Final Report

Assistant Director of Student Engagement, David Bateman-Schieler

Events & Expenses

During the 2022-2023 academic year the Student Engagement department encouraged student organizations as well as university departments to register events using the Involvement Network (Presence.io). 424 events were registered by 37 organizations and departments. 37 events (all from student organizations) were denied through the registration process. Additionally, all student organization spending* was required to be reported through the Student Engagement department, via the Involvement Network. A breakdown of registered events, follows.

- "Count" is the number of events registered.
- [*not shown*] "CountATTD" is the number of registered events with corresponding attendance records.
- [*not shown*] "Count$" is the number of registered events with corresponding expense records.
- [*not shown*] "TotalATTD" is the sum of attendance records.
- [*not shown*] "AvgATTD" is an equated field, dividing the "TotalATTD" by "CountATTD."
- "ProjATTD" is an equated field, multiplying the "AvgATTD" by the "Count."
- "TotalFee$" is the sum of student activity fee-supported expenses.
- [*not shown*] "AvgFee$" is an equated field, dividing the "TotalFee$" by "Count$."
- "TotalnonFee$" is the sum of expenses from non-student activity fee sources.
- [*not shown*] "AvgnonFee$" is an equated field, dividing the "TotalnonFee$" by "Count$."
- "Total$" is the sum of expenses.
- [*not shown*] "Avg$" is an equated field, dividing "Total$" by "Count$."
- "Total$/ProjATTD" is an equated field, dividing "Total$" by "ProjATTD."
- [*not shown*] "Avg$/AvgATTD" is an equated field, dividing "Avg$" by "AvgATTD."

**Campus fraternities and sororities are exempted from this requirement.*

Type	Host	Count	ProjATTD	TotalFee$	TotalnonFee$	Total$	Total$/ProjATTD
DEPT	Academic and Career Excellence	2	116	$ -	$ -	$ -	$ -

CLUB	Accounting Society	1	4	$ 2,300.00	$ 3,074.90	$ 5,374.90	$ 1,343.73
CLUB	Active Minds Chapter	7	91	$ -	$ -	$ -	$ -
CLUB	Alpha Kappa Alpha	4		$ -	$ -	$ -	
CLUB	Alpha Phi Alpha	7	394	$ 4,050.50	$ 168.60	$ 4,219.10	$ 10.72
CLUB	Anime Society	21	531	$ 1,442.17	$ 750.39	$ 2,192.56	$ 4.13
CLUB	Bartenders Guild	3	75	$ 192.73	$ -	$ 192.73	$ 2.57
CLUB	Black Student Union	14	322	$ -	$ 186.54	$ 186.54	$ 0.58
CLUB	Campus Activities Board	21	1578	$ 44,145.34	$ 1,233.36	$ 45,378.70	$ 28.76
CLUB	Caribbean Student Society	6		$ 400.00	$ 110.00	$ 510.00	
CLUB	Club Managers Association of America	4	14	$ 882.28	$ 5,927.95	$ 6,810.23	$ 486.45
CLUB	Collegiate Ambassador Team	5		$ -	$ 180.00	$ 180.00	
CLUB	Commuters Connect	9	236	$ 1,769.50	$ 60.00	$ 1,829.50	$ 7.75
DEPT	Counseling Center	3	554	$ 2,072.25	$ 572.25	$ 2,644.50	$ 4.78
CLUB	Delta Phi Epsilon	32	294	$ 92.45	$ 14.00	$ 106.45	$ 0.36
CLUB	Family, Career, and Community Leaders of America	11	242	$ -	$ 231.08	$ 231.08	$ 0.95
CLUB	Fashion Society	7		$ -	$ -	$ -	
DEPT	First Year Experience (FYE)	5	603	$ 1,605.00	$ -	$ 1,605.00	$ 2.66
CLUB	Fraternity & Sorority Life Council	14	686	$ 15,920.51	$ 532.82	$ 16,453.33	$ 23.98
CLUB	Gamers Guild	14	238	$ 20.00	$ 10.00	$ 30.00	$ 0.13
CLUB	International Business Association	2	43	$ 279.98	$ -	$ 279.98	$ 6.51

CLUB	JWU Golden Dance Club	20	100	$ 526.74	$ -	$ 526.74	$ 5.27
CLUB	JWU Sapphire Cheer Club	61	605	$ 5,130.30	$ -	$ 5,130.30	$ 8.48
CLUB	Kappa Alpha Psi	1		$ -	$ -	$ -	
CLUB	Kappa Sigma	2		$ -	$ 6.00	$ 6.00	
CLUB	Latin Student Union	1		$ -	$ -	$ -	
CLUB	Pride Student Union	16	676	$ -	$ 202.69	$ 202.69	$ 0.30
CLUB	Reformed University Fellowship	26	169	$ 134.10	$ -	$ 134.10	$ 0.79
DEPT	Residential Life	1	172	$ -	$ -	$ -	$ -
CLUB	Sports Marketing Club	2	14	$ 3.00	$ 196.82	$ 199.82	$ 14.27
CLUB	Student Alumni Association	7	837	$ 4,853.04	$ 578.79	$ 5,431.83	$ 6.49
DEPT	Student Engagement	38	1780	$ 35,930.78	$ 6,468.93	$ 42,399.71	$ 23.82
CLUB	Student Government Association	24	360	$ 4,487.30	$ 109.51	$ 4,596.81	$ 12.77
CLUB	Toastmasters International	8	52	$ -	$ 183.29	$ 183.29	$ 3.52
CLUB	Wildcat Fencing Club	3	27	$ -	$ -	$ -	$ -
CLUB	Wildcat Food Science Club	3		$ -	$ -	$ -	
CLUB	Zeta Phi Beta	19	177	$ 2,228.95	$ 200.00	$ 2,428.95	$ 13.70
2	37	424	10989	$ 128,466.92	$ 20,997.92	$ 149,464.84	$ 13.60

As is shown above, eight student organizations failed to take attendance at any of their registered events. This is a violation of the Student Organization Handbook policies on attendance and event cancellation.

Registration via the Involvement Network allowed events to be further analyzed. Most rudimentarily, events were able to be categorized into either student-hosted or employee-hosted events.

Host Type	Count	ProjATTD	TotalFee$	TotalnonFee$	Total$	Total$/ProjATTD
Student	377	10285	$ 88,858.89	$ 13,956.74	$ 102,815.63	$ 10.00
Employee	47	3087	$ 39,608.03	$ 7,041.18	$ 46,649.21	$ 15.11
2	424	13373	$ 128,466.92	$ 20,997.92	$ 149,464.84	$ 11.18

Student-hosted events comprise the majority of events (8.02:1) and event-based expenditures (2.20:1). As a result, student-hosted events generally feature a lower per-student cost of participation.

Events were also categorized by the registering user into one of eight event types:

Event Type	Count	ProjATTD	TotalFee$	TotalnonFee$	Total$	Total$/ProjATTD
Ceremony/Performance	23	751	$ 5,425.38	$ 2,575.15	$ 8,000.53	$ 10.66
External Social	65	4617	$ 75,635.23	$ 6,400.62	$ 82,035.85	$ 17.77
Recruitment	65	2407	$ 14,985.80	$ 1,048.93	$ 16,034.73	$ 6.66
Education/Practice	81	1836	$ 10,991.63	$ 291.21	$ 11,282.84	$ 6.15
Meeting	164	1872	$ 520.93	$ 916.20	$ 1,437.13	$ 0.77
Travel	6	22	$ 18,776.26	$ 9,501.80	$ 28,278.06	$ 1,285.37
Service	13	234	$ -	$ 164.00	$ 164.00	$ 0.70
Internal Social	7	217	$ 2,131.69	$ 100.01	$ 2,231.70	$ 10.28
8	424	11956	$ 128,466.92	$ 20,997.92	$ 149,464.84	$ 12.50

While student organization meetings were the most common event type, member development (education/practice), member socialization (internal/external social), and member recruitment (recruitment) were the second, third, and fourth most common. Organizational travel included:

- Fraternity & Sorority Council (6 students) travel to the Association of Fraternal Leadership & Values central conference in Indianapolis, Indiana.
- Club Managers Association of America (5 students) travel to CMAA World Conference in Orlando, Florida.

- Campus Activities Board (3 students) travel to National Association of Campus Activities south conference in Atlanta, Georgia.
- Accounting Society (4 students) travel to International Managerial Accountants Student Leadership Conference in Pittsburgh, Pennsylvania.
- Alpha Phi Alpha Fraternity, Inc. (2 students) travel to Alpha Phi Alpha south regional conference in Orlando, Florida.
- Zeta Phi Beta Sorority, Inc. (2 students) travel to Zeta Phi Beta east regional conference in Washington, DC.

It is also worth noting the difference in per-student cost of participation between event types, with service and meetings being the lowest around 70-80 cents per student.

Events were categorized by date in three ways (semester/month/weekday):

Semester	Count	ProjATTD	TotalFee$	TotalnonFee$	Total$	Total$/ProjATTD
Fall	195	7908	$ 68,936.24	$ 8,878.49	$ 77,814.73	$ 9.84
Spring	229	5862	$ 59,530.69	$ 12,119.43	$ 71,650.12	$ 12.22
2	424	13770	$ 128,466.92	$ 20,997.92	$ 149,464.84	$ 10.85

While there were a greater number of events in the spring semester there was a higher projected number of attendance records in the fall semester. This difference relates to a difference in per-student cost of participation between semester, with fall cost being lower.

Month	Count	ProjATTD	TotalFee$	TotalnonFee$	Total$	Total$/ProjATTD
August	4	594	$ 2,911.08	$ 2,181.18	$ 5,092.26	$ 8.57
September	47	2245	$ 37,363.46	$ 2,244.68	$ 39,608.14	$ 17.64
October	71	2501	$ 16,508.25	$ 3,794.73	$ 20,302.98	$ 8.12
November	46	1039	$ 8,524.56	$ 145.01	$ 8,669.57	$ 8.34
December	27	1229	$ 3,628.89	$ 512.89	$ 4,141.78	$ 3.37
January	42	1195	$ 14,676.47	$ 121.21	$ 14,797.68	$ 12.39
February	91	2794	$ 32,384.29	$ 10,165.84	$ 42,550.13	$ 15.23
March	53	949	$ 6,083.52	$ 634.91	$ 6,718.43	$ 7.08
April	42	789	$ 4,418.50	$ 1,197.47	$ 5,615.97	$ 7.12

May	1	50	$ 1,967.91	$ -	$ 1,967.91	$ 39.36
9	424	13385	$ 128,466.92	$ 20,997.92	$ 149,464.84	$ 11.17

Attendance rates, by month, peaked in September/October (fall semester) and February (spring semester). This corresponds with encouragement for programming from the Student Engagement department surrounding Weeks of Welcome and Family Weekend (fall semester) and Homecoming (spring semester).

Weekday	**Count**	**ProjATTD**	**TotalFee$**	**TotalnonFee$**	**Total$**	**Total$/ProjATTD**
Sunday	11	1116.5	$ 2,792.66	$ 2,468.17	$ 5,260.83	$ 4.71
Monday	74	3052	$ 15,728.15	$ 2,744.79	$ 18,472.94	$ 6.05
Tuesday	59	2310	$ 4,760.30	$ 705.29	$ 5,465.59	$ 2.37
Wednesday	81	2620	$ 7,790.58	$ 638.58	$ 8,429.16	$ 3.22
Thursday	96	2602	$ 23,553.67	$ 1,157.29	$ 24,710.96	$ 9.50
Friday	65	2178	$ 51,968.37	$ 10,930.63	$ 62,899.00	$ 28.87
Saturday	38	1073	$ 21,873.19	$ 2,353.17	$ 24,226.36	$ 22.58
7	424	14952	$ 128,466.92	$ 20,997.92	$ 149,464.84	$ 10.00

While the most events were held on Thursdays, the greatest attendance rates appeared on Mondays, and the greatest rate of event-spending was on Fridays (this may be skewed due to travel departure days).

Finally, events were also categorized by their location. 28 on-campus locations and 17 off-campus locations were used (4 on-campus locations were captured within “OTHER”):

Location	**Count**	**ProjATTD**	**TotalFee$**	**TotalnonFee$**	**Total$**	**Total$/ProjATTD**
AC Courtyard	20	2476	$ 7,126.11	$ 711.29	$ 7,837.40	$ 3.17
Academic Center 4th Floor Hallway	4	232	$ -	$ 4.00	$ 4.00	$ 0.02
Academic Center 4th Floor Lounge	1	52	$ 521.86	$ -	$ 521.86	$ 10.04
Academic Center 5th Floor Conference Room	15	131	$ 133.45	$ -	$ 133.45	$ 1.02
Academic Center Room 324	2		$ -	$ -	$ -	
Academic Center Room 423	10	80	$ -	$ -	$ -	$ -

Academic Center Room 427	1		$ 82.28	$ 0.01	$ 82.29	
Academic Center Room 432	23	522	$ 195.73	$ 750.39	$ 946.12	$ 1.81
Academic Center Room 532	14	107	$ -	$ 91.21	$ 91.21	$ 0.85
Academic Center Room 533	2		$ -	$ -	$ -	
Academic Center Room 534	2		$ -	$ -	$ -	
Academic Center Room 535	1		$ -	$ -	$ -	
Cedar Hall North 4th Floor Classroom	30	825	$ -	$ 49.73	$ 49.73	$ 0.06
Cedar Hall North Game Room	6	71	$ 5.16	$ -	$ 5.16	$ 0.07
Cedar Hall South Game Room	36	542	$ 1,069.79	$ 110.00	$ 1,179.79	$ 2.18
Dining Hall	6	274	$ 3,625.30	$ 11.91	$ 3,637.21	$ 13.27
Hance Auditorium	16	387	$ 1,469.95	$ -	$ 1,469.95	$ 3.80
OTHER	41	757	$ 42,393.40	$ 9,943.97	$ 52,337.37	$ 69.13
Parking Lot A	6	807	$ 31,536.04	$ 2,831.13	$ 34,367.17	$ 42.59
Residential Quad	10	793	$ 3,535.67	$ 2,720.17	$ 6,255.84	$ 7.89
University Events Center	15	1049	$ 6,759.04	$ 2,425.83	$ 9,184.87	$ 8.76
Wildcat Center Conference Room	7		$ -	$ -	$ -	
Wildcat Center Den	62	2525	$ 23,035.85	$ 1,084.28	$ 24,120.13	$ 9.55
Wildcat Center Group Fitness Room	74	769	$ 5,727.08	$ 264.00	$ 5,991.08	$ 7.79
Wildcat Center Gym	20	1249	$ 1,250.22	$ -	$ 1,250.22	$ 1.00
25	424	13648	$ 128,466.92	$ 20,997.92	$ 149,464.84	$ 10.95

While “OTHER” appears as the highest per-student cost of participation, it is recognized as containing all off-campus travel. This notably shifts attention to “Parking Lot A” which has the next highest per-student cost of participation. Attention should be made to further driving and recording attendance at major on-campus events (most often held in Parking Lot A).

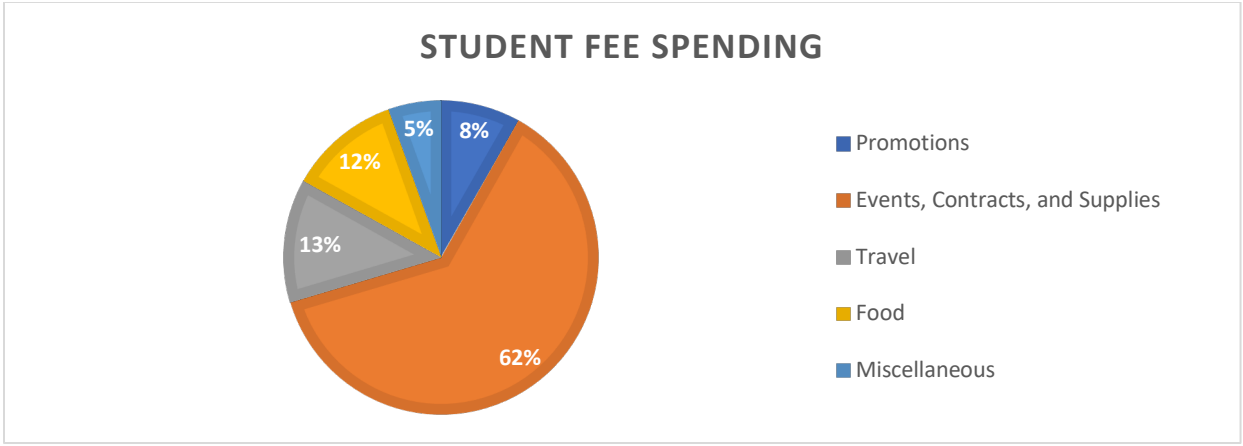
Using the different projection methods above, an average projected attendance and per-student cost of participate may be equated:

Method	**ProjATTD**	**Total$/ProjATTD**
Event Type	11956	$ 12.50
Host Type	13373	$ 11.18

Month	13385	$	11.17
Semester	13770	$	10.85
Weekday	14952	$	10.00
Host	10989	$	13.60
Location	13648	$	10.95
Average	13153	$	11.46

This suggests that the Student Engagement department supported or directly sponsored 13,153 student touch-points during the 2022-2023 academic year, with an approximate cost of $11.46 per touch-point (~$150,000.00). Alternatively, using just the average attendance rates and the average cost per event (with expenses) the per-student cost of participation raises to $20.85. It would be in the interest of the Student Engagement department to draw these numbers closer together by focusing on data collection in the following year, while also keeping event expenses low and attendance rates high. *An ideal goal would be ~$18.00/student/event for the 2023-2024 academic year.*

An additional breakdown of the ~$130,000.00 combined student activity fee supported budgets is below:



A similar breakdown of non-student activity fee spending is not available due to budget categorization practices of student organization funds.

Leadership

During the 2022-2023 academic year the Student Engagement department piloted a monthly Student Leader Development Program workshop series (hosted the third Monday of each month from 8-9pm). The series resulted in 6 workshops. Students received recognition for attending 4 or more of the hosted workshops. The workshop topics were:

- September: Social Change Model of Leadership (*9 students*)
- October: Situational Approach to Leadership (*18 students*)
- November: Culturally Relevant Leadership Learning (*14 students*)
- January: Emotionally Intelligent Leadership (*10 students*)
- March: Servant Leadership (*3 students*)
- April: Social Action, Leadership & Transformation (SALT) Model (*9 students*)

In total 8 students (of 20 unique participants) completed the minimum requirement for recognition.

5 students responded to an end-of-year program assessment and satisfaction survey:

- 100% of students responded "Agree" (on a four-level Likert scale) to the statements:
    - "I have developed my leader identity; I can say 'I am a leader.'"
    - "I have developed my leader efficacy; I can say 'I believe in the likelihood of my success as a leader.'"
    - "I have developed my leader capacities; I can say 'I have the skills necessary to be a leader.'"
    - "I have developed a personal theory of leadership; I can say 'I know what is leadership.'"
- 60% of students were "Satisfied" with their choice to participate; 40% were "very satisfied" (on a six-level Likert scale).

Additional feedback included:

- "I've learned a lot that I can take out in the real world. Everything was very educational and fun to learn."
- "Being in a leadership position has come with its perks…but nobody really talks about what it takes to [lead]. Learning these lessons about leadership, I feel like they have prepared me for any other leadership journey I go on in my career."

Efforts have been taken to expand the program for the 2023-2024 academic year: including, shifting from a monthly to a weekly series, with alternating weeks focusing on leadership concepts, intrapersonal development, and leadership skills.

Aligned Goals and Metric Tracking

Goal 1: The Student Engagement department will provide intentional integrative learning opportunities for student leaders.

- The Student Engagement department hosted 6 monthly Student Leader Development Program workshops. The workshops were self-referential, allowing students to make increasing personal connections about the nature of leadership.

Goal 2: FSL chapters will implement events and projects that assist with meeting philanthropic and community service goals established by the Fraternity & Sorority Council.

- 4 of 6 FSL chapters hosted a combined 10 service-categorized events during the 2022-2023 academic year. The relationship to FSC set philanthropic goals is unknown.

Goal 3: Upper-class commuter students will remain engaged at JWU-CLT after moving out of the residence halls.

- Effort was undertaken during the 2022-2023 academic year to build out commuter services, particularly through the establishment of Commuters Connect. Additional programmatic dollars have been budgeted for the 2023-2024 academic year for Commuters Connect use. Commuters Connect and the Student Engagement department hosted 9 commuter-oriented events during the 2022-2023 academic year.

Data Point 1: Awareness of events/activities on campus (JWU CLT campus survey Q5: I know what is happening on campus). Goal: 5.37-5.61 Likert Scale.

- 81% of students (140 total respondents), polled between October and November, agree or strongly agree with the statement: "I know what is happening on campus."
- 2022 (fall semester) survey results: 5.43, an increase of 0.07 from 2021 (fall semester).

Data Point 2: Leadership Development. Goal: monthly leadership training sessions to become eligible for leadership cords.

- 20 unique students participated in the program, with 5 students completing minimum eligibility requirements for recognition.

Data Point 3: Student engagement/Participation. Goal: 30-40% of the student population will attend at least one event.

- 906 unique students participated in 208 registered events, generating 7134 attendance records. This is ~88% of approximately 1030 students. However, in total there were 424 events with a projected attendance of 13,153 suggesting that the total number of unique student participants may have been even higher.

Moving Forward

The Assistant Director of Student Engagement has produced the following individual professional goals for the 2023-2024 academic year.

- ...to continue building campus traditions through the re-hosting of Weeks of Welcome, Homecoming, and Student Recognition Night.
- ...to develop and utilize a rubric for the determination of Student Organization of the Year.
- ...to clarify the difference between leader recognition and university service recognition via graduation cords.
- ...to expand the Student Leader Development Program to weekly workshop offerings, further incorporating knowledge, training, and leader development.
- ...to generate at least 8000 attendance records (15,000 projected), engaging at least 900 unique students.
- ...to reduce the Student Engagement department average per-student cost of participation below $20.00, and to reduce the campus average per-student cost of participation below $18.00.