>215</td>
</tr>
<tr>
<td>General Policy Violation</td>
<td>137</td>
<td>Educational Sanction</td>
<td>167</td>
</tr>
<tr>
<td>Internet/Tech Violation</td>
<td>64</td>
<td>Parent Notification</td>
<td>160</td>
</tr>
<tr>
<td>Disorderly Conduct</td>
<td>37</td>
<td>Community Restitution</td>
<td>80</td>
</tr>
</tbody>
</table>

THE TAKE AWAY

- The number of individuals involved in conduct related incidents is up 81% from F2016.
- Alcohol and Controlled Substances are the top violations and are trending upward significantly from F2016. Alcohol is up 38% and Controlled Substances is up 147%.
- FR are more likely to be found responsible for Alcohol and Controlled Substances violations.
- Males are 43% of the student population but 62% of those found responsible for a policy violation were male.
- Findings of responsibility by minority status match university demographics.
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 – 7/1/17 – 5/31/18**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Applicants</td>
<td>17,714</td>
<td>18,288</td>
<td>19,521</td>
<td>19,395</td>
</tr>
<tr>
<td>Admits</td>
<td>7,105</td>
<td>7445</td>
<td>7,609</td>
<td>7,713</td>
</tr>
<tr>
<td>Commitments</td>
<td>1,739</td>
<td>2,085</td>
<td>2,178</td>
<td>2,407</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Admits</td>
<td>945</td>
<td>1,978</td>
<td>1,500</td>
<td>1,773</td>
</tr>
<tr>
<td>Commitments</td>
<td>216</td>
<td>428</td>
<td>316</td>
<td>462</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Admits</td>
<td>899</td>
<td>728</td>
<td>721</td>
<td>704</td>
</tr>
<tr>
<td>Commitments</td>
<td>203</td>
<td>235</td>
<td>227</td>
<td>236</td>
</tr>
</tbody>
</table>

**TRANSFER STUDENT DATA – 7/1/17 – 5/31/18**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Applicants</td>
<td>1657</td>
<td>1680</td>
<td>1680</td>
<td>2362</td>
</tr>
<tr>
<td>Admits</td>
<td>1,079</td>
<td>1,060</td>
<td>1,056</td>
<td>1,392</td>
</tr>
<tr>
<td>Distance Admits*</td>
<td>407</td>
<td>435</td>
<td>403</td>
<td>471</td>
</tr>
<tr>
<td>Commitments</td>
<td>497</td>
<td>710</td>
<td>722</td>
<td>962</td>
</tr>
</tbody>
</table>

*Distance admit total is a subtotal of total transfer admit count.

Source Weekly Admissions Activity Report.
Strategic Plan Update

32 DCA Strategic Plan Goals

Highlighted Completions
• WCU Campus Activities Facebook page has 2,700 followers. This exceeds the goal of 2,500 followers.
• Expand the annual Whee Lead Conference to include other units/departments on campus. Greek Student Engagement & Development and Intercultural Affairs were key partners this year.
• Academic workshops were hosted for 78.57% of Arts & Cultural Events programs. Partnerships with faculty across campus provided opportunities for more personal interaction for our students with guest artists.
• Facilities satisfaction ratings continue to stay above 90%.
• The percentage of students of color or international students attending Last Minute Production events increased 2.88% versus Spring 2017. This exceeds the goal of a net 2% increase year-by-year.

Highlighted Progress Reports
• Training for Registered Student Organizations was evaluated by a Higher Education and Student Affairs master’s student assessment team. The results will be used to improve training for organizations.
• There are 23,000 registered OrgSync users. This is up from 11,000 last spring but includes non-active users. As we transition to Engage we will be able to report number of active users for a more accurate reflection.

Program Development Plan Update
• A staff morale survey was completed in Spring 2018. Results are being analyzed now and recommended changes will be implemented shortly.
• Cost per person per hour figures continued to be gathered in Spring 2018. The year-long data collection will provide a base-line for evaluating financial efficacy moving forward.
• An Assistant Director for Communications position was created. This position will lead marketing and communications for the department including branding initiatives.
• Integration of Banner and OrgSync was completed. This will allow users to track participants via OrgSync.

Interesting Figures and Facts from Spring 2018

- 28 Minutes to pre-sell 58 spots for Disney Trip
- 73 Groups represented at C.O.R.E. Fest
- 93.0% Satisfaction Rate with University Center Facility
- 118 Nominations for Celebrate Excellence Awards
- 255 Whee Lead Participants
- 267 Purchase Orders Completed
- 768 Scoops of ice cream served at annual Student Appreciation Week Event
- 2,441 Reservation Requests
- 4,692 Attendees at Campus Programs Events
- 352,738 Visitors to AK Hinds University Center
- Student Government Association (SGA) made significant revisions to their constitution. Key changes were made in positions in the organization, G.P.A. requirements and compensation of members.
- WCU Dance Marathon has changed its name to WCU Miracle. The name change reflects broader national rebranding and is more inclusive of all the activities included in the on-going event.
233 respondents were asked to only reply to facility areas in which they were a participant during 2017-2018. Further analysis of the disaggregated satisfaction survey results revealed CRW participants were most satisfied with the following facilities areas:

- Customer service levels in all facilities
- Equipment availability and quality in all facilities

Disaggregated satisfaction survey results identified CRW’s areas of improvement for facilities as the following, which will be areas of focus during 2018-2019:

- Overall field conditions for Intramural and Club Sports
- Assessment of Campus Recreation Center weekend hours of operation

Facilities updates during Spring 2018 include: Expansion of the Disc Golf Course from 13 holes to 18 holes, finalization of a memorandum of understanding with the College of Education and Allied Professions for CRW to coordinate various groups on the Team Development Course, and purchasing 45k in equipment replacement for the Campus Recreation Center.

**STUDENT STAFF DEVELOPMENT**

CRW implemented a portion of the IOWA GROW Student Development plan, which focuses on intentional conversations with student staff, during Spring 2018. Out of 93 one-on-one conversations with student staff, 79.6% of student staff were able to identify the value of their employment experience to their future career by providing two examples of things they learned in their employment that is applicable to their future career, and 97.8% of student staff could articulate at least one example. The two major themes identified by student staff were communication skills (56 students) and professionalism (24 students).

233 respondents were asked to only reply to program areas in which they were a participant during 2017-2018. Further analysis of the disaggregated satisfaction survey results revealed CRW participants were most satisfied with the following areas within programs:

- Equipment availability and quality for all programs
- Types of programs and events offered for Intramural Sports and Outdoor Programs

Disaggregated satisfaction survey results identified CRW’s areas of improvement for programs as the following, which will be areas of focus during 2018-2019:

- Days, times, and types of offerings for Group Exercise
- Intramural Officials’ sport knowledge and training
- Communication with all Club Sport members, instead of just club officers

**STUDENT STAFF DEVELOPMENT (continued)**

CRW received the inaugural Best Student Employment Program Award for the 2017-2018 academic year. As a result, CRW will receive $2,500 in funding to advance our student staff development plan during 2018-2019.
**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.

**Campus Services Highlights**

- The Lodge at Brown, and accompanying dining facilities, opened in August 2017 and has been well received by the campus community.

- The Pepsi contract has been extended for an additional ten-year term, increasing the guaranteed minimum annual sales commission and securing one-time bonuses to benefit student scholarships and the program.

- Chick-Fil-A at the Courtyard is awaiting inspection and will be open this coming fall semester.
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
A total of 692 students received counseling services in spring 2018. This is a 15% increase as compared to the 601 students who received counseling in spring 2017.

Why Students Seek Counseling

<table>
<thead>
<tr>
<th>Top Presenting Concern</th>
<th>Sp2017</th>
<th>Sp2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Anxiety</td>
<td>67%</td>
<td>87.9%</td>
</tr>
<tr>
<td>Depression</td>
<td>59%</td>
<td>70.4%</td>
</tr>
<tr>
<td>Relationship Problems</td>
<td>33%</td>
<td></td>
</tr>
<tr>
<td>Suicidality</td>
<td></td>
<td>25%</td>
</tr>
<tr>
<td>Sleep Problems</td>
<td></td>
<td>26%</td>
</tr>
<tr>
<td>Family</td>
<td></td>
<td>24%</td>
</tr>
</tbody>
</table>

Top Reason
- Anxiety

Of interest is the rather significant increase in the number of individuals seeking counseling for anxiety and depression as well as the appearance of sleep problems in the top concern list. Sleep difficulties are related to both depression and anxiety.

Critical Incidents

<table>
<thead>
<tr>
<th>Intervention due to suicidality</th>
<th>Hospitalization</th>
<th>Withdrawal for mental health reasons</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>2018</td>
<td></td>
</tr>
</tbody>
</table>

Emergency Services
This spring, CAPS provided 276 emergency appointments which is consistent with number of appointments in spring 2017. 1 in 2.5 clients required an emergency appointment.

- 23.72% of clients report serious thoughts of suicide in the last 2 weeks
- 46.2% of clients report having thoughts of suicide at some point in their life

Outreach
- 211 students living on campus attended programs provided by CAPS in residence halls this year. This is the most served in any semester.
- 105 students attended outreach programs provided to students who are in recovery from alcohol or other addictive substances.
The information presented on this page represents year to date processing of financial aid applications for 2017-2018. All prior aid years reported are considered final. The charts display types of aid awarded and disbursed as well as other relevant grant, loan and indebtedness data.

To date for the 2017-2018 academic year, Financial Aid has disbursed aid to 80.22% of WCU students totaling $113,073,209.47. During calendar year 2017, Financial Aid answered 26,678 phone calls and facilitated 6,000 student counseling visits.

2017-2018 reflects year to date totals, all other aid years are final

### Processing

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Federal Student Aid Applications (FAFSA's) received</td>
<td>14972</td>
<td>15063</td>
<td>15695</td>
<td>20324</td>
</tr>
<tr>
<td>Number of FAFSA's verified</td>
<td>2777</td>
<td>2441</td>
<td>2334</td>
<td>2020</td>
</tr>
<tr>
<td>Number of students packaged (completed FAFSA results)</td>
<td>10602</td>
<td>10985</td>
<td>11653</td>
<td>13313</td>
</tr>
<tr>
<td>Number of summer aid applications</td>
<td>1591</td>
<td>2579</td>
<td>2158</td>
<td>2173</td>
</tr>
</tbody>
</table>

### Average Debt (Fall, Spring & Summer)

<table>
<thead>
<tr>
<th>Year</th>
<th>2014-15</th>
<th>2015-16</th>
<th>2016-17</th>
<th>2017-18</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Undergraduate and Graduate</td>
<td>$24,852</td>
<td>$24,160</td>
<td>$24,303</td>
<td>$24,160</td>
</tr>
<tr>
<td>Graduate (includes any undergraduate debt incurred)</td>
<td>$43,099</td>
<td>$42,535</td>
<td>$43,660</td>
<td>$43,199</td>
</tr>
<tr>
<td>Undergraduate</td>
<td>$20,393</td>
<td>$19,563</td>
<td>$20,178</td>
<td>$20,232</td>
</tr>
</tbody>
</table>

### Federal Loans

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Federal Grants</td>
<td>$15,119,840.77</td>
<td>$15,167,384.14</td>
<td>$15,615,376.76</td>
<td>$16,205,930.47</td>
</tr>
<tr>
<td>NC State Grants</td>
<td>$8,369,090.50</td>
<td>$8,649,601.50</td>
<td>$8,190,836.50</td>
<td>$8,242,387.00</td>
</tr>
<tr>
<td>Work Study</td>
<td>$468,070.64</td>
<td>$475,603.20</td>
<td>$470,712.73</td>
<td>$431,199.04</td>
</tr>
<tr>
<td>Federal Loans</td>
<td>$60,629,126.00</td>
<td>$61,671,293.00</td>
<td>$68,503,041.00</td>
<td>$70,093,603.00</td>
</tr>
<tr>
<td>Private Loans</td>
<td>$2,653,629.00</td>
<td>$2,377,303.00</td>
<td>$2,899,539.00</td>
<td>$2,926,300.00</td>
</tr>
<tr>
<td>Other Aid Programs</td>
<td>$14,304,396.48</td>
<td>$15,110,035.38</td>
<td>$15,809,272.77</td>
<td>$15,083,789.96</td>
</tr>
<tr>
<td>Total Aid Disbursements</td>
<td>$101,543,153.39</td>
<td>$103,397,220.22</td>
<td>$111,488,805.76</td>
<td>$113,073,209.47</td>
</tr>
</tbody>
</table>

### Student Loan Default Rates

<table>
<thead>
<tr>
<th>Year</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCU</td>
<td>7.00 %</td>
<td>6.70 %</td>
<td>6.50 %</td>
</tr>
<tr>
<td>National</td>
<td>11.80 %</td>
<td>11.30 %</td>
<td>11.50 %</td>
</tr>
</tbody>
</table>

### Funds Management (Disbursed/Paid Amount)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Federal Grants</td>
<td>$15,119,840.77</td>
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<td>Federal Loans</td>
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<td>$111,488,805.76</td>
<td>$113,073,209.47</td>
</tr>
</tbody>
</table>

The maximum Pell Grant award for the 2017-2018 academic year was $5,920.00.

For most federal student loans, students default when they have not made a payment in more than 270 days.
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 two (2) new national organizations to campus with the expansion and return of Delta Sigma Theta Sorority, Incorporated (Pi Gamma Chapter) and Sigma Phi Epsilon Fraternity (North Carolina Pi Chapter). With the addition of these groups, the community now has 20 nationally affiliated collegiate fraternal organizations in the program. With the help of the two new chapters, the 2017-2018 academic year resulted in an increase of 6.06% in overall community membership.

Programming Highlights

APPLE POLISHING FACULTY/STAFF RECOGNITION PROGRAM

The Theta Pi Chapter of the Order of Omega National Honor Society hosted the first Apple Polishing Program on Wednesday, March 21, 2018. The program honored eighteen (18) members of the faculty and staff for meritorious service to the WCU community. Those receiving awards from students included Dr. Allison Morrison-Shetlar. The program far exceeded attendance expectations and was well received by everyone in the community.

GREEK WEEK 2018

April 15-22, 2018 was this year’s Annual Greek Week program which is designed to enhance and strengthen individual chapter and community building. New events were added to the 2018 schedule, including traditional Chariot Races and a formal Greek Sing contest. Along with increased attendance, the post week survey results indicate the new events and structure were overall well received by participants.

YEAR IN REVIEW PRESENTATIONS

All eighteen (18) recognized chapters completed the R&R programs and presentations by the scheduled deadline of April 2, 2018. All but one (1) organization met all minimum standards for registration and recognition from GSED.

ACADEMIC ACHIEVEMENT

FALL 2017 SEMESTER

For the first time in several years, the All Greek Semester & Cumulative GPA’s exceed the All Undergraduate GPA averages as follows:

- All Greek Semester GPA - 3.044
- All Greek Cumulative GPA - 3.082
- All Undergraduate Semester GPA - 3.000
- All Undergraduate Cumulative GPA - 3.080

CHAPERS OF EXCELLENCE/AWARDS BANQUET

Over 200 members of the community attended the Annual Awards Banquet on Friday, April 27, 2018. 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 – Delta Sigma Phi Fraternity
- NPHC – Alpha Phi Alpha Fraternity, Incorporated
- CPC – Phi Mu Sorority

FALL 2018 CALENDAR & PLANS

- The AUGUST PRESIDENTS LEADERSHIP RETREAT is being planned for Saturday, August 25, 2018. 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 24-28, 2018. The 2018 effort will include a keynote speaker, a forum discussion, a film presentation, a proclamation signing, and educational material distribution throughout the week.
- The 2018-2019 REGISTRATION & RECOGNITION CHAPTER ASSESSMENT PROGRAM is being revised to provide for a more holistic evaluation of several key components to the undergraduate experience including academic achievement, financial and risk management, service work, membership education, and values based programming. End of the Year Review Presentations are scheduled for April 8-12, 2019.
**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.

**HS SPRING VOLUMES**

- Spring 2016: 6891
- Spring 2017: 7661
- Spring 2018: 7790

**EMS SPRING CALL VOLUMES**

- Spring 2016: 144
- Spring 2017: 157
- Spring 2018: 137

**NEW PHYSICIANS**
Health Services welcomed two (2) new doctors this semester. Dr Jason Creel joined in January and Dr Jessica Ange in April. They replaced retiring physicians Dr Tom Archer and Dr Jeff Davis.

**Most Common Diagnosis** – Upper Respiratory Infection, 644 patients were tested and treated for Flu or Flu-Like symptoms throughout the semester.

**63% of calls were transferred to a higher level of care, consistent with acuity of last spring.**

**STRIVING FOR EXCELLENCE**

WCU was recognized at the National Collegiate EMS Foundation meeting with the Striving for Excellence award. The award is based on quality factors in EMS operations including the delivery of care, training and continuing education of employees and volunteers, and service to the community, with the intent that the recipient serve as a mentor and role model for other collegiate EMS services.
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 & ENRICHMENT

Project C.A.R.E. – Culturally Aligned Retention Enhancement: Planned, Intentional, High-Touch, Mentoring from the Heart

Project CARE was revamped this spring with an entirely new foundation of intentional, culturally relevant leadership enhancement modules. The program is poised to take on a new emphasis in the fall including an expansion of the program to accommodate up to 100 mentees. The mentees will attend yearlong growth opportunities based on the text “Salsa Soul and Spirit” by Juana Bordas.

Cultural Enrichment Sessions

P1. Sankofa: Learn from the Past
P2. I to We: From Individualism to Collective Identity
P3. Mi Casa es Su Casa: A Spirit of Generosity
P4. A Leader among Equals: Community Conferred Leadership
P5. Leaders as Guardians of Public Values: A Tradition of Activism
P6. Leaders as Community Stewards: Working for the Common Good
P7. All my Relatives: La Familia, the Village, the Tribe
P8. Gracias: Gratitude, Hope and Forgiveness

EDUCATIONAL PROGRAMS
The Tunnel of Oppression is one of ICA’s signature events. The Tunnel seeks to educate students about marginalized populations and culturally relevant topics. The following represents the spring 2018 event data:

Participation: FR 35%, SO 23%, JR 23%, SR 16%

Knowledge Growth:
• The information was presented in a way that made me think about oppression differently: 80% (agree/strongly agree)
• Participating helped to change my views on oppression: 73% (agree/strongly agree)
• The Tunnel challenged by previous beliefs: 48% (yes)

I feel better informed about oppression within these topics: (% rank 8 – 10)

Native Americans 73%
Muslims 68%
Police brutality 68%
Mental health 75%
Disability awareness 84%
Slavery 81%
N-word 85%

Lessons learned from Tunnel of Oppression assessment:
• Students who have the opportunity to participate more than once, are more positive about their experience and have higher perceived learning.
• There is slightly more variability in the experience of students who are participating for class credit in the spring than in the fall.
• Students who have the opportunity to participate previously, are impacted to a slightly higher degree. Those who participated this spring for credit are slightly less impacted which is a variance from the fall 2017 data.
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 2018 Project Requests by Requesting Office

<table>
<thead>
<tr>
<th>Requesting Office</th>
<th>Requested Projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Student Community Ethics</td>
<td>5</td>
</tr>
<tr>
<td>Scholarships</td>
<td>10</td>
</tr>
<tr>
<td>Residential Living</td>
<td>15</td>
</tr>
<tr>
<td>Office of Student Affairs</td>
<td>20</td>
</tr>
<tr>
<td>New Student Orientation</td>
<td>25</td>
</tr>
<tr>
<td>Health Services</td>
<td>30</td>
</tr>
<tr>
<td>Greek Student Engagement</td>
<td>35</td>
</tr>
<tr>
<td>Financial Aid</td>
<td>0</td>
</tr>
<tr>
<td>CAPS</td>
<td>0</td>
</tr>
<tr>
<td>Campus Services - Bookstore</td>
<td>5</td>
</tr>
<tr>
<td>CRW</td>
<td>10</td>
</tr>
<tr>
<td>Campus Activities</td>
<td>15</td>
</tr>
<tr>
<td>Admissions</td>
<td>20</td>
</tr>
</tbody>
</table>

Spring Survey Results (72% response rate)
Outcome: Clients will be satisfied or very satisfied with their experience with the design office.
Results of spring 2018 design office survey:
- 100% were satisfied or very satisfied with their overall experience working with the office. (target – 90%)
- 100% felt the last product created by the design office for them met their needs well or extremely well. (target – 90%)

Importance & Effectiveness of Support for Communication & Design Work

ASSESSMENT SUPPORT
Spring Survey Results (60% response rate)

Is support for assessment work important and is the office effective in delivering that support?

- 100% of respondents indicated that it was important/very important that our office supports their unit in assessment planning and reporting. This is an increase from 89% in summer 2017.
- 77% of respondents indicated that we were effective/very effective in supporting units in assessment planning and reporting. This is down from 83% in summer 2017.

What does this mean? Over the past few years, there has been increased scrutiny of annual assessment reporting as the university led up to SACSCOC reaffirmation. This has not been a simple process and we are all being held to higher, sometimes shifting, standards. We will continue to seek to be an effective liaison between the university and Student Affairs departments. This will continue to be monitored.

- 100% of respondents stated that it was important/very important that we respond quickly and appropriately when asked for assistance. This is the same as summer 2017.
- 88% of respondents stated that we were effective/very effective in responding to requests. This is down from 95% from summer 2017.

What does this mean? One of the comments mentioned that specificity was, at times, missing in responses. This will continue to be monitored.

How do respondents feel about the assessment work being conducted in their own department and how do they characterize the Student Affairs assessment climate?

78% of respondents agree/strongly agree that the assessment work in their department has improved within the last year.

67% of respondents characterize the climate for assessment as ‘important’ and 22% characterized it as ‘strong – it’s taken seriously’. This question was also asked of participants at the fall 2017 assessment workshops where 25% characterized the climate for assessment as ‘important’ and 50% characterized it as ‘strong – it’s taken seriously’.
ORIENTATION HIGHLIGHTS

- Facilitated the creation of a new partnership between the Advising Center and the Center for Career and Professional Development to reimagine the undeclared advising session.
- Worked with Campus Activities and Campus Recreation and Wellness to reinvent a new “Student Social and Chill Zone” nighttime Orientation experience based on feedback from students, guests, and staff members. This summer students will have the opportunity to experience Glo-Cade, Silent Disco, Outdoor Movies, Karaoke, S’Mores with the CRC student staff, pizza, and donuts at the University Center for students who choose to participate in an active experience while providing a quiet zone in Scott Blue with passive activities such as board games, cards, and coloring books.
- Created a new Orientation session for First-Year students with Dean Kevin Koett to address recent incidents surrounding bias. This session features professionals from Student Affairs, University Police, Intercultural Affairs, and CAPS highlighting services and expectations on a range of subjects including Inclusive Excellence, Alcohol and Drugs, Sexual Misconduct, and Coping/Mental Health Issues.
- Requested and received new funding to overhaul and redesign the Orientation Counselor training program. OC’s have previously been trained via enrollment in a LEAD-142 class; however, we will be moving away from classroom training due to changes within the LEAD program and towards a paid training model instead. This training change will take place starting in the Spring 2019 semester.

ORIENTATION COUNSELOR UPDATES

- Orientation will staff 1 Orientation Coordinator, 2 Orientation Team Leaders, 2 Office Assistants, 27 Orientation Counselors.
- Orientation Counselors produced an average cumulative GPA of 3.4 after the Spring 2018 semester.
- Orientation Counselors were able to attend the Southern Regional Orientation Workshop in Orlando, FL at the University of Central Florida in March to participate in professional development and attend sessions on connecting with students, serving as resources, and staff bonding. Feedback on sessions attended has impacted programming for our Intensive Training Week.
- Intensive Training Week will take place May 28-May 31st and feature presentations from Financial Aid, UPD, Military Services, Dining Services, CAPS, Residential Living, OAR, and ICA to name a few.
**Departmental Highlights**

- Residence Life had two open positions and 74 qualified applicants for those positions. We were able to make an offer to a new Area Coordinator and look to hire for the second Area Coordinator position in the Summer.
- All leftover RSA care packages were donated to HOMEBASE this semester.
- Provided 28 Soup Patrol kits out to sick students beginning in January.
- The Mail Center delivered 13,387 packages to students during the spring.
- The Mail Center changed their process this spring to better accommodate the volume of packages that they were receiving.
- 97.7% of students reported during their Spring SSI that they are enjoying their college experience.
- Residence Life did not have to terminate any RAs due to GPA performance the entire academic year. This is a first for the department.
- GCC Savannah Matherly was recognized with an Apple Polishing Award by the Order of Omega National Greek Leadership Honor Society.

**SEAHO Conference Presenters**

- Pecha Kucha – It’s a Residence Hall, Not a Retirement Home
  - Michaela Bishop
- Assessment Roundtable
  - Annaleise Camacho
  - Trent Mortimer

The SEAHO (Southeastern Association of Housing Officers) Conference was held in February 2018 in Biloxi, MS.
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**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of applications started UG</td>
<td>4,516*</td>
<td>6,737</td>
<td>6,112</td>
</tr>
<tr>
<td>Number of applications finished UG</td>
<td>2,095</td>
<td>2,766</td>
<td>4,162</td>
</tr>
<tr>
<td>Number of applications started GR</td>
<td>*</td>
<td>573</td>
<td>658</td>
</tr>
<tr>
<td>Number of applications finished GR</td>
<td>124</td>
<td>191</td>
<td>293**</td>
</tr>
</tbody>
</table>

* Unable to separate applications started by level for 2016-2017.  
** The deadline for graduate students to apply is August 1, 2018.

The first year in Scholarship Manager, our new scholarship management system, has proven to be a positive experience for users at all levels.

**2017-2018 Scholarship Disbursements (excluding athletics) as of May 31, 2018**

- Outside Scholarships $2,495,790
- Endowed Scholarships $1,301,541
- Institutionally Supported Scholarships $2,560,481
- State Scholarships $1,042,416

In addition to need-based and merit-based scholarships

**Recruitment scholarships for 2018-2019**

<table>
<thead>
<tr>
<th>Scholarship Type</th>
<th>Recipients</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Honors College Scholarships</td>
<td>9</td>
<td>$36,000</td>
</tr>
<tr>
<td>Distinguished Scholarship</td>
<td>89</td>
<td>$267,055</td>
</tr>
<tr>
<td>Chancellor’s Series Scholarships</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Madison Academic Scholarship</td>
<td>22</td>
<td>$44,000</td>
</tr>
<tr>
<td>Chancellor’s Academic Scholarship</td>
<td>18</td>
<td>$36,000</td>
</tr>
<tr>
<td>Chancellor’s Achievement Scholarship</td>
<td>42</td>
<td>$42,000</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>179</strong></td>
<td><strong>$421,055</strong></td>
</tr>
</tbody>
</table>

The percentage of students who received a scholarship from WCU as of May 31, 2018. (Including athletic scholarships)

<table>
<thead>
<tr>
<th>Year</th>
<th>Merit-Based Scholarships (Non-endowed)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015-2016</td>
<td>19%</td>
</tr>
<tr>
<td>2016-2017</td>
<td>20%</td>
</tr>
<tr>
<td>2017-2018</td>
<td>21%</td>
</tr>
</tbody>
</table>

In addition to merit-based scholarships, $325,000 was awarded to 224 students through access funding.

3,069 WCU scholarships have been awarded to 2,429 graduate and undergraduate students for the 2017-2018 academic year as of May 31, 2018. (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

<table>
<thead>
<tr>
<th></th>
<th>SP 2016</th>
<th>SP 2017</th>
<th>SP 2018</th>
<th>% Change*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alcohol</td>
<td>109</td>
<td>107</td>
<td>132</td>
<td>23</td>
</tr>
<tr>
<td>Controlled Substances</td>
<td>47</td>
<td>56</td>
<td>101</td>
<td>80</td>
</tr>
<tr>
<td>Gen. Policy Violation</td>
<td>142</td>
<td>115</td>
<td>76</td>
<td>-34</td>
</tr>
<tr>
<td>Internet/Tech Violation</td>
<td>41</td>
<td>10</td>
<td>17</td>
<td>70</td>
</tr>
<tr>
<td>Disorderly Conduct</td>
<td>84</td>
<td>52</td>
<td>9</td>
<td>-83</td>
</tr>
</tbody>
</table>

### 3 Year Trend – Top 5 Conduct Sanctions

<table>
<thead>
<tr>
<th></th>
<th>SP 2016</th>
<th>SP 2017</th>
<th>SP 2018</th>
<th>% Change*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Probation</td>
<td>168</td>
<td>152</td>
<td>178</td>
<td>17</td>
</tr>
<tr>
<td>EOA</td>
<td>156</td>
<td>101</td>
<td>158</td>
<td>56</td>
</tr>
<tr>
<td>Educational Sanction</td>
<td>150</td>
<td>127</td>
<td>185</td>
<td>38</td>
</tr>
<tr>
<td>Parent Notification</td>
<td>80</td>
<td>76</td>
<td>115</td>
<td>51</td>
</tr>
<tr>
<td>Community Restitution</td>
<td>54</td>
<td>38</td>
<td>53</td>
<td>39</td>
</tr>
</tbody>
</table>

### 3 Year Trend – Total Conduct Incidents

<table>
<thead>
<tr>
<th></th>
<th>SP 2016</th>
<th>SP 2017</th>
<th>SP 2018</th>
<th>% Change*</th>
</tr>
</thead>
<tbody>
<tr>
<td># Unique Incidents</td>
<td>225</td>
<td>220</td>
<td>211</td>
<td>-4</td>
</tr>
<tr>
<td># Individuals Involved</td>
<td>428</td>
<td>396</td>
<td>454</td>
<td>15</td>
</tr>
<tr>
<td># Charges</td>
<td>647</td>
<td>554</td>
<td>639</td>
<td>15</td>
</tr>
</tbody>
</table>

*Percentage change measured spring 2017 to spring 2018.

**Other includes CS charges dropped, closed for due process & open.

### THE TAKE AWAY

- Alcohol and Controlled Substances charges are the most frequent charges and are trending upward from spring 2017. Alcohol charges are up 23% and Controlled Substance charges are up 80%.
- While there was a decrease in the number of unique incidents from spring 2017, there was a 15% increase in the number of individuals involved in cases and the number of charges.
- Given the data at this time, the persistence rate of students going through the conduct process related to alcohol & drug charges is 84% compared to 86% rate university wide (spring 2017).
- FR are more likely to be found responsible for Alcohol and Controlled Substances violations.