



**Minnesota State University Moorhead**  
**Student Affairs Work Plan Year End Report**  
 FY 2008

| Student Affairs<br>Divisional Goals                                  | Department/Program Goal   | Person(s) Responsible                  | Status/ Progress   |
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| <b>MnSCU Strategic Direction 1 - Increase Access and Opportunity</b> |   |  |  |
| Recruit students and champion retention efforts.                     | 1 Design and plan a Dragons After Dark Orientation event in the Comstock Memorial Union for new and transfer students | Karen Mehnert-Meland and the CMU staff | CMU sponsored and planned the 2nd annual Dragons After Dark event during Fall 07 Orientation. "X Marks the Spot" was the pirate theme with carnival games, obstacle course, coloring contest, free food and photo booth. Over 550 students attended the event with more than \$1500 in purchased and donated prizes given away.  |
|  | 2 Implement the Dragons After Dark Strategic Initiative year-long Plan, pending funding                               | Becky Boyle Jones                      | A collaborative effort involving Housing (Nina Johnson), Orientation/Transition (Veronica Michael), the CMU (Layne Anderson), the Office of Student Activities/CAB (Beverly Lahlum), Judicial Affairs (Becky Boyle Jones) and Hendrix Health (Lynn Peterson) hosted 8 Dragons After Dark with an average attendance on 361 students. Athletics and theatre were also supporting partners. Multiple events also had a philanthropic element giving back to the larger Moorhead/Fargo community and beyond. Funding was secured through SABC, Orientation, RHA, Housing, UBPC and the CMU. |

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|  | 3 | Work with Multicultural Affairs to establish best practices and determine the role of each office in recruiting students of color.  | Gina Monson and Abner Arauza               | Spring multicultural recruitment plan finalized and evaluated. Admissions shared data and priorities for Multicultural Affairs (MCA) Fall 2008 travel, prospecting and communication strategies. Admissions purchased names of students of color and corresponds with all prospective students of color (SOC). MCA determines priority outreach territory and utilizes Admissions visit scheduling system. Admissions mails notices of visits and followup. MCA receives weekly lists of admitted SOC and follows up through enrollment. |
|  | 4 | Complete prospective student life cycle and communication plan from point of first contact through admission decision to ensure university desired messages are being shared.   | Gina Monson and Jeremy Johnson             | Completed and outlined communication life cycle. Ongoing evaluation, modification and development of new recruitment materials, telephone, email, CHAT, Facebook, Myspace and related constituent outreach campaigns   |
|  | 5 | Assist Student Transitions Coordinator in implementing Dragon Days web site, invitations, sign ups and mailings   | Gina Monson and Veronica Michael           | Ongoing. Completed successful 2nd year under Veronica's direction as Transitions Coordinator. Admissions will continue mailings, phone calls and initial outreach for Dragon Days. Veronica plans and implements programs.   |
|  | 6 | Create and disseminate marketing print brochures for all academic departments.  | Gina Monson                                | Completed. Kristi Monson in Publications will continue annual followup for updates.  |
|  | 7 | Continue improvements to DARS/CAS including phasing in a MnSCU interactive degree audit, updating transfer advising rules for the 2006-2007 catalog year, and promoting CAS as an advising tool for faculty and students. | Jim Anderson                               | Placed CAS powerpoint training on the web. Encoding for interactive audits in DARS was completed August, 2008 MnTC rules were updated and complete June, 2008. Trained faculty, chairs and advisors spring 2008 on CAS for advising.   |
|  | 8 | Collaboration between the Peer Advisor program, the Diplomat program and Student Orientation counselors to provide an integrated advising, registration and orientation program for ALL students.                         | Kim Gillette, Veronica Michael, Sara Leigh | Ongoing - Continued collaboration between office of Orientation and Transition, International Programs, and Advising; ongoing improvements as to exchange of pertinent information which includes training, scheduling of programs, and services   |

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|  | 9  | Extend to other service-area high schools the opportunity for an MSUM "financial aid night" presentation. Collaborate with Admissions to identify target schools.                     | Carolyn Zehren                           | Seven presentations were done at area high schools, including all four major high schools in the Fargo/West Fargo area. College Goal Sunday February 10 was a success with over 50 individuals present.   |
|  | 10 | Revamp web site and application process for international students to create a more efficient process   | Kim Gillette, Gina Monson, Jodee Haugrud | Completed. Gina, Greg and JoDee met and reviewed processes. Admission prospecting and admitting strategy in place. Greg completed web page revisions.   |
|  | 11 | Work with the architects and contractors to facilitate and advocate student needs and interests in the building of the new Wellness Center.   | Karen Lester                             | Ongoing - Have worked with and will continue to work with contractors to make decisions on the building of the Wellness Center.   |
|  | 12 | Re-design the Multicultural Affairs website to conform to MSUM standards and make it easier to navigate.  | Abner Arauza, Multicultural Affairs      | Most of the pages in the Multicultural Affaris website have been done to conform to MSUM design standards. Some pages were removed while others were combined to make site navigation easier.   |
|  | 13 | Design and use a "banner" in all email and hard mail to increase staff, department and campus recognition. The "banner" will be designed to coordinate with the website.              | Abner Arauza, Multicultural Affairs      | Designing and implementing this proved to be more involved than anticipated and has not been completed.   |
|  | 14 | Work with Academic Deans, Chairs and faculty to provide the most valuable information to prospective students during their campus visit to Academic departments.                      | Laurie McKeever & Admissions             | Completed. Established ongoing meetings with representative named by Academic Deans, Solicited input and revised campus tour. Consulted and obtained updated promotional material from academic areas, student services and athletics. Team meets regularly to modify and evaluate campus visit programs. |
|  | 15 | If funded through the Strategic Initiative program, bring approximately 30 Twin Cities area high school counselors to MSUM to visit with faculty, staff and students and tour campus. | Ann Hanson & Gina Monson                 | Twin Cities regional Admission Counselor Ann Hanson planned, marketed and transported a van load of metro counselors to MSUM spring 2008. In addition, Gina worked with NDSU and Concordia to host first tri-college bus tour for metro guidance counselors. 10 counselors participated June, 2008.       |

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|  | 16 | Work with IT to determine if modifications to recruit/tour system is most effective/efficient for prospective students and staff. Research outside vendors  | Laurie McKeever & Admissions      | IT finalized rebuild of home-made database and campus visit scheduling system. This system will now offer academic departments increased information on students who visited campus and their department. When testing is complete Admissions will work with department chairs to develop followup communication with interested students. CRM - Gina hosted Right Now Technology, Microsoft Summit and 422 group for CRM demonstrations spring 2008. MNSCU is now pursuing system-wide CRM solution. RFP in place summer 2008. MNSCU took on CRM project Fall 2008. |
| Provide an environment that celebrates and promotes diversity. | 1  | Create programs that bring international students into the community to help schools increase awareness of diversity  | Kim Gillette, Jill Holsen         | Currently working with the Fargo High School to coordinate visits by interested students (ongoing).  |
|  | 2  | Build TOCAR into Admissions student employee training   | Laurie McKeever                   | Admissions is working with TOCAR on presentations for A-team training and in-services  |
|  | 3  | Meet with diverse student organizations to discuss products and services that are important to them in Comstock Memorial Union.   | Karen Mehnert-Meland              | In process. Hair salon in the CMU now cuts African American hair as well as coloring/highlighting. New Native American artwork added to the CMU collection. Ongoing meetings spring semester to plan a International Market event for fall.  |
|  | 4  | Build into FY08 rates a base budget for the new Emphasis Program Coordinator (EPC) position to help expand Hall Olympics and Other Option programs, and develop more academically focused programs. | Beth Conner                       | FY08 rates were adjusted accordingly; still some of the lowest housing costs in MnSCU system. Hall Olympics and Other Option programs were regenerated.  |
|  | 5  | Increase promotion and continue to expand Residence Hall Olympics and its support of culturally diverse campus programs and activity opportunities for resident students.                           | Beth Conner, Nina Johnson and EPC | Promotions increased and Residence Hall Olympics activity, especially in areas that support diversity, were focused.   |
|  | 6  | Examine and adjust health care delivery model for cultural competency. Work with International and Multicultural Affairs.   | Karen Lester                      | A third of the staff has completed the on-line cultural competency course. A strong working relationship has been developed with the International Office.   |

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|  | 7 | Continue to promote to faculty, staff and administration the importance and benefits of attending multicultural events, such as Indian Awareness Month, Black History month activities, Asian American programs, and others.                         | Abner Arauza, Multicultural Affairs  | Several efforts were put into practice: Announcements were sent by Dragonews, as early as four months in advance of events. Information cards were printed and distributed at the All College faculty meetings. A list of faculty of color and supporters was prepared; they received a personal printed invitation to attend events and be presenters. Select professors/classes were identified and received a personal call to invite their classes to events. Additionally, the usual promotion was implemented, such as posters, fliers, and email announcements. |
|  | 8 | Continue to support and complete initiatives identified in the University Racial and Ethnic Diversity Plan; work toward 100% staff participation in TOCAR and increase diversity through selection process departmentally.                           | Warren Wiese & SA Division   | Division continues to work toward 100% participation of TOCAR Level 1 training at a minimum.   |
|  | 9 | Use research conducted by Dr. Deb White to develop responsive services and resources to Gay, Lesbian, Bisexual, Transgender (GLBT) students including Safe Zone.   | Warren Wiese   | Safe Zone budget established from Student Affairs carryforward. Plans developing for GLBTQ service in cooperation with Academic Affairs and Dean of Graduate Studies.  |
| Provide quality and responsive student services. | 1 | Collaborate with Campus Security, Hendrix Health Center, the Counseling Center, Residential Life and Information Technology on a shared database to track conduct code violations and to provide a more timely reference, referral and intervention. | Kathy Scott, Ferman Woodberry, Beth Conner, Cliff Schuette, Karen Lester and Katy Wilson | Some collaboration has occurred, though more work will need to be done. As several of these areas are and will be under new leadership, collaboration will continue.   |

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|  | 2 | Cultivate and develop a partnership with Residential Life to better connect the Comstock Memorial Union and its programs and services to MSUM students.  | Karen Mehnert-Meland and the CMU staff                 | A coordinated fall student leader training schedule was developed, staff resources were shared and an outside consultant was brought in for a day of training. CMU staff and Housing Area Directors collaborated on a joint teambuilding/relationship building session that was presented to all student leaders on the afternoon of the first day of training. Melanie Hartman from High Impact Training was brought in to provide a full-day of training. Many joint training sessions were held (i.e. fire safety and fire extinguisher training with MFD, verbal deescalation with MPD, diversity and values-based programming.) |
|  | 3 | Determine students' job search expectations, awareness and perceptions.  | Cliff Schuette and the Career Services Staff           | Did not accomplish in a methodical way, but certainly received feedback informally through individual appointments and job fair feedback   |
|  | 4 | Collaborate with MSCTC and other MnSCU schools in streamlining students' seamless enrollment at multiple campuses. Develop with the Records Office a concise procedure for all external credit enrollment. | Carolyn Zehren, Financial Aid and Records Office staff | Continuation of the MnSCU pilot project from FY07 with regular meetings held with MSCTC staff for planning and implementation of activities and operations coordination. Collaboration with North Hennepin staff and students for Operations Management program and College of Education course delivery.  |
|  | 5 | Establish English language learners cohort to identify students who may need additional language assistance.   | Gina Monson  | Cohort established. Utilizing Accuplacer to determine Admission possibility for students with no ACT scores or non US transcripts..  |
|  | 6 | Upon retirement of testing coordinator, re-examine continuation of computer based testing's location in the Housing Office and possible alternative staffing and training components for reception area.   | Beth Conner  | Testing activity moved out of Housing. Adjustments made in reception area.   |
|  | 7 | Continue to pursue surveys and focus groups to further develop new potential learning communities.   | Beth Conner and staff                                  | Only one learning community developed thus far with the cooperation of Dr. Stephen Hamrick.  |
|  | 8 | Create a database of past study abroad participants in order to capitalize on their experiences to encourage current student involvement.  | Jill Holsen  | Student peer advisor began work on this project, but has not returned to campus. When things have settled down, we'll continue the work.   |

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|  | 9  | Prepare to be a MnSCU pilot site for mandatory student health insurance.  | Karen Lester   | Students have given their approval for mandatory student health insurance, but it awaits approval by the President. If approved, the process and procedures must be established.              |
|  | 10 | Develop a relationship with MSCTC to promote our valuable, inexpensive health service and wellness facility along with working with them to collect their student's outstanding health bills.   | Karen Lester   | A small percentage of MSCTC students utilized our health and wellness centers, but I anticipate the number to grow each year.   |
|  | 11 | Develop and present a workshop for international students that would introduce them to the process and procedures of the student conduct code and Alcohol and Other Drug Policy at MSUM to increase their awareness of the possible sanctions and consequences of violations. | Kathy Scott, Judicial Officer                            | Will be developed upon arrival of new Judicial officer  |
|  | 12 | Develop new methods to improve retention efforts of students of color and all Access scholarship recipients. This goal will involve the Multicultural Affairs Retention Coordinator described in the initiative proposal.   | Abner Arauza, Multicultural Affairs                      | Since this position did not materialize, no additional new efforts were implemented.  |
|  | 13 | Expand the role of the Dragon Transition Team to assist new students with adjusting to college life. Multicultural Affairs Retention Coordinator  | Abner Arauza, Multicultural Affairs                      | The name of this group was changed to Multicultural Affairs Connection (MAC). Some of these students were involved in promoting and implementing the Multicultural Leadership Skills Retreat. |
|  | 14 | Complete and implement the Student Affairs Strategic Plan   | Warren Wiese & SA Division                               | Work on this effort continues.  |
|  | 15 | Implement final plan for the "Student Success Center aka Hub" when that plan is approved  | Warren Wiese & SA Division                               | Work on this effort continues.  |
| Provide and model creative leadership through programming, training, problem solving | 1  | Create a minor in leadership studies.   | Cliff Schuette, Counseling Center and faculty colleagues | Accomplished in Spring 2007.  |
|  | 2  | Create a student leadership training format for hall councils and advisors to develop pertinent leadership skills.  | ADs and Kim Brosdahl                                     | Training doe this fall, including manuals and resources for the Executive Board for all Hall Councils and RHAs.   |

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|   | 3 | Further develop the EPC position to explore other ways of seeking faculty involvement with hall programming and interactions with floor and hall residents.  | Nina Johnson and EPC   | Position developed and work began on this process.  |
|   | 4 | Work with officials from the Clay County Restorative Justice program to explore "restorative justice" as a creative sanction and a learning experience for students involved in conduct code violations. | Kathy Scott, Judicial Officer-retired in Sept. 2007, Becky Boyle Jones served as interim | Explored restorative justice in neighborhood conferencing. Restorative justice will not be used at this time.   |
|   | 5 | Review and modify strategies to involve more students in planning events that celebrate and promote diversity  | Abner Arauza, Multicultural Affairs  | Each year students and staff of color explore new approaches to involving students in planning events. This year, some of the ethnic groups reach out to students of all ethnicities. Also, the Multicultural Leadership Skills Retreat offered tips on becoming more involved, more efficiently. |
|   | 6 | Expand the culturally-sensitive leadership skills development sessions to include participation in diversity programs already in place, such as TOCAR and the Unity Conference.                          | Abner Arauza, Multicultural Affairs  | On their own, several students of color were involved in the TOCAR student sub-group. Additionally, the Multicultural Affairs grad assistants organized the Multicultural Leadership Skills Retreat, where information was presented on how to be more effectively involved.                      |
| <b>MnSCU Strategic Direction 2 - Promote and Measure High Quality Learning, Programs and Services</b> |   |  |  |   |
| Promote student learning, success and achievement through educational and extracurricular programming | 1 | Evaluate current programs and be responsive to future programmatic needs, Meet with the Dean's Council to create a process and guidelines for establishing agreements with overseas institutions.        | Jill Holsen  | Am scheduled to meet several times with Dean Enz Finken to evaluate our current exchanges and put the finishing touches to the guidelines.  |
|   | 2 | Explore/develop Wellness Center internship opportunities. Utilize existing students for personal training and class instructors.   | Karen Lester, Brad Nordstrom   | The exercise science department has been contacted by Brad Nordstrom but no collaboration has taken place. I am hopeful to develop a partnership with this department in the future.  |

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|  | 3 | Pending resources, implement an academic progress tracking system to identify students with needs early in the semester. This goal will involve the Multicultural Affairs Retention Coordinator described in the initiative proposal.  | Abner Arauza, Multicultural Affairs  | Was not implemented due to lack of resources and staff; the Multicultural Affairs Retention Coordinator position did not materialize.   |
| Provide quality and responsive student services. | 1 | Conduct a survey of international students to measure their satisfaction with services and determine how and why students chose MSUM in order to determine future recruitment strategies   | Kim Gillette, Jill Holsen  | Still needs to be implemented.  |
|  | 2 | Create a program to provide students needing additional English assistance opportunities to develop their skills in a non-threatening environment.   | Jill Holsen  | Several projects are ongoing around the campus, including Education Department's grant-funded project and Speech/Language/Hearing's "Accent reduction program."               |
|  | 3 | In order to provide an adequate level of service both to current and potential students, to provide quicker turnaround in response to applications, and also to explore the possibility of increasing international students, hire an additional International Student Advisor. Without additional assistance, international student numbers will need to be capped or decreased to approximately 200. | Jill Holsen  | With the arrival of the new International Student Advisor, a position description should be in place within a few weeks.  |
|  | 4 | Develop an on-line student satisfaction survey system to gather wellness suggestions/needs for existing Wellness facility and the new Wellness Center.   | Karen Lester   | An on-line student satisfaction survey has been created for the Wellness Center. Utilization will begin this fall.  |
|  | 5 | Develop a systematic process to collaborate with Campus Security and Residential Life to review relevant cases for possible conduct violations to determine the approach and responsibility for investigation and adjudication.  | Kathy Scott, Judicial Officer - retired in Sept. 2007, Becky Boyle Jones served as interim | Met with Residence life in November 2007, agreed to scope of violation for referral to judicial affairs. Campus Security refers appropriate cases upon review by the director |
|  | 6 | Conduct a survey to determine students' needs and utilize the findings from a survey/poll to form approaches designed to address these needs.  | Abner Arauza, Multicultural Affairs  | Information was gathered at meetings, the Leadership Retreat, one-on-one, and through personal feedback.  |

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|  | 7 | Explore ways to increase joint fall training opportunities across departments resulting in better training for more students.   | Warren Wiese & SA Division               | Many departments with large numbers of students participated in collaborative training.  |
|  | 7 | Improve and further develop an on-line orientation program to better meet the needs of the expanding student population taking exclusive classes on-line.   | Veronica Michael                         | Incomplete - online orientation has not be created. Information from sister institutions has been gathered in order to make best recommendation for move forward; additions to RightNow information to better make use of existing online tools.   |
| Advocate students' interests and needs.  | 1 | Create guidelines for faculty-led short-term study tours. Establish a process by which well-run and authorized faculty-led tours are offered for inclusion in the overall mission of expanding overseas educational opportunities for students. | Jill Holsen                              | Work is progressing rapidly. Meeting scheduled with Dean Enz Finken to bring this process to a conclusion.   |
|  | 2 | Develop on-line mini-sessions as a resource for students about budgeting, money management, credit management, and the financial aid process  | Carolyn Zehren and Angie Bainer          | With the resignation of Angie Bainer August 2007, this project was reassigned to Donna Hartmann-Turner late spring 2008. Significant progress has been made in developing on-line mini-sessions with modules ready to post to the Financial Aid website. Assistance from IT has been solicited and the site is expected to be live early fall semester 2008. |
| Enhance students' emotional, intellectual, vocational, physical, and spiritual development.                      | 1 | The Multicultural Affairs graduate student staff is polling student leaders on ways to expand utilization of the Dragon Transition Team and the Resources Directory to better help students adjust to the campus and community.                 | Abner Arauza, Multicultural Affairs      | Based on feedback from students, the grad assistants developed the Multicultural Leadership Skills Retreat. Dragon Transition Team members provided valuable information utilized in developing this project. The Resources Directory has been updated, although it has not been printed yet.  |
| <b>MnSCU Strategic Direction 3 - Provide Programs and Services Integral to State and Regional Economic Needs</b> |   |   |  |  |
| Promote student learning, success and achievement through educational and extracurricular programming.           | 1 | Offer the 4 Roles of Leadership course for both students and community organizations.   | Cliff Schuette and Karen Mehnert- Meland | The 7 Habits of Highly Effective People Signature training program for the North Dakota Association of Community Facilities took place February 26-28th, 2008. Twenty-eight individuals from ten different organizations attended the training. Customized Training coordinated the training. The evaluations were very positive.                            |

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|  | 2 | Develop Internship opportunities for Criminal Justice and Communications students in the Campus Security Department.   | Ferman Woodberry, Campus Security         | Not completed. Personnel change.  |
|  | 3 | Explore avenues for funding an internship coordinator position within Career Services  | Cliff Schuette and Career Services staff. | Submitted a Strategic Budget Initiative proposal. It was not funded.  |
|  | 4 | Continue efforts with MSCTC to streamline provision of housing for their students in a cleaner, more efficient manner.   | Beth Conner and Pat Walker                | Progress made with MSCTC. Housed approximately 75-85 students throughout last academic year.  |
|  | 5 | Integrate "survival" skills into the culturally-sensitive leadership skills development sessions. This goal will involve the Multicultural Affairs Retention Coordinator described in the initiative proposal.   | Abner Arauza, Multicultural Affairs       | The Multicultural Leadership Skills Retreat was the first stage of this project. Another stage will be offered in the Fall of 2008.   |
|  | 6 | Expand current programs, such as the use of the study and resource center. This goal will involve the Multicultural Affairs Retention Coordinator described in the initiative proposal.  | Abner Arauza, Multicultural Affairs       | In preparation to implement this goal, the equipment was updated last summer and all software was updated or reinstalled. Lack of staff resources hindered additional plans.  |
|  | 7 | Ensure the process for the "major event" fee funded in FY07 occurs with student consultation.  | Warren Wiese                              | First major events were planned and executed with funding from the Event Fee.   |
| Recruit students and champion retention efforts. | 1 | Collaborate with MSUM School of Business and Industry academic advisor to promote MSUM's School of Business and Industry programs. Update transfer articulation agreements in the Operations Management major and visits with the academic advisors at community colleges. | Jim Anderson                              | Reviewed and updated 29 community college articulation agreements with over 190 technical degree (AAS) programs that transfer into MSUM's Operations Management 2+2 degree in the spring of 2007. Worked with program coordinator Pam McGee to post the articulation information on the following website: <a href="http://www.mnstate.edu/om/eligibility.cfm">http://www.mnstate.edu/om/eligibility.cfm</a> . Assisted Pam with visits to area community colleges and businesses, promoting this innovative transfer program and developed a Degree Audit Report which allows these students to see how their technical credits will be applied to give them a faster track toward completing their bachelor's degree at MSUM. |

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|  | 2 | Work with University Honors Coordinator to court high ability students.  | Gina Monson                                    | Oustanding success. Implemented targeted communication plan, follow up calls and tracking. Proposed and impletemented special April Dragon Day for Honors and Scholars. Utilizing current Honors students in prospective Honors student outreach   |
|  | 3 | Arrange more campus visits by students from area high schools.   | Abner Arauza, Multicultural Affairs            | Multicultural Affairs staff worked closely with Admissions to meet with students touring the campus. Also, several campus visits were arranged. Additionally, Over close to 200 high school students attended cultural events throughout the year.   |
| <b>MnSCU Strategic Direction 4 - Innovate to Meet Current and Future Educational Needs Efficiently</b> |   |  |  |  |
| Provide quality and responsive student services.   | 1 | Work on the first year goals of the Comstock Memorial Strategic Plan in order to improve programs, services and facilities. Strategic plan will be complete by May 2007. | Karen Mehnert-Meland                           | Strategic plan general goals completed for the next three years. Refinement of goals will be on-going. This year collaboration with Residential Life and the Hall Directors resulted in a coordinated Leadership Training. Collaboration with Athletics resulted in a Dragons After Dark in Nemzek. Collaboration with Orientation resulted in coordinated Orientation programs including Transfer Orientation. Further meetings continue Spring Semester.               |
|  | 2 | Revise the Comstock Memorial Union webpage to make it more dynamic and user friendly.  | Braden Kuznia                                  | The CMU webpage has been revised and ongoing improvements continue. Events in the CMU, Dragons After Dark and Resources have all been added to the webpage. Monthly statistics are being collected on what, how often and other information about users of the CMU webpage. The staff attended an ACCED-I Webinar on Best Practices in On-line Marketing. Plan to work with Flypaper Creative in the Fall of 2008 to add more student user friendly options for content. |
|  | 3 | Continue to explore the co-location of services to more effectively serve students.  | Cliff Schuette and Counseling and Career Staff | This has been delayed doe to the possible relocation of the Bookstore to the CMU If this is accomplished it will then be possible for Counseling & Career Services to move into the old booksotre location.  |

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|  | 4  | Develop prospective student on-line immediate response tools to increase efficiency and responsiveness in sharing MSUM information.   | Gina Monson                  | Complete! Created immediate online automatic response to web inquiries resulting in immediate responses, tracking, reduced postage.and data entry. |
|  | 5  | Review and suggest new web link strategy for student affairs policies.  | Katy Wilson, Student Affairs | Incomplete due to Katy's departure from MSUM.  |
|  | 6  | Examine, expand, refine and update student appeal processes.  | Katy Wilson, Student Affairs | Incomplete due to Katy's departure from MSUM.  |
|  | 7  | Collaborate with the University Safety Officer and complete Vols. I, II and III of the Emergency Operations Plan, continue Vol. IV - Student Crisis Plans, and collaborate on Vol. V - Continuity of Operations Plan. | Katy Wilson, Student Affairs | Incomplete due to Katy's departure from MSUM.  |
|  | 8  | Continue oversight and collaboration in implementation of Emergency Blue Light System   | Katy Wilson, Student Affairs | Effort transferred to Campus Security.   |
|  | 9  | Provide oversight and support to Orientation and Transition Coordinator throughout the reorganization of Dragon Days and Orientation.   | Katy Wilson, Student Affairs | Ongoing under new leadership.  |
|  | 10 | Develop an international student alumni database to keep alums connected to the university  | Kim Gillette                 | This project has been on hold until the arrival of the new International Student Advisor.  |
|  | 11 | Continue work with Honors Program to enhance the Freshman Honors Community and expand it as its numbers may indicate and see how it might be further defined to emphasize its sense of community.                     | Beth Conner                  | Honors program in Residence Halls continue.  |
|  | 12 | Explore with Hendrix Health and Counseling Center staff ways to enhance experience and support for residents who choose to live within a new substance free community; pilot program may occur Fall 07.               | Beth Conner and staff        | On hold due to staff changes.  |

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|  | 13 | Expand the use of the student discipline database to include all conduct code violations and complaints of harassment under MnSCU 1B1.1 | Kathy Scott, Judicial Officer - retired Sept. 2007, Becky Boyle Jones served as interim | Did not happen due to retirement and lack of 1B1.1 cases this academic year  |
|  | 14 | Strive to co-sponsor events and collaborate with other departments to provide needed services.  | Abner Arauza, Multicultural Affairs   | Among collaborative efforts, Multicultural Affairs is developing a multicultural awareness training module for Resident Assistants and other Housing staff. Kim Brosdahl is currently reviewing the first draft. Efforts were initiated to co-sponsor events with organizations outside the Multicultural Affairs office as well as among ethnic groups. |
|  | 15 | Explore forming a multicultural alumni group to assist with recruiting and retention efforts.   | Abner Arauza, Multicultural Affairs   | Alumni were invited to attend and participate events on the MSUM campus. While these alumni have not been involved yet in recruitment and retention efforts, the stage is being set for that type of involvement.  |
|  | 16 | Conduct an external review of 2-4 student affairs departments   | Warren Wiese  | Housing review completed in the spring of 2008.  |
|  | 17 | Further develop and evaluate institutional changes necessary for year two of Sodexo food contract                                       | Warren Wiese, Beth Conner, Karen Mehnert-Meland   | Ongoing. New administrative leadership team members hired.   |
|  | 18 | Work with newly hired Directors in Hendrix Health Center and Campus Security to ensure appropriate orientation and training.            | Warren Wiese  | New Director of Hendrix Health Center hired and training continues. Campus Security reporting moved to Facilities and Administration Division.   |
| Operate programs and facilities with fiscal integrity. | 1  | Evaluate and monitor Drive a Dragon Program in order to recommend appropriate budget proposal.  | JoDee Pepple, Angela Boser, and Sandy Schob   | The past funding of the program was evaluated and a recommendation was made with the result of a \$15,000 decrease in SABC funding. Statistics are being collected on rider usage including number of users, numbers of rides, locations and costs to MSUM.  |
|  | 2  | Implement student loan default reduction program  | Carolyn Zehren, Angie Bainer and Linda Tegtmeier  | With full staff, plans to proceed with contacting students in late stage loan delinquency will proceed fall 2008.  |

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|  | 3 | Build new Admission follow-up packet that includes information from Housing, Financial Aid, Registration, Health Services, Counseling and others on steps to complete for a successful transition from admit to enrollment. This will reduce duplication, printing and postage for all departments involved. | Gina Monson                  | Complete and Fabulous! Cost saver, tree saver and more user friendly. Students and parents have commented on how they refer to their checklist to make sure they are on track for their transition from admitted to enrolled MSUM student. |
|  | 4 | Evaluate ways to create greater efficiencies and reduce costs with the least impact to student service especially if resources are diminished  | Warren Wiese and SA Division | Ongoing.   |
|  | 5 | Develop process and outcome for any strategic initiatives that are funded in this cycle.   | Warren Wiese and SA Division | Ongoing.   |
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**Minnesota State University Moorhead  
Work Plan Initiatives Student Affairs Report  
FY 2008**

**MnSCU Strategic Direction 1: Increase Access and Opportunity**

|  |   | <b>Initiative Title</b>       | <b>Person(s) Responsible</b> | <b>Status/Progress</b>   |
|--|---|-------------------------------|------------------------------|--|
|  | 1 | Dragons After Dark<br>\$5,225 | Becky Boyle Jones            | A collaborative effort involving Housing (Nina Johnson), Orientation/Transition (Veronica Michael), the CMU (Layne Anderson), the Office of Student Activities/CAB (Beverly Lahlum), Judicial Affairs (Becky Boyle Jones) and Hendrix Health (Lynn Peterson) hosted 8 Dragons After Dark with an average attendance of 361 students. Athletics and theatre were also supporting partners. Multiple events also had a philanthropic element giving back to the larger Moorhead/Fargo community and beyond. Funding was secured through SABC, Orientation, RHA, Housing, UBPC and the CMU. |

**MnSCU Strategic Direction 2: Promote and Measure High-Quality Learning Programs and Services**

|  |   |  |  |  |
|--|---|--|--|--|
|  | 2 | Emergency Blue Lights Telephones<br>\$16,000 | Security department moved to Administrative Affairs effective July 1, 2008 |  |
|  | 3 | International Programs Staffing<br>\$55,500  | Greg Wymer   | Hiring complete! The two positions were filled during the Spring Semester of 2008. Rachel Kinneberg was hired at .70, which was .20 more than the previous allotment. Janet Hohenstein was hired as the International Student Programming Coordinator at .75. This has allowed us to increase our efficiency in the area of admissions; as a result, we have seen an immediate increase in the number of international students enrolled for the Fall Semester 2008. |
|  | 4 | RightNow Technology<br>\$26,550              | Carolyn Zehren   | Successful implementation of ASK?MSUM occurred August 1, 2007 when the site went live. Over 19,000   |
|  | 5 | Chat & Broadcast E-Mail – STARS<br>\$7000    | Gina Monson  | Implemented CHAT June 2007 to present. We had minimal CHAT traffic from domestic students but have seen much more interest from potential International students. We have since researched and are now using a minimal cost (Aprox \$150/yr) CHAT vendor designed for higher education that meets our needs.   |