

2023

Student Affairs

ANNUAL REPORT





Letter from the Vice President for Student Affairs (Interim)

The Division of Student Affairs at West Chester University is dedicated to supporting student development, experience, and success through our co-curricular programming and support. The out-of-the-classroom experiences students have while living, learning, and growing at WCU are transformative and complementary to the experiences that result from classes they take in order to earn their degrees. This year has been transitional for the Division of Student Affairs as we found ourselves as a newly organized division with an interim vice president and several vacancies throughout the division to fill. Despite all this change, the division maintained its focus on student learning, belonging, and engagement.

Early in the year, we officially launched the Ram Plan: Co-Curricular Transcript. This launch was the fruition of years of work from many individuals, and currently, 17,259 WCU students and alumni have items on their Ram Plan Co-Curricular Transcript.

The division made a significant investment in team learning by sending ten staff members to the Institute on the Curricular Approach where we learned more about prioritizing student learning and thinking critically about why we offer the programs and services we offer, not just on how we offer these opportunities. Our team returned enthusiastic about what we learned, and we are beginning the process of integrating this learning into the division's next strategic plan.

This year, West Chester University became a Jed Campus. Jed is an organization that supports institutions who wish to be more strategic and proactive in supporting student well-being. Being a Jed Campus is a four-year project, and we have just completed year one. In this year, we launched the Healthy Minds Survey as a pre-test, completed a campus visit with Jed officials that included a campus tour, focus group interviews, meetings with specific groups on campus, and a full-day retreat with the committee. Jed has helped this committee create a strategic plan that will be implemented in the coming year.

As readers of this report will see in these pages, the team in Student Affairs thinks creatively, implements best practices, and works hard in support of WCU students. As a way to thank our team, we implemented the RJ Award. The RJ Award is given each month to an individual in the division who is nominated by a peer for their good work. Last month's winner reviews the applications and selects the new winner. Winners are responsible for taking care of "RJ," our little ram (short for Rammy Junior) for the month. Everyone who is nominated receives an RJ sticker and a copy of their nomination. We end each division meeting with the announcement of the RJ Award, and we have received as many as 12 nominations in a month! This tradition is a great way to show gratitude to one another.

In that same spirit of gratitude, in addition to thanking the Student Affairs team for all their work this year, I also want to thank our campus colleagues, students, and external constituencies like families, advisory boards, and partner institutions.

Thank you for taking time to learn more about Student Affairs at West Chester University. We are excited to share our work.

Tabetha Adkins, Ph.D.

Interim Vice President, Student Affairs
West Chester University of Pennsylvania



About the Division

Our Vision

To be nationally respected among public universities for our excellence in achieving inclusivity while creating transformative experiences for students that inspire lifelong discovery and positive action.

Our Mission

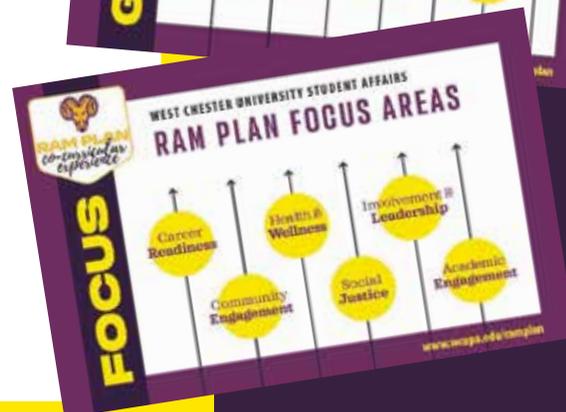
A community of educators who design and facilitate co-curricular experiences to develop students' personal, professional, and intellectual talents, preparing them to learn, lead, and serve.

Our Values:

- Accountability
- Collaboration
- Holistic Student Development
- Learning
- Social Justice

Our Work

Our work is founded on a curricular framework, centered in social justice practices, student development theories, and standards for our respective fields.



Cross-Divisional Efforts

Given our strong commitment to student success, our division has been engaged in several University-wide initiatives to support students where they are and, in their endeavors, going forward.

We are very grateful to our partners in Academic Affairs; Diversity, Equity, and Inclusion; Administration and Finance; University Advancement and External Affairs; University Affairs; and the President's Office. Here we highlight just a few of these important partnerships.



In strong collaboration with Admissions, multiple departments across DOSA actively supported the planning and execution of three accepted student days held throughout the fall semester. Additionally, numerous DOSA departments and student organizations staffed and provided resource/information tables in the Student Recreation Center and in selected residence halls to welcome potential and new incoming students and families.

Welcome Week is an integral part of onboarding new Rams that consists of several days of programming that centers around sense of belonging, campus traditions, crucial resources, diversity, equity, and inclusion, and information for student success. Student Affairs staff serve on the Welcome Week planning committee to plan these events and welcome Rams to campus. Welcome Week is our best opportunity to engage new students and help them find their affinity with WCU.

Homecoming took place over the weekend of October 8th. A cross-divisional committee collaborated on this tradition to bring the theme of Rock and Roll to life for everyone.

Philadelphia sports were extremely successful this year, and the DOSA team worked closely with the borough and our Public Safety department to ensure safe and memorable celebrations for our students. We hosted watch parties for the Super Bowl and the World Series across campus and held a "last out" event on the quad complete with snacks, swag, and a hydration station following the end of the World Series.

The West Chester's First Committee serves a community of approximately 5,500 first-gen students, faculty, and staff. This year, the committee maintained the University's status as a First Forward Institution, obtained a grant from the Justamere Foundation, improved the process for identifying first-gen students, hosted community events, started weekly communications, and celebrated first-gen graduates through special pins and photo opportunities. The membership of the West Chester's First Committee represents a university-wide effort to support First-Gen students at WCU. WCU defines First-Gen students as those who have no parent or guardian who completed a Bachelors degree.

The Department of Athletics strengthened its ongoing collaboration with the College of Health Sciences in 22-23. Athletics paid for 3 credits of AWA to secure nationally renowned Sports Psychologist, Dr. Margaret Ottley, to work with our teams. Athletics continued its relationship with Exercise Science and Nutrition in an effort to enhance the experience for our student-athletes.

Rammy's Resource Navigator houses all WCU's major resources in one website for the entire WCU community. This year the website had 6,982 page views and 1,770 users with the highest traffic on the pages related to academic concerns. A group from Student Affairs and University Communications and Marketing have been meeting regularly to work on redesigning the website which will launch this summer.

The New University Logo Steering Committee was created this year to develop a new logo and policies to rollout in the fall. Communications and Marketing for Student Affairs serves on the steering committee and policy development committee to ensure consistency for student groups and use for departments.

The First Year Experience (FYE) course is designed to support students in getting settled in and thriving at WCU. This is a perfect place for students to start working on building their Ram Plan: Co-curricular transcript and to that end, we're partnering with the First Year Experience program in Academic Affairs to incorporate Ram Plan programs into their classes.

The Ram Plan: Co-curricular Transcript provides students with an official University document that records what they learned outside of the classroom. This year Amanda Martin (Autism Services), Evelyn Anderson (Philadelphia Center), and Rachel Komlos (Registrar's Office) became members of the Ram Plan Review Committee. The committee reached out to several departments outside of Student Affairs to introduce the Ram Plan, talk about their educational programs, inquire about their interest in applying, and provide mentorship through the application process. This, in addition to the new focus area for Academic Engagement, resulted in four new programs from Academic Affairs and one

program that is co-hosted by members of the Division of Diversity, Equity and Inclusion and Student Affairs. For the Student Cybersecurity Awareness program hosted by the Information Services and Technology department, over 13,000 students and alumni received credit retroactively after the program was approved. Additionally, Dr. Sara Hinkle and Amanda Thomas attended the First-Year Experience Faculty Retreat to present the Ram Plan and share the first Ram Plan Faculty Guide. The guide highlights programs that faculty can incorporate during class time or as assignments and extra credit opportunities throughout the year.

This past year **Campus Recreation** collaborated with the College of Health Sciences to provide a variety of wellness initiatives including health screenings, fitness testing, group fitness introductions, and involvement with Exercise is Medicine (EIM). Throughout the Fall semester, Campus Rec teamed up with Exercise Science students to offer educational tabling sessions in the lobby of the Rec Center and Sturzebecker. During these tabling sessions students and employees could stop by to learn about different wellness topics such as blood pressure, heart rate, balance, and flexibility. Demonstrations and free screenings were also offered to those interested. In the Spring, Campus Rec and Exercise Science students offered fitness testing expos once a month in Studio B of the Rec Center. During these expos, students and

employees had the opportunity to test their high jump, broad jump, range of motion, and balance skills. Trifold pamphlets were handed out to all who attended with descriptions of their results, the benefits of each movement, and links to further resources. Giveaways were also raffled off to attendees.

Campus Rec also provided private group fitness classes to Health and P.E. (HPE) students as part of their curriculum and assisted in tracking HPE attendance of group fitness classes throughout the academic year. These private classes (HIIT and Yoga) were selected by the HPE faculty as an introduction to group fitness and learning opportunity for students looking to pursue group fitness in the future.

Exercise is Medicine (EIM) was another great opportunity for involvement this past year. Along with having a table and offering mini group fitness classes during EIM Day on Campus, Campus Rec also highlighted EIM with special classes focusing on the effects and benefits of movement on the body. Throughout the year, Campus Rec offered Cycle classes for EIM and had an Exercise Science Graduate Assistant speak on the cardiovascular benefits of aerobic training. In addition, we offered Yoga classes and discussed the importance of mobility and breath work on stress levels and sleep.



PARTNER SPOTLIGHT

The external partner we want to spotlight this year is Good Fellowship EMS. The partnership with Student Affairs brought Good Fellowship to West Chester University where they now operate Station 355 right here on campus in Commonwealth Hall. This arrangement certainly provides timely service to medical emergencies on campus and in the surrounding area, but it also provides Good Fellowship the opportunity to recruit WCU students to receive training and experience in the EMS units.

Station 355 is managed by Good Fellowship but operated by student volunteers. This partnership provides our students with a unique opportunity to serve their community and earn professional EMS experience here on their own campus.

Strategic Initiatives

Ram Plan: Co-curricular Transcript

The Ram Plan: Co-curricular Transcript launched in Fall 2022 after four years of planning. The transcript provides students with an official document from the university which outlines what they learned outside of the classroom. Students had an opportunity to learn about the Ram Plan in a variety of ways including the Ram Plan website, New Student Orientation, Ram Plan training, tabling efforts and communications.

This year one of the primary goals was to encourage students to build their co-curricular transcript and increase the number of programs offered, particularly from departments outside of Student Affairs. To that end, we're happy to share that 20 program applications were submitted, 18 were approved, and two are currently under review.

Students can browse 60 experiences in the catalog and create a plan for their co-curricular education using the templates offered on the website. To date, 17,259 students and alumni have started their co-curricular transcript and over 25,000 entries have been added. Some students have completed up to eight experiences.

The focus this year has been on sustaining the Ram Plan long term. New marketing materials were created that align with the University's new brand. A new focus area was added for co-curricular programs related to Academic Engagement. A new [Ram Plan D2L site](#) was developed to facilitate engagement for all students, particularly those who are in online majors. The courses offered in the site include:

- Alcohol Education for Fraternity & Sorority Members
- All About Anxiety
- 4 Step Strategy for Evaluating Online Sources
- Event Planning 101
- Event Planning 102
- Preparing for the Involvement Fair
- Seeking Counseling: When? How? Who?
- Sober Monitoring
- Student Cybersecurity Awareness
- Student Research Rights
- Sykes Union Tour



Ram Plan Entries	2017	2018	2019	2020	2021	2022	2023	Total
Spring	20	2	7	387	597	1,120	4,731	6,864
Summer I	-	-	-	-	26	43	TBD	69
Summer II	-	-	7	5	13	42	TBD	67
Post Summer	-	-	-	-	-	4,621	TBD	4,621
Fall	6	18	1,310	768	1,975	8,750	TBD	12,827
Winter	-	-	-	-	16	1,299	TBD	1,315
Total Entries	26	20	1,324	1,160	2,627	15,875	4,731	25,763

POLICIES AND FORMS

WCU POLICY LIBRARY

Policies



Common Hour Policy - This policy sets aside dedicated time for employees in the Division of Student Affairs to focus on the following divisional priorities:

- Curriculum development
- Diversity, equity, inclusion and social justice
- Strategic planning initiatives
- Professional development

The Common Hour occurs each month on the third and fourth Thursdays from 9-10:30AM.

Ram Plan Training Policy - This policy outlines the responsibilities of department leaders and the Division of Student Affairs for introducing the Ram Plan to candidates during the interview process, including the Ram Plan in new employee onboarding, and providing professional development opportunities related to the Ram Plan.

Ram Plan Application Policy - This policy provides the major components of the application content, the review committee's responsibilities, and the review process.

Ram Plan Experience Delivery Policy - This policy explains employee responsibilities for marketing and delivering the program, scoring students' assessments, and adding programs to students' transcripts.

Six new Ram Plan policies were published to the WCU policy library, and the Ram Plan Review Committee worked with faculty and staff across WCU to develop ideas for new programs and navigate the application process. In total, 18 new programs were approved for the transcript this year and several faculty and staff were also actively engaged in adding programs to students' transcripts. Discussions have also begun around helping faculty and staff incorporate the Ram Plan into courses and programs, encouraging students to utilize their transcript, and providing tips for students on how to talk about their learning outside the classroom.

NEW FOCUS AREA

Academic Engagement: *educational opportunities that support students in their academic exploration, planning, preparation, and experiential learning pursuits.*

Continuous Improvement

The Rammy Junior (RJ) award was created to recognize the contributions of outstanding team members in the Division of Student Affairs. The RJ award was named through a contest whereby all faculty and staff were able to submit ideas for names and vote for their favorites. The following members of our Division have received awards this year:

- Clayton Kolb, Sykes Union & Student Activities
- Kathy Mundy, Student Health Services
- Barb DiEdwardo, Wellness Promotion
- Lexie McCarthy, Off Campus & Commuter Services
- Patricia Riley, Student Leadership & Involvement
- Stephanie Paulachok, Residence Life & Housing
- Kimmy Farrer, Student Leadership & Involvement
- Sabrina Rightmer, Communications & Marketing
- Barbara Cordova & Stephanie Plaughter, Athletics-Gymnastics

In response to faculty/staff interest in receiving more information, Dr. Adkins now hosts a weekly column in the Division of Student Affairs newsletter, called DOSA Developments. The column, called Tabetha's Tablet, provides faculty and staff with weekly updates from the Vice President's Office and insight on the topics that are forefront for the division at any given time.

This year, the Institute on the Curricular Approach was held in Baltimore, MD and eleven people from the division were in attendance. During the Institute, the group had an opportunity to learn about applying curriculum to co-curricular programs and engage with one another in sharing ideas, thoughts and questions. The team left the institute with a lot of positive energy and thoughts for future changes here at WCU.

In collaboration with the Division of University Advancement and External Affairs and the

Career Development Center, Student Affairs members helped create a website which will offer students a starting point for learning about experiential learning opportunities. Through this website, students will be able to learn about the types and benefits of experiential learning, how to get involved, the costs associated with various experiences, funding resources, and information about how, when and where their peers have engaged in experiential learning. The website is scheduled to launch before next fall.

Lastly, the division continues to review policies and procedures to ensure equality and equity. In addition to the new Ram Plan policies, a new Complex Event Advising Policy was put in place to better support student clubs and organizations. The Athletics Department's Amorous Relationship Policy was also rescinded as it is now covered by the Board of Governor's policy.



Professional Development

CONFERENCE PRESENTATIONS

Jessica Carson (Victim Services Center of Montgomery County, Inc.), Lydia Lynes (Laurel House/ West Chester University), Chris Morrin (Saint Joseph's University) "Strengthening Victim Services Through Intentional Community Partnerships." Offices of Violence Against Women Fall Virtual Training and Technical Assistance Conference, October 2022.

Adriane Reilly and Barrett McGee, "RISE: A Comprehensive Student Staff Evaluation Experience." ACUI Region VII 2022 Conference. November 4, 2022

Adriane Reilly, "Space Exploration." ACUI Annual Conference. February 28, 2023

Adriane Reilly, "Familiar Faces and Comfortable Spaces: The Role of the College Union in Fostering Sense of Belonging on a College Campus." West Chester University's Research and Creative Activity Day. April 20, 2023.

Megan Waldrop. "Boundaries and Self-Care." ACUI Region VII 2022 Conference. November 4, 2023

Howland, Z., Daltry, R., Sibley, S., & Gould, B. "Promoting Help-Seeking and Connectedness for At-Risk Students

using AFSP's Interactive Screening Program." 2023 Higher Education Suicide Prevention Conference. May 17, 2023.

Sibley, S. & Daltry, R. "Building Resilience One Connection at a Time: Recommendations for Preventative Outreach Programming on College Campuses." 2023 Higher Education Suicide Prevention Conference. Philadelphia, PA. May 17, 2023.

Hoffer-Collins, M. "An Introduction to Gender-Affirming Services for Transgender and Non-Binary Clients." Pennsylvania Psychological Association Annual Conference. Pocono Manor, PA. May 21, 2022.

Hoffer-Collins, M., Clerico, J., Evans, A., Hyers, L. "The Only Constant is Change, and the Only Community is on a Computer: A Multi-Cohort Diary Study of University Seniors' Experiences of Dramatic Lifestyle Changes and Social Distancing Practices During the Covid-19 Pandemic." International Congress of Qualitative Inquiry, Online. May 18, 2022.

Hoffer-Collins, M. & Hyers, L. "Apocalypse, Restoration, and Emergence: Spontaneous Use of Archetypical Narrative Devices

in Solicited Diaries of College Seniors Writing During the Covid-19 Pandemic." Social Psychology of the Future Mini-Conference, Online. June 2, 2022.

Hoffer-Collins, M. & Hyers, L. "Transgressions: Gender-affirming strategies for interpersonal repair in our interactions as queer and trans allies." Presented at the Association for Women in Psychology Annual Conference, Atlanta, GA. March 4, 2023.

Hoffer-Collins, M. & Cooper, M. "Writing Letters in Support of Gender-Affirming Medical Procedures: Essentials for the Trans-Affirming Therapist." Workshop to be presented at the Pennsylvania Psychological Association Annual Conference, State College, PA. June 21, 2023.

Bree Gould, Psy.D. & Stephanie Sibley, Psy.D. (March 31, 2023). "The Interactive Screening Program: Engaging Students at Risk of Suicide on a College Campus." Pennsylvania Psychological Association Spring Conference. March 31, 2023.

Volk, K. "Fear of Compassion In Therapy." Association of Counseling Center Faculty Conference. State College, PA. September 2022.

Radis Brie, Burris Jade & Bijoux-Leist,

Judith. "Anti Racism Working group (ARWG): Exploring an Interdisciplinary Partnership at a Large Public University in Higher Education." Social Work Distance Education (SWDE) Conference, The University of Alabama Online. April 12, 2023

Dickenson Karen, Grasseti, Stevie, Duckett Emily & Bijoux-Leist Judith. "Mental Health, Burnout & Self-Care." Women Leadership Forum, West Chester University. November 4, 2022.

Deirdre Bertotti, "Hot Topic: DII Transfer Track." National Association for Athletics Compliance.

Patricia Riley, "Intentional Leadership Development for Varsity Student Athletes." The Leadership Institute, partnership between NASPA, ACPA, and the National Clearinghouse for Leadership Programs. December 2022.

Catie Baxter, "Mindfulness and Other Energy Savers in Your Work." NASPA Annual Conference, April 3, 2023.

OTHER PROFESSIONAL PRESENTATIONS

Kolb, Clayton. Learning from your Strengths. Presented at Temple University as part of staff training. August 10, 2023

Daltry, R. Invited to guest lecture to Anthony Carroll's Primary Care class at Tufts University Doctor of Physical Therapy Program on recognizing mental health signs and symptoms and providing resources (May 22, 2023).

Hoffer-Collins, M. (2022, November 7). Clinical Considerations for Gender Affirming Therapy with Transgender and Nonbinary Clients: Where to Begin? Presented at the Northwestern Pennsylvania Psychological Association annual conference, Erie, PA.

Mehr, K.E. (2023, March). Nondisclosure in Clinical Supervision: Alliance, Power, & Role Induction. Invited workshop presentation at the Temple University's 42nd Annual School Psychology, Counseling Psychology and Applied Behavior Analysis Conference.

Steve Mazurek, Guest Speaker at TOPS Swim Clinic on the topic of Character and Culture in Athletics

Betty Ann Kempf-Townsley, The United German Hungarians 100 years of soccer, March 2023

Mike LaRosa, "Infield Play." Anderson Monarchs Youth Baseball Coaches Clinic.

Taylor et al. (2023, NASPA Strategies)

Well-being for Everyone; The Future of Health Equity.

Taylor et al. (2023, American College Health Association (ACHA) Annual Conference) Well-being for Everyone; The Future of Health Equity.

PUBLICATIONS

Adkins, Tabetha. "Test-Taking Mind-Set and Strategies." Preparing for Your Licensing Exam: NCE and NCMHCE. Ed. Richard D. Parsons. San Diego: Congella, 2023.

Lee, J., Tobin, L.K., & Skendall, K.C. "Gemstone Honors Program Living-Learning Community." *The Impact of Sense of Belonging in College: Implications for Student Persistence, Retention and Success.* Eds E.M. Bentrim & G.W. Henning. Sterling, VA: Stylus Publishing, 2023.

Mehr, K., Daltry, R., & Silbert, J. Clinical Case Management and Referral Success Outcomes. *Journal of American College Health*, 2023.

Daltry, R., Mehr, K., & Keenan, L. Student-Athletes and Counseling Services: Recommendations for Identifying and Developing Referral Sources. *Journal of College Student Psychotherapy* 37:2, 196-207, 2023.

Robenolt, W. & Volk, K. "The Promotion of Self-Esteem & Body Image Amidst

the Transition to College." *Pennsylvania Psychologist*, 83(2) 34-35, 2023.

Volk, K. W., Mehr, K. E., Mills, J. A. "Fear of Compassion and Big Five Personality Traits in College Students." *Journal of College Student Psychotherapy*, 2023.

Goldberg, Rachael, Sude Michael & Bijoux-Leist Judith. "Recommendations for Self of the Therapist Training: a Modified Delphi Study." *International Journal of Systemic Therapy*, 2023.

Deirdre Bertotti and Tammy James, "Collaboration is Key: Using Technology as a Tool for Student-Athlete Success." *Athletics Administration: Official Publication of NACADA and Its Affiliates*, 2023.

DEGREES OR CERTIFICATES EARNED DURING THE 2022-2023 ACADEMIC YEAR

Adriane Reilly, West Chester University, Ed.D., Education in Policy, Planning, and

Administration – Higher Education

Dan Comas, West Chester University, Ed.D., Education in Policy, Planning, and Administration – Higher Education

Megan Waldrop, West Chester University, M.S., Higher Education Policy and Student Affairs

Sam Nardi -passed her licensing exam and is now a licensed psychologist (Spring 2023).

Tammy Hock - Applied Mindfulness Program certificate, West Chester University

Patricia Riley, completed the 6-month Google Data Analytics Professional Certificate through Coursera

Victor Polyakov, WCU Sports Management Certification

PROFESSIONAL CONTINUING EDUCATION HOURS/COURSES

The Counseling Center completed 230 credits of Continuing Education Units.

Bridget Drumm, 13.5 continuing education credits as Licensed Social Worker.

PROFESSIONAL AWARDS WON

Lydia Lynes, RLH: PA Governor's Victim Service Pathfinder Award in Prevention & Education

Adriane Reilly, Edward S. "Beanie" Drake Founders' Award, ACUI

Elisa Oliver, Assistant Director of Fraternity and Sorority Life was recognized with the following awards:

Thomas J. Purce Organization Advisor of the Year

Staff and Faculty Women of Color Community Alliance Award

Matt McCain, 2023 WCU Athletics Bill Vansant Award honoree

Steve Mazurek, PSAC Women's Swimming Coach of the Year

Stephanie Plaugher, WCGA Division II Assistant Coach of the Year

Betty Ann Kempf-Townsley, PSAC East Coach of the Year, Women's Soccer

Betty Ann Kempf-Townsley, Atlantic Region Coaching Staff of the Year

Betty Ann Kempf-Townsley, Philadelphia Sports Writers Association Honoree

Betty Ann Kempf-Townsley Southeastern PA Soccer Hall of Fame Coach of the Year

Ginny Martino, PSACE East Coach of the Year, Women's Lacrosse

Ginny Martino, Eastern Pennsylvania Chapter of the USA Lacrosse Hall of Fame

Diane Lokey, PSAC East Coach of the Year, Softball

Tina Tharp, PSAC East Coach of the Year, Women's Tennis

Kiera Wooden, PSACE East Coach of the Year, Women's Basketball

Deirdre Bertotti, Women's Collegiate Gymnastics Association (WCGA) Division II Region 7 Administrator of the Year

GRANTS AWARDED

Adriane Reilly was awarded the ACUI Research and Education Grant for her research on the role that college unions play in influencing a sense of belonging for students who are part of a particular campus community.

For the second year in a row, the Office of Fraternity and Sorority Life was awarded a \$5,000.00 Innovation in Diversity & Inclusion Grant through the Office of Diversity, Equity and Inclusion. The 2023-2024 academic year will be the 4th year fraternity and sorority life will partner with the Harbor Institute in creating an anti-racist fraternity and sorority community.

Pennsylvania Liquor Control Grant to Reduce Underage Drinking and Dangerous Drinking: \$38,697 award.

Assessment & Planning

The mission of assessment and planning is to lead, direct and assist with strategic planning, co-curricular development, research and assessment for the Division of Student Affairs.

Strategic Planning Highlights

In Fall 2022, the Division of Student Affairs Bridge Plan (short term strategic plan) launched. The priorities for the plan included the Ram Plan: Co-curricular Transcript, Social Justice/Diversity, Equity and Inclusion, Sharing Our Story, and Continuous Improvement. For information about our progress, please see the strategic initiatives section of this report.

Co-Curricular Development Highlights

To assist graduate students and paraprofessionals in drafting Ram Plan applications, a new program was added called Designing Program Learning Outcomes. As a result of attending this session, students will be able to: 1) categorize two learning outcomes using Blooms Taxonomy; 2) select the missing ABCD Model element from two learning outcome statements; and 3) write two learning outcomes using the ABCD model.

Related, a new Student Research Rights program has also been added to the Ram Plan. Students will be able to take this program at their convenience in D2L. As a result of attending this program, students will be able to: 1) indicate the three main principles of the Belmont report; 2) select the eight elements of informed consent; and 3) indicate who to contact when they suspect their rights have been violated.

Research and Assessment Highlights

Below are some examples of the roles the director for assessment held this year:

- Member of the Ram Plan Leadership Team and Chair of the Ram Plan Review Committee
- Tri-Chair of the WCU Data Governance Committee
- Facilitator for the Sykes Union and Student Activities External Review
- Member of the University Assessment Advisory Council
- Member of the WCU Strategic Planning Committee on Enhancing Student Learning

A new resource is now available to support faculty and staff in determining whether they are conducting assessment or research, and how to navigate the requirements for both.

This year's collaborations on surveys have included the following: Dining Survey, Entrepreneurial Spirit Among College Students Survey, Experiential Learning Survey, Healthy Minds Study, Housing Planning Survey, Shuttle Bus Evaluation, and Student Veteran Center Evaluation.

As a Tri-Chair of West Chester's First, the director for assessment and planning has worked with various University offices to identify the first-generation college students at WCU and ensure they are represented accurately in myWCU and RamConnect. The number of first-gen students has almost grown from 2,300 to more than 5,300.

5K⁺
FIRST GENERATION
STUDENTS



Student Athlete Success

The Student-Athlete Success Program (SAS) contains six focus areas; Academic Success, Career Development, Community and Civic Engagement, Wellness, Leadership and Diversity, Equity and Inclusion. Through partnering with various offices on campus, The SAS program was able to offer 15 programs throughout the academic year reaching 254 student-athletes. Highlights include:

Four “Ram’s Let’s Talk” sessions where student-athletes can discuss issues in a supportive space;

A career Alumni panel in partnership with the Twardowski Career Development Center;

A Social Justice Panel;

Two cooking classes in partnership with the Department of Nutrition

Several academic planning sessions;

A Life After Sports presentation partnering with the Counseling Center and the Strength and Conditioning staff;

Piloting the Student-Athlete Mentors program with 17 participants

Student Athletes participating in 2,744 hours of community service in 2022-23.

SAS coordinated or participated in several social media initiatives including the NCAA Diversity and Inclusion Social Media Campaign, Black History Month Weekly Focus, Women’s History Month Weekly Focus, Student-Athlete features and take-overs and SAS “battles” between teams (who knows more about the other team?).

Athletics celebrated National Girls and Women in Sports Day by welcoming 50 girls in grades 2-5 for several mini-sport clinics led by members of our women’s sports teams.

Athletics worked with the Title IX coordinator and Fraternity and Sorority Life to participate in the It’s On Us initiative. Athletes and Greek students attended a presentation by Kyle Richard and a select group also attended a “party safer” program.

The Student-Athlete Advisory Committee raised over \$3,000 for the Make-a-Wish Foundation through several fundraisers including a Lip Sync Battle and Week of Wishes.

The Sports Performance Alliance was developed through partnering with the Athletics Strength & Conditioning staff, the Counseling Center, Sports Psychology Department, Nutrition Department, and Sports Medicine Department. This group communicates about student-athletes needs to achieve optimal performance.

Athletics again partnered with the Office of Student Leadership and Involvement to execute the Michael Horrocks Leadership Institute.

The Academic Mentoring Program serviced 120 student-athletes each semester through half hour mentor meetings, required study hall and required tutoring. This program follows each student through the semester to assist with acclimating to college and/or assisting academically at-risk student-athletes.

Fund-Raising

During WCU’s Charter Day of Giving, the athletics department efforts resulted in \$58,666.50 in donations from 437 donors. Those numbers accounted for 56% of the donors to the overall campaign and 35% of the total dollars raised. In addition, the annual Athletics Friends & Family campaign has generated upwards of \$75,000 to date and in collaboration with the WCU Foundation, athletics secured a \$400,000 gift to create a volleyball scholarship endowment. Also, \$60,000 was raised to fund a new scoreboard for the recently renovated softball field, which is anticipated to be installed during the Summer of 2023.

“The Department of Athletics prepares our student-athletes for life-long success by providing opportunities for them to excel in the classroom, in competition and in the community.”

89%
ACADEMIC
SUCCESS RATE*

76%
GRADUATION
RATE*

CUMULATIVE
GPA
HIGHER THAN
STUDENT BODY*

*The **Academic Success Rate** for all WCU student-athletes was **89%** (87% in 2020-2021).

Graduation rates (based on 5 years) for the 2015-2016 cohort of student-athletes was **76%** (71% in 2020-2021) versus the student body’s rate of **73%** (75%). The four-year rate was **78% versus 75%**, respectively. Historically, when comparing student-athletes to the WCU students at large, the spring term and cumulative **GPA** of the student-athletes is almost always higher than the student body. There is an occasional exception. Note that due to the NCAA extending eligibility due to the COVID pandemic some student-athletes have taken advantage of the extra year to remain in school.

ATHLETIC SUCCESS ON THE FIELD

WCU hosted 195 home events, including seven postseason tournaments/contests

Finished second in Eugene F. Dixon Trophy standings within the Pennsylvania State Athletic Conference (PSAC)

Finished 11th in the Learfield/NACDA Director's Cup standings in NCAA Division II

Two teams reached their respective National Championship Game undefeated on the season

Overall Combined Record (409 games)
265-140-4 (.653)

PSAC Combined Record (181 games)
132-46-3 (.738)

PSAC Championships: 4 (WLAX, WSOC, WSWIM, MSWIM)

PSAC Championship Game Appearances: 3
(BASE, WLAX, WSOC)

Individual National Champions: 2
(Ann Carozza [WSWIM] – 100 butterfly)
(Ralph Casper [MTRACK] – Shot put)

National Championship Game Appearances: 2
(WLAX, WSOC)

NCAA Regional Tournament Champions: 2
(WLAX, WSOC)

NCAA Tournament Appearances: 10

WCU ATHLETICS SOCIAL MEDIA CAMPAIGNS (NUMBERS SINCE AUG. 1, 2022):

Twitter:
New Followers: 786
Impressions: 2.8 million (2,834,000)

Facebook:
New Likes: 1,088
Reach: 1.2 million (1,215,803) (363.7% increase from 2021-22)

Instagram:
New Followers: 1,323
Reach: 124,639 (57.3% increase from 2021-22)

ATHLETIC SUCCESS IN THE CLASSROOM

447 WCU Athletic Director Academic Honor Roll recipients (min. of 3.0 GPA; 423 in 2021-22)

260 PSAC Academic Honor Roll recipients, (min GPA of 3.25; 314 in 2021-22)

173 D-II ADA Academic Honor Roll recipients (min of 3.5 GPA; 175 in 2021-22).

CSC Academic All-Americans: 5

SUCCESSFUL SOCIAL MEDIA CAMPAIGNS:



First Day of Classes Staff Highlights



Ram Roll Call Highlights of Student Leaders & Events

Catherine Young, Student Government Association President



The Rams Up Photo Mural was a partnership between Communications & Marketing and Sykes Student Union. We worked together with our campus muralist on design and recruited students to help in painting it with her. The mural is located on the ground floor entrance of Sykes outside the Campus Store.



March Madness WCU Edition: Winners: Sykes Student Union & Ramboree



The director of communications and marketing sits on multiple university committees to implement marketing for events and initiatives.



NEWSLETTERS:

The **Ram Roundup** is a weekly newsletter sent on Mondays to all students with announcements and information about upcoming events and initiatives. Student organizations along with university and academic departments submit their information and picture to be included each week. 30 newsletters published this year.

DOSA Developments is a biweekly divisional newsletter sent to the division of student affairs and other constituents with updates and need-to-know information. The newsletter also includes upcoming important dates and birthdays of DOSA staff. 150+ submissions for content.

The office manages the **Newsletter Communications form** that streamlines communication efforts to include the submitter’s announcement in other various divisional and university newsletters. One form is submitted and the director forwards to all contacts of the following newsletters. 266 submissions this year for newsletters.

- Center for Women & Gender Equity Newsletter -
- DOSA Developments
- Dowdy Multicultural Center Updates Newsletter
- Off Campus and Commuter Student Newsletter
- Philadelphia Campus Weekly Announcements
- The Queerly Chronicle
- Ram Fam Central

- Ram Roundup Student Newsletter
- Ram Serve Newsletter (Center Civic Engagement & Social Impact)
- Resource Pantry Newsletter
- Student Organization Officer Newsletter
- Ram Report for All WCU Employees

Communications & Marketing



Brand Toolkit

A branding toolkit was created with assets the division may use for communications to align with university branding standards. Files include official fonts, marketing photos of students, staff, and campus, Rammy photos, and official logos.

Communications & Marketing for Student Affairs develops, implements and promotes the communications, marketing, and publications efforts for the Division of Student Affairs in order to effectively promote our programs and services to students and share our educational outcomes and story with key stakeholders.

Parent & Family Relations & Student Ombuds

DR. LISA M. MONTGOMERY

West Chester University's Office of Parent and Family Relations supports the mission and vision of the University and the Division of Student Affairs by recognizing our WCU community of educators includes parents and families, as we share a common goal of fostering student learning, development, and success. This mission is also supported through the work conducted by the Student Ombuds who works directly with WCU students that are navigating various situations and require guidance on next steps.

MAJOR INITIATIVES/CHANGES

Ram Fam Education Series for families

Revitalized Ram Fam Resource Guide – guide was provided to all new families attending orientation for the 2023 – 2024 academic year

FAMILY WEEKEND

The Office of Parent & Family Relations hosted a very successful Family Weekend (Friday, September 23 – Sunday, September 25th). There were over 3,000 guests on campus throughout the weekend enjoying various festivities and activities planned. The list of events is included below:

FAMILY WEEKEND EVENTS

Free access to the WCU Recreation Center for the entire weekend

Shabbat Dinner

Off Campus Housing Fair

WCU Resource Fair

Tours of the SECC building

Planetarium shows

West Chester's Best

WCU Football game

Historical walking tours of campus

Entertainment and sweet treats on the academic quad

WCU Live Concert featuring Comedian Preacher Lawson

Ram Family Brunch in our SECC cafeteria

ADDITIONAL ACTIVITIES SPONSORED BY THE LOCAL COMMUNITY

American Helicopter Museum

Escape Room – West Chester

West Chester Artisan Exchange

FAMILY ASSISTANCE

Number of family member interactions: 2022 – 1,000

Types of Concerns:

Housing

Student engagement

Financial concerns

Academic matters

Student accommodation questions

Number of student interactions: 2022– 750

Types of concerns:

Housing

Academic matters

Financial concerns

Engagement

Mental health matters

Ram Fam Central

Ram Fam Central is the main communication vehicle for our WCU families. Important university information and announcements are shared on this platform. Each year, we strongly encourage our families to sign up for this newsletter so they don't miss any important information. There are currently over 21,000 people (about the seating capacity of Madison Square Garden) signed up for Ram Fam Central with just over 6,000 new sign ups on this platform as of July 2023. Here are some additional statistics from the 2022-2023 academic year.

THE TOP POSTS/ANNOUNCEMENTS FROM THE YEAR WERE RELATED TO THE FOLLOWING TOPICS:

Family Weekend

Student Internship Opportunities

Housing

Scholarship Week at WCU

Refresh Sleep Program

Student Hiring Opportunities

STUDENT/FAMILY STORIES, SPOTLIGHTS

Throughout the course of the academic year, the Office of Parent & Family Relations assists families who are working to help their student(s) navigate various situations. In one situation that occurred this year, a student was struggling with class attendance and other mental health concerns. This student and a member of their family met with the Director of Parent & Family Relations to discuss their current situation. The family and the Director put a plan in place that listed step-by-step plans to ensure the student would be set up for success going forward into the 2023-2024 academic year. Because of that engagement,

the student now connects with the director consistently to provide status updates on their situation and has expressed thanks and gratitude for all of the assistance and words of encouragement received from the office. The family member has also expressed their thanks for the assistance of the office and feels very comfortable contacting the director as needed with additional questions or concerns.

On the Student Ombuds side, there was a case this year for a student in which the Student Ombuds manager provided guidance and assisted the student with preparing for an upcoming interaction regarding their situation. Once the issue was resolved, the student sent this quote to the Ombuds.

“Thank you so much for everything you did, I felt so prepared because of you, and I can’t thank you enough! It was a pleasure meeting you, and I hope we can cross paths again in the future!”



Assistant Vice President for Student Engagement

DR. SARA HINKLE

This has been a year of transition for the student engagement unit. A divisional reorganization brought these four departments together under the leaders of assistant vice president, Sara Hinkle and Student Leadership and Involvement was placed under the interim leadership of Cara Jenkins, who also leads Fraternity and Sorority Life. This reorganization provided opportunities for enhanced collaboration and synergy between these departments.

The unit worked to provide better coordination for student organization events through the creation of the Student Event Review Committee, a group of key stakeholders across the university who meet regularly to support student organization events, and the creation of the Complex Event Advising Policy, designed to increase support and minimize risk for complex student organization events. The student engagement unit also provided leadership and support for various campus traditions, including Homecoming and Ramboree. Additionally, a new process was created for departments to reserve various spirit enhancements (e.g., reusable balloons, photo backdrop), and our senior Rammy performer was revealed and acknowledged at the Student Leadership Award and commencement.

Finally, the unit advanced various diversity, equity, and inclusion (DEI) initiatives. Fraternity and Sorority Life continued its DEI efforts with the Harbor Institute; Sykes Union and Student Activities worked toward advancing their value of creating affirming spaces; and Student Leadership and Involvement collaborated to find an equitable solution for hosting multicultural student organization events.





Fraternity & Sorority Life Anti-Racist Curriculum – The OFSL received a second Innovation in Diversity & Inclusion Grant this year. In our third year of partnership with the Harbor Institute®, this past year focused on individual member investment and chapter culture. During a town hall, members created action plans for removing barriers to addressing racism. Chapter advisors also received training on DEI and the annual Chapter Inclusivity Inventory. A total of 1,100 respondents completed the inventory and were evaluated on the six domains of inclusivity. Each respondent will receive a personalized report with resources. The training session was received well, and we were able to share the approach and methodologies we have utilized to change the WCU FSL community.



Founder's Plaque Wall – The Office of Fraternity and Sorority Life hosted a Ribbon Cutting Ceremony for our new Founder's Plaque Wall. In the spirit of WCU Homecoming, we brought over 200 students and Alumni together to celebrate this accomplishment the morning before the football game.

The Ram Plan Programs offered by the OFSL for the 2022-2023 academic year are: Sober Monitor Training (405 members completed), FSL Health and Safety Training (828), Olympus Leadership Series (15), New Member Orientation (857).

Membership and Growth – The Office of Fraternity and Sorority Life supervises the recruitment and intake processes for all chapters, resulting in **613 new members**,

totaling 1,714 members of the fraternity and sorority community (which is consistent with spring 2022). The National Pan-Hellenic Council (NPHC) approved the reactivation of Alpha Kappa Alpha Sorority, Inc. and Iota Phi Theta Fraternity, Inc. Once these chapters are re-established, WCU will be the only university in PASSHE with all nine historically Black organizations (also known as the Divine 9). The Interfraternity Council welcomed Beta Theta Pi, its eighth new fraternity in ten years.

National Leadership Programs
The Harbor Institute Ultimate Hazing Prevention and Growth Bootcamp: The Harbor Institute facilitated a half day hazing prevention and growth bootcamp for the National Pan-Hellenic Council and Multicultural Greek Council. We partnered with the WCU Black Alumni Chapter to engage alumni from each of our 10 organizations within the two councils. During this interactive educational experience, our students and alumni gained valuable information and practical strategies to continue to adapt to changing times. This was a very meaningful event and the buy-in from alumni will help to ensure the longevity of the impact.

Member and Organizational Conduct: For the 2022-2023 academic year, 105 individual fraternity and sorority members were found responsible for one or more violations of the Code of Conduct. Six (6) cases were heard through the Group Conduct process, resulting in disciplinary reprimand (1) group probation (1) and final group probation (2).

-
- * MEMBER ACCOMPLISHMENTS**
 - 3.26 Average Spring 2023 cumulative GPA - consistently above the average for the student body**
 - Raised \$50,581**
 - Completed 7,500 hours of service**
 - Samantha Tellez and John Stickney received the Greek Leaders of Distinction award**

Fraternity & Sorority Life

The Office of Fraternity and Sorority Life (OFSL) engages fraternity and sorority members in a commitment to their values, shared governance, and advancing the common good through a diverse learning environment that builds a lifelong affinity to West Chester University and the fraternal community.

3.26
AVERAGE
CUMULATIVE GPA*

\$50,581
FUNDRAISING*

7,500
COMMUNITY SERVICE
HOURS*

Spirit & Traditions



Major initiatives

A senior Rammy Team performer was revealed and recognized for her five years of dedication and over 1,000 appearances as Rammy at the Senior Leadership Awards, Spring Football Game and wore the mascot shoes during her commencement ceremony.

The spirit enhancements reservation process was streamlined on RamConnect to allow more departments to utilize these spirit enhancements. This process was presented at a DOSA meeting.

Ongoing Traditions

Spirit Fridays continued to provide WCU branded swag to students on the First Friday of every month. Rams After Hours continued its ongoing late-night programming every Friday evening during the semester in Sykes Student Union. Attendance grew by 56% from the previous year with 5,617 total attendees.

Fall Traditions

A Student Tailgate was held at one fall football game this season where food and t-shirts were provided. The University celebrated Homecoming this past year on October 8, 2023. This year's theme was Rock 'n Roll

Homecoming and was incorporated into the many events that were held throughout the week. Attendance at student events totaled around 845 participants.

Spring Traditions

Rammy's Birthday Party was held on February 18, 2023. Many other mascots were in attendance to celebrate Rammy's Birthday. Banana Day was held on April 19, 2023 and was hosted by the Student Activities Council (SAC). This year 61 students received the 1871 Award, which recognizes junior and seniors who are high achieving in both the academic and co-curricular realms. The students were honored at a ceremony on April 13, 2023. Ramboree took place on April 28, 2023 in Sykes Student Union, as well as parts of K Lot. Due to inclement weather, most of the festival components were moved inside or closer to the building, but unfortunately the carnival rides and games had to be canceled. Of those who answered the post event survey, we found that 95% were undergraduate students and a little over 50% were residents of north campus. Attendance totaled approximately 2,015 people, 1,381 food tokens were used amongst eight food trucks, and the two rotating dessert trucks served a great number of students despite the rain.



Mascot Team

Rammy made 197 appearances this year. We had to decline 20 other events that could not be attended by our team members. Rammy Team consisted of 5 performers. Ninety-three events were attended in the fall and 104 events were attended in the spring. Rammy is also scheduled to attend all the Orientation dates this summer.

"WCU offers a wealth of campus traditions and events that help infuse spirit and fun into campus life, and a greater sense of pride and connection to the University."



292

STUDENT ORGANIZATIONS

221

SGA ORGANIZATIONS

41

HONOR SOCIETIES

31

GREEK-LETTER ORGANIZATIONS

Nine students served as Leadership Consultants this year. The role of the Leadership Consultant is critical to the support of the overall student organization community and to student engagement and development. LCs are members of a student organization called Leadership Development and Empowerment (LEAD).

While continuing staff transitions left the department without a full time Director, the staff was still able to prioritize the following initiatives:

Complex Event Advising Policy – A new policy to reduce risks for multi-layered student organization events. In its first year, 175 forms were submitted, and a review of the policy and process will inform improvements in the coming year.

Student Government Association Advising – Assumed the role of SGA Advisor and major developments occurred in the Council of Organizations, Elections, Finance Treasurer Trainings and review of budget request process.

Recognition & Re-registration – Supported 23 new student organizations in completing the Student Government Association recognition process. Supported 221 student organizations in completing the re-registration process.

Co-curricular Programs – Twelve programs were offered this year (see table below).

SLI Programs	By the Numbers
Annual Leadership Awards	187 students and organizations recognized in 34 award categories, 200 attendees, 236 nominations
Collegiate Leadership Competition	7-week series, 22 participants, added the program to 5 students' Ram Plan co-curricular transcripts
Find Your Org Friday	155 student organizations, 300 attendees
First Year Experience Programs	7 programs, 712 first-year student attendees
Involvement Fair	215 student organizations, 3,000 attendees
Michael Horrocks Institute for Varsity Athletics	22% of Varsity Athletes participated in at least one leadership development program
Emerging Leaders Conference	95 students from 11 teams participated
Captains Leadership	Four-week program, 34 student athletes from 14 teams completed the program
Advancement Series	
The Academy	3-year program, 15 workshops, 37 students participated, received 34 applications (the highest in three years)
Nobel Peace Leadership Prize Series (Collaboration with Honors College)	12 student facilitators, 58 first-year student attendees
Sports Club Leadership Series	3-week series, 84 students participated
Student Government Association Treasurer Training	276 attendees
Writing Your Involvement Story	15 sessions offered, program was listed on 2,512 students' Ram Plan co-curricular transcripts

Student Leadership & Involvement

The mission of the Office of Student Leadership and Involvement is to provide WCU students with transformative learning opportunities that prepare them to be active global citizens through involvement in student organizations, intentional programming, and interpersonal interactions.



Sykes Union & Activities

Major Initiatives

Sykes Union and Student Activities completed various initiatives over the course of the year ranging from facility improvements to programmatic elements that impacted our student employment and services. Seventy-seven new tables were replaced as well as a new event stage which includes a ramp for accessibility. Software was adopted to assist with event, client, and building support that integrates into existing campus software. This operational platform supports the office in event management and day-to-day operations and has drastically improved internal office communications.

The department created and implemented a student evaluation and personal development program called Rams Integrating Skills and Education (RISE) program. The program connects learning outcomes to career readiness competencies as well as divisional learning outcomes and has served as an opportunity to coach and mentor our student employees.

To further support our students, clients and visitors, we implemented a new customer service philosophy called **PRIDE**:

Provide a positive and affirming experience to all

Respect the needs of the clients and meet them with compassion and empathy

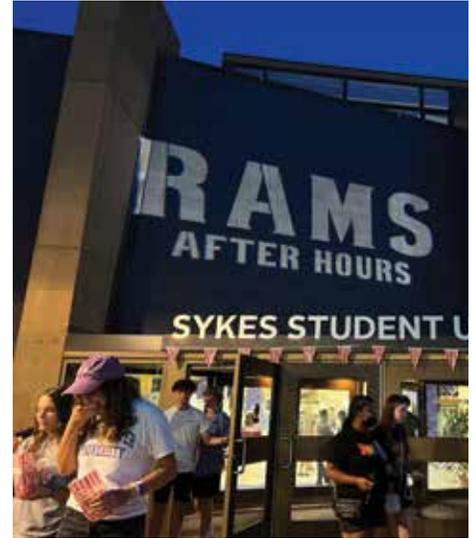
Invite and include different people, ideas, and experiences

Diffuse situations and discuss ways to rectify any issues

Ensure client satisfaction by following up and asking intentional questions).

To shape our future, we completed a self-study and external review that evaluated both the Student Union and Student Activities utilizing the CAS standards and provided a comprehensive report that will be used to establish a new strategic plan this coming year. Finally, we introduced some much-needed aesthetic updates such as a social media photo mural on the exterior of the building that included students who painted it, wayfinding maps of the building, and updated paint and décor for many of the meeting rooms.

Sykes Union and Student Activities creates vibrant campus community through excellent programs and services.



By the Numbers

3,256 reservations for Sykes Union spaces (2,304 from student organizations; 922 from University departments; 30 from external groups)

7,155 students attended 43 events hosted by Student Activities and Rams After Hours. For Friday late night events, attendance grew by 56% from the previous year with a total of 5,617 attendees.

Paraprofessional Team supported: Sykes Union

26 Building Managers

4 Social Media & Graphic Designers

18 students on the Student Activities Council

3,256
RESERVATIONS FOR
SYKES UNION SPACES

Campus Recreation has had a busy and exciting academic year. Our department has seen participation increase across the board with daily visits, program participation, and special events. Our department celebrated its 10-year anniversary in August with weeklong events for students and employees. Campus Recreation's primary goal for this year was to expand our collaborations across campus and to increase engagement within the campus community. These collaborations included:

- The Human Resources department by offering opportunities for employees to utilize our facility, programs, and wellness programs. In May, we hosted an employee appreciation event where over 200 employees participated.
- Health Sciences department utilizing their students knowledge to assist with supporting programs and initiatives.
- Office of Sustainability & the Library with creating a Bike Share program for the University.
- Hosted Admissions Open Houses for potential and incoming students.
- Hosted 2 Career Fairs with over 130 employers.
- DCAP presentations to all student employees on creating inclusive experiences.
- Nutrition Department tabling series offering educational handouts, healthy food demonstrations, and make-your-own samples.

CAMPUS RECREATION BY THE NUMBERS

GENERAL HIGHLIGHTS

- 20 new Matrix treadmills (with marketing capabilities)**
- 175 student employees**
- 6 Graduate Assistants**
- 5 Professional Staff**

PROGRAM HIGHLIGHTS

- Intramurals**
1,618 unique participants, 3,036 total participants
7 leagues, 314 teams, 784 games
- Group Fitness**
1,495 unique participants, 10,497 total participants
15 classes, 979 sessions
- Sport Clubs**
1,029 total participants, 27 sport clubs
- Outdoor Adventure Pursuits**
104 total participants, 8 trips

Campus Recreation

Campus Recreation engages the West Chester University community through co-curricular experiences by providing diverse programs to inspire lifelong health and wellness.

Assistant Vice President for Health & Wellness

DR. B.K. TAYLOR

The Office of the Assistant Vice President for Health and Wellness is honored to champion the health, wellness, and well-being of all students, staff, and faculty members. Within the portfolio of Health and Wellness are four departments: Campus Recreation, Counseling & Psychological Services, Student Health Services, and Wellness Promotion. Within the office itself are two agencies, the Concern Assessment, Response, and Education (CARE) Team and Student Assistance. These departments and agencies unite to further integrate their efforts for our students' health, wellness, and well-being while coordinating efforts across the campus to better these topics for all. The vision of Health and Wellness has four parts Leadership, DEI, Wellness, and Well-being. Through this vision, the Health and Wellness team inspires to achieve well-being for all.



The mission of the Department of Counseling and Psychological Services (The Counseling Center) is to promote the optimal health of all currently enrolled WCU students through the provision of quality and culturally competent mental health services and education for the campus community. The Counseling Center continues to be accredited by the International Association of Counseling Services (IACS).

Counseling and Psychological Services

Counseling services include individual and group therapy as well as the use of our Clinical Case Manager for referrals off-campus. While an emphasis is placed on short-term work, longer-term work may be required or necessary for more complicated cases. The Counseling Center also offers crisis intervention, consultation, and psychiatric services.

The Counseling Center provides robust outreach programming throughout the year. Our most popular outreach program is our therapy dogs, who regularly visit campus, attend other departments and groups events, and celebrate the end of the semester with our dog therapy extravaganza. We also offer programming around recognizing and responding to students in distress (called WCU Cares, formally Campus Connect) and our relaunched Humanity and Resilience Program (with programs such as “Weathering the Storm” and our “Dine and Discuss”). Along with Wellness Promotion, we have our Check Up from the Neck Up week where we have Check Up from the Neck Up mental health screening day and Fresh Check Day.

The Concern Assessment, Response, and Education Team (CARE Team) is a campus-wide team that provides a compassionate approach to the identification, consultation, and coordination of the University’s response to situations involving students who engage in concerning, disruptive, and/or potentially harmful behavior. The CARE Team serves as a resource to the campus community and centralizes communication. The team identifies risks and develops a collaborative outreach and support plan with campus and community resources.

Student Assistance & CARE Team

The CARE Team comprises university personnel with expertise in student development, law enforcement/threat assessment/tactical applications, university operations, and medical and mental health. Membership is based on the position and not the individual. The selected members have regular contact with campus community members in some manner, which will aid in assessing individuals and/or the authority to take the appropriate action as needed. A collaborative process to evaluate concerning behavior is used. Depending on the situation, additional personnel with specific areas of specialization or responsibility may be called upon to assist the team. The team may also consult other individuals as needed, such as a faculty member concerned about a student, a roommate, a family member, local law enforcement, and/or an employee who has information concerning a student. The CARE Team Chair will keep the Vice President for Student Affairs advised of elevated or critical situations, who will then keep senior university officials advised of elevated or critical situations.

Student Assistance is a service provided through the office of the Assistant Vice President for Health and Wellness. Student Assistance navigates and supports students through many situations and challenges. Suppose a student has missed a *minimum of 3 (three) class days* due to an appropriate matter (illness, injury, personal, or family emergency). In that case, a formal absence letter may be circulated to professors verifying the absence. Students are highly encouraged to contact their professors for academic guidance regarding missed work due to their absence.

Combining the CARE team and Student Assistance, about 1300 cases have been assessed and responded to effectively. Over the past year, our students’ growing mental health concerns have become challenging for the CARE Team and Student Assistance to respond to promptly and effectively. As such, it has been proposed to expand the CARE Team and Student Assistance case management. We believe that with additional resources, we will be more effective at providing the services needed for the health and safety of our students.

BY THE NUMBERS

Four vacancies filled (3 nurse practitioners and 1 registered nurse)

5,897 student appointments

4,075 medications dispensed

5,717 lab tests provided

290 tuberculin skin tests

Provided 530 students and 220 faculty/staff influenza vaccinations. Several clinics were administered by WCU Nursing Faculty and Student Nurses.

Received 15,000 free at-home COVID-19 tests for students, staff, and faculty.

20 Athletic Training students and 18 Physician Assistant students completed clinical hours in SHS



Major Accomplishments & Initiatives

During Nurses' Week in May, five nurses in SHS were recognized as Top Nurses 2023 from Main Line Today magazine. Congratulations to Lora Crosswhite, Marjorie Dreyer, Kelly Facenda, Lenore Joyce, and Kathy Mundy!

Kathy Mundy received an RJ Award for her dedication to student health and the department

We established regular communication with Chester County Health Department and the Chester County Hospital Emergency Department.

Programs included representation at the Involvement Fair, Find You Org Fridays, New Student Orientation, First Year Experience, Welcome Week, and various open houses.

We partnered with the Office of Wellness Promotion on a Let's Talk About Sex fair, providing education as well as free sexually transmitted infection testing to students.

Staff Training

More than 176 continuing education hours were completed by SHS staff. Topics covered in staff training included health literacy provided by the American College Health Association, the care of LGBTQIA+ students provided by Main Line Health, transgender transitioning and navigating healthcare, national sexually transmitted infections.

In May, the Southeastern Pennsylvania College Healthcare Association was hosted at WCU in May for 73 college health staff from 10 surrounding counties. Several staff presented at the conference.

Sustainability

Protocols and standing orders were created to allow nurses to perform COVID and sexually transmitted infection testing without needing a medical provider appointment. Starting in fall 2022, nurses were allowed to provide emergency contraception to students who meet the standing order criteria.

In the Spring of 2023, SHS resumed student satisfaction surveys. We received positive feedback on our "Self/Sexual Care Station," an area where students can collect over-the-counter supplies (e.g., cough drops, salt packets, honey packets, tea bags, mints, hand lotion, eye masks, ear plugs) for free after their appointment.

Student Health Services



West Chester University Student Health Services provides personalized and accessible high-quality healthcare services and educational resources to support student success.

5,897

STUDENT APPOINTMENTS

4,075

MEDICATIONS DISPENSED

5,717

LAB TESTS PROVIDED

Wellness Promotion

Major Initiatives

The Office of Wellness Promotion offered one-on-one early intervention services BASICS (Brief Alcohol Screening & Intervention for College Students) and CASICS (Brief Cannabis Screening & Intervention for College Students) to seventy-six students this year.

The Office of Wellness Promotion received a consecutive two-year, \$38,697 alcohol education grant, from the Pennsylvania Liquor Control Board for the 2022-2024 academic years.

1,427 new Golden Rams participated in the Welcome Week Wellness Fair to learn about their health and wellness and become acclimated with campus resources.

350 students attended Fresh Check Day, and uplifting mental health fair and the signature event of the Jordan Porco Foundation, in September 2022.

RamCab Trivia helped students gain knowledge and skills pertaining to alcohol use while riding on golf carts across campus during a pre-Homecoming activity in October and Banana Day in April.

The first student **Health and Well-Being Expo**, in partnership with the WCU Department of Health, was held in November 2022.

91 students checked into the event and 22 experiences were provided, largely by students in connection with an academic course.

The RefRAMe Campaign, a marketing campaign to encourage educated decisions and challenge misperceptions about alcohol use by WCU students was disseminated in August during move-in and in April during Alcohol Awareness month.

905 Ram Boxes, a subscription-like service including four standard boxes and three special edition boxes focusing on a variety of topics, were distributed this year.

Peer educators presented 16 educational workshops this year, with 319 attendees on a variety of topics. 35 BeWell Huts were planned and executed throughout the semester. Over 1,130 students participated in a BeWell Hut this year.

Sarah Supplee, senior peer educator, was nominated and selected by NASPA as one of three Peer Educator of the Year recipients. Sarah was honored at the 2022 NASPA peer education conference in Pittsburgh.

Of the eight approved RamPlan programs in the Office of Wellness Promotion, 645 students received credit for completing at least one program.

1,427
WELLNESS FAIR
PARTICIPANTS

The Office of Wellness Promotion engages students in opportunities to cultivate sustainable skills in health and well-being.



Associate Vice President for Student Life & Dean of Students

Denine M. Rocco

The work of the AVP and Dean of Students team has focused on creating a campus climate where all students feel like they matter and have a strong sense of belonging to our campus community. Staff have worked diligently to create spaces and touch points where all students feel valued, cared about, respected, and accepted.

The departments that comprise this unit —*Residence Life and Housing, Student Conduct, Off Campus and Commuter Services* and beginning in mid-spring, *Dining Services* —spent a significant amount of time and attention on reviewing policies, processes, and procedures of departmental programs and services to underscore our commitment to cultivating a campus community that upholds equity and inclusion as our core values.

Major Initiatives

New leadership hires: Director of Residence Life and Housing

Capitalized on existing relationships to springboard new initiatives with the Borough of West Chester, off campus property owners, and students living in the Borough to highlight and demonstrate our commitment to students being good neighbors.

Strengthened the relationship with Admissions and Enrollment Management colleagues to ensure Student Affairs and student voices are centered and that the work of division colleagues in retention, student learning and overall student success is highlighted.

Established new purposeful engagement initiatives for commuter and off-campus students, established the “Ram Regardless” focus (students are Rams regardless of where they may live), championed and celebrated the work of faculty and staff who positively impact commuter student sense of belonging and satisfaction with their campus community.

Coordinated efforts to address lack of trained staff/staff capacity issues to investigate reports of alleged hazing among student organizations, student groups, and or athletic teams. Created an external consultant model with the support of VPSA and the input and guidance of division colleagues.

Assessed the efficacy of housing occupancy models and database management systems and set a course for creation of future efficiencies and priorities.

Used creative funding with Dining Services dollars to support the initiative of colleagues in Academic Affairs during finals (finals grab and go study snacks).

Began an initiative to ensure a crisis-ready Student Affairs Leadership team.

Reframed the mission and priorities of Off Campus and Commuter Services

Successful division and institutional support of the reorganization of Residence Life and Housing.

Evaluated and revitalized the partnership between University Student Housing (USH) and WCU Residence Life and Housing.

Established a Dean of Students relationship with the Council of Chairs



Dining

Dining Services provides nutritious, well-prepared and affordable food options to a diverse University community through a variety of quality services.

Staff departures from the Division of Student Affairs led to changes in the designated campus contact for our food services vendor, Aramark. In mid-February Dining Services began reporting to the Associate Vice President and Dean of Students (interim). With the support and assistance from Stacy Houck, a staff member in the Sykes Union and Student Activities, working in an out-of-class capacity, the spring was spent gaining an understanding of the current dining contract and identifying strengths and opportunities for growth and development.

The SECC Commons reached its one-year operation mark. While not without challenges—Aramark staff and University partners in Facilities Management continue to address post-construction and equipment issues—Commons operations and the quality of food service became a smooth endeavor; catering continues to receive high marks. Additionally, a concerted effort to increase marketing brought a robust engagement calendar for students inclusive of theme events and reoccurring specials, continuous nutrition education information, and a 40% increase in social media engagement via Tik Tok and Instagram.

Overall satisfaction increased by 13% from fall to spring and food quality scores increased by 16% during this same period. DiningStyles Survey data during the spring semester (conducted during the month of March) demonstrated overall satisfaction increased by 72%; value increased by 18%, and food quality increased by 55% from the same survey conducted in the fall (during the month of October).

Student satisfaction and student engagement, revenue growth, and decreasing staff vacancies will shape strategic priorities in the coming academic year.

Off-Campus & Commuter Services



Off-Campus and Commuter Services (OCCS) advocates for equitable access to curricular and co-curricular experiences and institutional resources, regardless of a student's place of residence. OCCS is committed to fostering an inclusive environment that connects off-campus and commuter students with the university and the larger West Chester area community through intentional engagement opportunities to support institutional retention and graduation goals.

Major Initiatives

Over the last year, Off-Campus and Commuter Services (OCCS) has strategically refocused on the engagement, retention, and persistence of off-campus and commuter students, who historically have lower GPAs and graduation rates compared to their residential peers. We adopted our new motto, "Ram Regardless," which represents a commitment to commuter student belonging, regardless of their place of residence, and a call to action to off-campus students about their responsibility as Rams that extends to off-campus properties and to being good neighbors.

Commuter Student Support

- **OCCS advocacy** within University Parking Committee resulted in the removal of credit requirements for commuter parking passes resulting in all commuter students being able to park on North campus, regardless of earned credits.
- **Commuter students** indicated a desire to have fewer gaps between classes and a preference for classes held during the day, rather than at night, to accommodate full-time work, caregiving, and commuting challenges. This data was shared with the Block Scheduling Team, Academic Deans, and the Department of Learning and Teaching Innovation.
- **Commuter Success Days** were offered to support new commuter student curricular and co-curricular onboarding. 150 students attended across the fall and spring semesters. Students demonstrated an appreciation for opportunities to meet fellow commuters and explore resources.

Off-Campus Student Support

- **OCCS leadership** in West Chester Community Campus Committee resulted in Community Living Roundtable with off-campus students and the Mayor and the Borough Council President in partnership with Fraternity and Sorority Life, preventative conversations about harm reduction around the World Series and Super Bowl, and new programming to support student sense of belonging in the Borough.
- **Adopt a Spot** – Updated process with redrawn blocks to focus on high-traffic areas, 22 student organizations completed 120+ hours of Borough litter clean up in 2022-2023

- **Two new Ram Plan Programs** “Moving Off Campus 101” and “Preparing for Life Off Campus” offered virtually and in-person to support students in their search for off-campus housing and in preparation for living off campus
- **Off-Campus Housing Fairs** in both the fall and spring provided the opportunity for 1000+ students and families to engage with local property owners and management companies to explore off-campus housing options.
- **Move Out, Give Back** – Partnership with Community Warehouse Project to collect unneeded furniture from students living in the Borough and donate it to those in need within Chester County. A total of 60 houses participated in the inaugural drive and donated a total of 270 pieces of furniture.



COMMUTER ASSISTANT SPOTLIGHT

Commuter Assistants are seasoned undergraduate students who act as peer mentors to first year and transfer commuter students, guiding them through their first year as a Golden Ram.

“I like that I feel more connected to the campus because I spend more time here and talk with my mentees often. In my first year at WCU, I would leave campus immediately after my classes finished. Now, I have a reason to stay because I’m attending events or meetings with my mentees. I am also more connected to my professors who know I am a Commuter Assistant and they have connected me with other commuters in my classes.”

— Commuter Assistant Iris Ortega-Rodriguez

Residence Life & Housing

Celebrating the Building of Our New Team

Summer 2022 was pivotal for the growth and development of an almost entirely new professional staff team. New hires included: Director, Associate Director for Residence Education, Assistant Director for Residence Education, Associate Director for Housing Operations, Assistant Director for Assignments, and one new Area Coordinator. RLH also employed twelve Graduate Assistants, 107 Resident Assistants, 20 Desk Assistants and 17 Summer Staff Assistants.

Housing Occupancy

In support of new and transfer student enrollment, and retention of the returning student population, RLH collaborated with Admissions, Enrollment Management, Registrar and Moonshot for Equity colleagues to identify new bed allocations with priority occupancy for first year students and returning students with the highest financial need and risk of not being retained without housing. With a total of 3,200 beds, this bed allocation realignment factored critical during a period of unprecedented desire by returning students to reside in on-campus housing and a projected 90% of 3,100 new students requesting housing. The residence halls opened on August 24, 2022 just shy of 106% occupancy.



Residence Life and Housing strives to create a caring, vibrant, student-centered experience for resident students. This year, major initiatives included implementing a department reorganization, focused attention to housing occupancy and database management, reimagining the living-learning experience, enhancing campus partnerships, supporting Resident Assistants, and creating operational efficiencies.



The Residential Experience as a Developmental Experience

Knowledge gained at the Institute on the Curricular Approach led to the re-evaluation of our living and learning engagement model. As part of our new mission of creating a student-centered experience, opportunities for students to grow in the areas of academic engagement, career readiness, community engagement, health and wellness, involvement and leadership, and social justice were planned and implemented. During the 2022-2023 academic year, Residence Life and Housing implemented the following educational programs: 70 Gold Programs, 30 Purple Programs, 374 White Programs. Across the complement of WCU Managed Residence Halls and USH Affiliated Residence Halls the following programs were implemented by Resident Assistants and Graduate Hall Directors: 66 programs focused on Career Readiness, 362 programs focused on Community Engagement, 281 programs focused on Health & Wellness, 25 programs focused on Involvement and Leadership and 11 focused on Social Justice.

Enhancing Campus Partnerships

Residence Life and Housing routinely partners with an extensive number of campus partners. Two partnerships emerged as significant to fostering our student-centered mission and focused on education and responding to student trends included:

- *Wellness Promotion* - To respond to trends in student behaviors, Wellness Promotion brought their "Dimensions of Wellness" - Cannabis and Alcohol programs to each residential community and reached over 500 residential students.
- *Student Conduct* - Residence Life and Student Conduct collaborated on creating new, more purposeful and educational experiences for students related to Community Impact meetings. Now led by Residence Life staff, this change has resulted in students better understanding their rights, responsibilities, community living expectations, and ultimately reduced the number of referrals to the Office of Student Conduct.

Supporting Resident Assistants and Creating Operational Efficiencies

This year brought several changes to the evolving Resident Assistant (RA) role. To better support the RAs and address the inherent fluctuation of time spent on the role from week to week, the compensation model transitioned from hourly wage work to a stipend. This streamlined the payment process for RAs to prevent scheduling conflicts, reduce time submission errors, and reduced payment gaps due to clerical errors. Additionally, a differentiated compensation model was established for North and South Campus RAs, and the outside commitment hour cap was increased from 10 to 15 to better accommodate students' need to earn additional income while serving as an RA.



Student Conduct managed 2,455 cases involving 1,588 respondents. While 98% of cases are resolved with an initial conduct meeting, 25 formal University hearings and 15 Appeals were held typically involving three board volunteers for a total of 423 hours.

While total number of respondents are down 31%, the significant violations and subsequent outcomes have increased. These higher-level cases require higher skill based responses typically provided by the central Student Conduct Office staff. To facilitate all due process protections, the office carefully manages correspondence (4,922 emailed letters) in addition to postal mail with tremendous results. 89% of conduct correspondence is read within 1.3 days and cases adjudicated in 19 days.

In 2020, Student Conduct was asked to manage all conduct cases on campus, including those in residence. The result was a strategic effort to manage lower level issues such as noise, a warning from the hall director which allowed the hearing officers a more focused approach on the serious issues occurring in the residence halls. Additionally, the restructuring of Residence Life and Housing has cultivated more accurate reporting and follow through which has led to less overall case referrals and higher responsibility percentages for alcohol (85%) and drug (73%) violations.

SIGNIFICANT OUTCOMES

Number of Sanctions in (2022-2023)

700% Expulsions (1-8)

67% Suspensions (9-15)

92% Loss of Housing (13-25)

1000% Interim Suspensions (1-11)

60% Interim Residential Suspension (10-16)

Staff facilitated over 300 hours of presentations to more than 3,500 campus constituents and participated in over 100 hours of professional training

TOP VIOLATIONS FOR THE PAST THREE YEARS

2020-2021

(Responsible/Total Violations)

24. Violation of Criminal/Civil Statutes (217/235)

27b. Failing to Comply with Safety Precaution Requirements (201/261)

07C. Underage Alcohol (130/163)

18E. Non-Adherence to Courtesy/ Quiet Hours (87/110)

18A. Non-Adherence to the Guest Visitation Policy (79/111)

2021-2022

(Responsible/Total Violations)

18E. Non-Adherence to Courtesy/ Quiet Hours (538/629)

07C. Underage Alcohol (519/716)

24. Violation of Criminal/Civil Statutes (363/398)

18A. Non-Adherence to the Guest Visitation Policy (324/370)

27b. Failing to Comply with Safety Precaution Requirements (185/225)

2022-2023

(Responsible/Total Violations)

07C. Underage Alcohol (463/544)

24. Violation of Criminal/Civil Statutes (340/388)

18E. Non-Adherence to Courtesy/ Quiet Hours (280/328)

18A. Non-Adherence to the Guest Visitation Policy (145/177)

14A. Disruptive Conduct (142/182)

Average High BAC .17

More than half are First Year Students

75% On-Campus Residence

Total Alcohol and Drug Charges and Responsibility

Alcohol cases

Responsible

Drug cases

Responsible

Sexual Misconduct Cases:

1 (1)

Incident to Adjudication: 35 days (19)

Dean Certifications (2022-2023)

Educational Transfers (16-38)

Subpoenas (9-8)

Study Abroad (11-28)

Employment (7-16)

Personal Record requests (20-9)

Provided to ensure a student is in good standing, last year these requests (122) increased by 48%

Correspondence

4,922 Emailed Letters Sent

89% Read Rate

1382 Text Reminders

Average Picked Up in 1.3 days

89 Letters sent to Athletics coaches

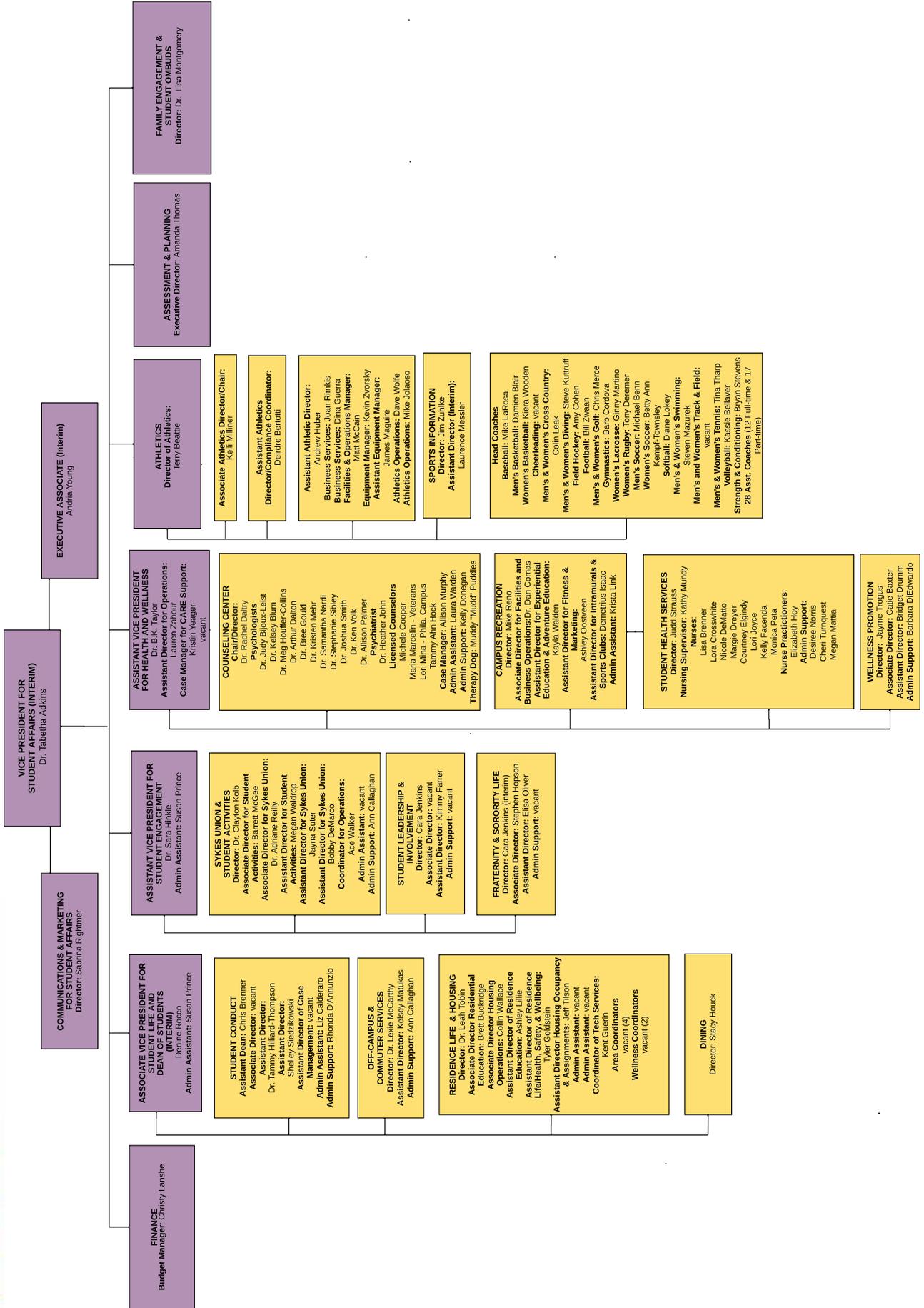
556 Letters to Parents for Alcohol and Drug Related Issues

Student Conduct

Our mission is to maintain an educational environment while upholding community standards and fostering personal development. We actively assist individuals in evaluating their decisions, while promoting learning opportunities to support student growth and social responsibility.



**WEST CHESTER UNIVERSITY DIVISION OF STUDENT AFFAIRS
ORGANIZATIONAL CHART**



LEARNING DOMAINS

The Division of Student Affairs provides co-curricular programs and services that build students' competencies in seven specific areas:

Civic Engagement – Encompasses actions wherein individuals participate in activities of personal, political and public concern that are both individually life enriching and socially beneficial to the community.

Communication – The exchange of oral, non-verbal and written information, with individuals, groups and external audiences using multiple modes, including technology and related applications.

Critical Thinking – A habit of mind characterized by the comprehensive exploration of issues, ideas, artifacts, and events before accepting or formulating an opinion or conclusion.

Integrative Learning – An understanding and disposition that a student builds across their personal, curricular and co-curricular lives, from making simple connections among ideas and experiences to synthesizing and transferring learning to new and complex situations.

Intercultural Fluency – Valuing, respecting, and learning from people with diverse backgrounds (e.g., ability, age, culture, economic status, education level, ethnicity, gender, nationality, race, religion, sexual orientation). The individual demonstrates openness, inclusiveness, sensitivity, and the ability to interact respectfully with all people and understand individuals' differences.

Personal Development – Personal development includes both intra- and inter-personal elements. Intrapersonal development refers to an individual's self-understanding and the extent to which they engage in living by their values and beliefs. Interpersonal development refers to an individual's ability to build and maintain meaningful and healthy relationships, work collaboratively, and lead others.

Problem Solving – The process of designing, evaluating and implementing a strategy to answer a question or achieve a desired goal.

Adapted from: CAS Learning and Development Outcomes; Connecting Credentials; NACE Competencies; VALUE rubrics from AACU.

WCU
WEST CHESTER
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