

Division of Student Affairs

2015-16 ANNUAL REPORT



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DIVISION OF STUDENT AFFAIRS MISSION

The Division of Student Affairs serves Western Carolina University (WCU) by facilitating, planning and implementing programs and services that create a dynamic campus community. Our services and collaborations assist students by promoting intentional experiences with our colleagues on campus and with our neighbors in the region. Student Affairs helps students discover and engage in our campus community, works to provide students with the information they need to make educated choices, and supports faculty and staff in pursuit of the mission and vision of the university. We make a difference by building and strengthening the WCU campus community and providing students with experiences necessary to fully realize their potential in a global society.

This report provides a quick summary of our work and achievements in 2015-2016.

INTRODUCTION

Student Affairs at Western Carolina University is a dynamic group of professionals making a difference in the lives of students and the greater WCU community.

With an annual budget of approximately \$55 million, the Student Affairs Division is comprised of approximately 200 full-time staff along with a handful of part-time employees working alongside over 500 student staff members. Our responsibilities include several dozen facilities and an array of services designed to support our community and our students as they live and learn in a diverse environment.

This was an impactful year for the Student Affairs team. We facilitated a record breaking undergraduate recruitment cycle that included updated marketing and innovative approaches to utilizing scholarship resources. Two major facility construction projects – Brown and Noble Halls – broke ground. The division also concluded our strategic plans and began a new four year strategic planning cycle for the last half of the WCU Vision 20/20 strategic plan. In this report you will find further refinement of the key performance indicator dashboards developed by our team. It was a dynamic and challenging year for Student Affairs with significant successes.

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

H. Sam Miller

Vice Chancellor for Student Affairs



THEMES

Enrollment

Student Affairs plays a leading role in supporting the enrollment goals of the university. The 2015-2016 application cycle featured records for first-year applications –over 18,000 – and for commitment numbers – over 2,100. 2015-2016 had a significant growth in visitors with group tours, Open House events, Western on Tour and Honors Day all seeing participant gains from the prior year. Daily campus tour participants held steady from 2014-2015 numbers.

The number of FAFSAs received and packaged by Financial Aid is on par compared to last year while the percentage of applicants selected for verification review declined by 15%. As evidence of a growing summer enrollment, summer 2016 aid applications increased by 55% from last year and Financial Aid stipends were made available to support 2016 Summer term Academic Success Program and Summer Learning Community students for the first time.

The Scholarships Office experienced an increase in the number of scholarship applications started and submitted from 2014-2015 to 2015-2016 but the actual completion rate for application submissions remained about the same at 49%. The percentage of students receiving WCU scholarships increased by 4% bringing the number of students impacted by scholarships to 1,578 students.

The Undergraduate Admission, Financial Aid, and Scholarships dashboards have more detailed information about the significant gains experienced during 2015-2016.

Student Workers

Student Affairs departments employed 514 student workers in 2015-2016. Of these students, 99% were undergraduate students which represents 43% of the undergraduates employed on campus. Our undergraduate student workers had an average GPA of 3.3. Looking at the student demographics: 61% were women (compared to 55% of the undergraduate population); 77% were white (compared to 78% of the undergraduate population); 10% were black (6.4% of undergraduate population); 7% were Hispanic (5.7% of undergraduate population) and 5% were multi-racial (4% of undergraduate population). Ninety-seven percent of our student workers were enrolled full-time.

The largest student worker employers in Student Affairs were Residential Living (147), Admission (116), Campus Activities (113), and Campus Recreation and Wellness (104).

The top 10 majors represented by the student workers included Criminal Justice, Biology, Emergency Medical Care, Pre Nursing/Nursing, Elementary Education, English, Pre Social Work/Social Work, Communication, Psychology, and Marketing.

In support of university student learning outcomes, Student Affairs departments have begun assessing their effectiveness in helping students develop and improve their teamwork and communications skills. For example, in Residential Living, 94% of the fall 2015 student workers and 94% of the spring 2016 workers agree or strongly agree that their teamwork skills have improved because of their employment. In the same groups, 96% agree or strongly agree that their communication skills have improved and 94% of Residential Living staff alumni agree that their employment with Residential Living improved their communication skills. (Residential Living staff alumni survey 2015-2016). Similar trends are found in Campus Recreation and Wellness, Health Services Emergency Medicine Students, and other departments.

Student Health and Wellness

Health Services and Counseling and Psychological Services (CAPS) departments continue to experience increasing patient volumes for the third year in a row. The Health Services and CAPS dashboards provide related documentation. The top reasons students visit Health Services include acute respiratory infection, contraceptive counseling, acute sinusitis and nausea/vomiting. The top five reasons for Health Services EMS calls were traumatic injury, sick/general illness, breathing problems, fainting, and abdominal pain.

Students are entering WCU with prior mental health and medical concerns and are reporting higher levels of distress than in years past. Students who utilize Counseling and Psychological Services are experiencing higher distress levels: (2015-2016 CAPS data)

Category	Fall 2009	Fall 2015	% Increase
Depression	21%	49%	28%
Generalized Anxiety	22%	56%	34%
Social Anxiety	18%	42%	24%
Academic Distress	12%	44%	32%
Hostility	31%	42%	11%

Select facts and other information regarding student mental health:

- About 15% of all first-time patients at Health Services report a prior diagnosis of anxiety or depression and first-year students are more likely to present with a prior diagnosis of ADD/ADHD and depression than other students. Twenty percent of male patients reported a prior diagnosis of depression or anxiety as compared with 11% of female patients. (2015-2016, Health Services).
- According to CAPS data, an increasing percentage of students utilizing CAPS services experience frequent thoughts of suicidal ideation: 15% of CAPS clients responded affirmatively that they had thoughts of ending their lives in fall 2015 as compared to 5% in fall 2014. Spring 2016 CAPS data shows a 55% drop in the number of students with suicidal ideation requiring intervention.
- WCU students who utilize CAPS services are more likely than college students nationally to have prior experience with counseling and to have been prescribed medication for a mental health concern before entering college.
- A growing number of students (26% in 2014-2015) have attended counseling prior to enrolling at WCU and this number is higher than the national average of 18.7%. Additionally, the percentage of students who have been prescribed medication for mental health concerns (15.4% in 2014-2015) prior to enrolling at WCU is growing and this number is higher than the national average of 8.8%. (2014-2015, CAPS)



Continuing to focus on student health and wellness, Student Affairs requires new students to complete AlcoholEDU and Haven online courses prior to enrollment. These courses seek to educate students in the areas of alcohol use and sexual violence prevention. The following are results from the fall 2015 administration of these courses and their component surveys:

- Seventy-seven percent of students (68% nationally) were categorized as abstainers/non-drinkers in pre-enrollment survey. This number dropped to 64% (55% nationally) in the mid-semester survey. (Fall 2015 AlcoholEDU Survey 1 and 3)
- Ten percent of students (15% nationally) completing the pre-enrollment AlcoholEDU survey were categorized as heavy episodic or problematic drinkers based on their reported number of drinks consumed on the day of their highest alcohol consumption in the last two weeks. This number grew to 18% (25% nationally) in the mid-semester survey (Fall 2015 AlcoholEDU Survey 1 and 3)
- Twenty-two percent of female (4% of male), first year students responded that they had someone pressure or force them into sexual contact without their explicit consent prior to becoming a student at WCU. The national rate for this is 15% for females.
- Twenty-nine percent of female and 13% of male students responded that they have experienced some form of abuse (verbal, physical, sexual, emotional, financial) or threats of abuse in a current or previous relationship prior to becoming a student at WCU. The national rate for this is 20% for females. (Fall 2015 Haven data)
- Twenty-three percent of females and 6% of male respondents experienced repeated and unwanted attention, harassment or other form of contact from another person that made them feel afraid prior to becoming a student at WCU. The national rate for this is 17% for females. (Fall 2015 Haven data)

Quality Student-Focused Services

Student Affairs provides a broad array of services and customer satisfaction is a priority for our departments. Here are some select customer survey results:

- CAPS client satisfaction levels continue strong positive trend. Ninety-six percent (fall 2015, 97% in spring 2016) of clients agreed that counseling helped them stay in school. Ninety-seven percent (fall and spring) agreed that counseling helped them understand different viewpoints.
- Patient satisfaction with Health Services increased from 90% in fall 2015 to 93% in spring 2016. The average time it took students to see a provider from their initial contact with Health Services was 2 hours. The average wait time for walk in patients was 12 minutes.
- Based on student feedback, the Campus Recreation and Wellness department is expanding the weight room to accommodate more squat racks. Additional improvements include new safety matting for the climbing wall and plans to add permanent desk and storage to support the climbing wall. CRW is also conducting an intramural field site study. The fields have seen a 5% increase in usage in 2015-2016.
- Customer satisfaction survey results exceeded the Residential Living target for student satisfaction rate with timeliness of maintenance repairs and cleanliness of hall facilities. However, the overall resident satisfaction declined slightly for the second year in a row. This may be a side effect of the spring administration of the survey versus the normal fall administration.

- The number of work orders submitted to Residential Living is in the second year of decline. The number of work orders submitted each year has declined 28% since the 2013-2014 academic year.
- Fall to spring Residential Living assessment with residents shows a 4% increase in students saying they 'love it here' – 74% of spring respondents replied that they “love it here” at WCU.
- UC facilities satisfaction rates improved by 10% from 87% in the fall 2015 semester to 97% in the spring semester.
- The Marketing and Assessment office worked with Web Services to create a SharePoint form to manage the work flow for design project requests. The SharePoint form has significantly improved tracking and reporting on design projects.
- Dining Services launched Tapingo which allows students to pre-order meals at the Dining Hall. The app has been downloaded 1,930 times since its launch in early spring 2016.
- Dining Services increased outreach to students via social media and increased their Instagram followers to 612 – a 312% increase from last year.
- Residential Living upgraded the room selection management system, adding a more user friendly interface for students.



Student Life Programs and Activities

Each year Student Affairs plans and conducts programs and activities meant to engage and educate students. During the spring 2016 semester, a series of events led to significant student activism, protests and demonstrations. In response, Student Affairs sponsored a series of campus conversations which allowed 150 students, faculty, and staff to engage in open dialogue. As a result of these discussions, the office of Intercultural Affairs has developed a Cultural Awareness and Sensitivity Education (CASE) program that will launch fall 2016. The CASE program will seek to increase awareness and develop student attitudes, knowledge, and skills around the concepts of culture, inclusiveness, civic engagement and leadership in our changing and increasingly diverse world.

There were 163 Registered Student Organizations (RSO) in 2015 – 2016 and a total of 106 students representing 103 organizations participated in a new onboarding program meant to educate RSOs on managing a successful organization.

During 2015-16 there was a continued downward trend in student code of conduct cases. Part of this decline can be attributed to a change in how academic integrity cases are managed. The total number of cases was down 23% in 2015-2016 as compared to 2014-2015. The Total number of students involved was down 26% in 2015-2016. Alcohol related cases declined by 42% and drug related cases declined by 39%.

Student Affairs services, programs and events are open to the entire university community. Selected participant counts from Student Affairs activities and services are included in the table below:

Area	Participants
Admissions, Financial Aid, Orientation	4,891
Campus Activities (University Center)	14,058
Campus Recreation General Admission	190,838
Campus Recreation Outreach	15,361
Campus Recreation Personal Training	303
Club Sports	732
Counseling and Psychological Services	6,403
Intercultural Affairs	6,045
Intramural Sports	20,586
Reid Pool	9,728
Residential Living	30,956
Student Community Ethics	1,500
Total:	301,401



Stewardship and Fiscal Performance

As mentioned in the introduction, the Division of Student Affairs includes a portfolio of departments, programs and services with annual operating budgets of approximately \$55 million. Student Affairs also maintains and supports residence halls, the University Center, the central plaza, intramural fields and other outdoor recreational spaces. Stewardship of these resources leads Student Affairs staff to look for efficiencies and opportunities to reinvest in our assets in meaningful ways. The following highlights demonstrate that commitment:

- Health Services finished the 2015-2016 fiscal year 1% under budget.
- Residential Living occupancy rates remain high with a slight decline after a climb in 2014-15; fall 2015 opening occupancy rates were down 1% to 97% and spring 2016 rates were down 2% to 92%
- Financial Aid reported a continued decline in the student loan default rate for WCU alumni. At 7%, the default rate is almost 5% lower than the national average.
- In summer 2015, Conference Services increased the number of bed nights booked by guests by 67% which increased revenue by 92% from the prior summer.
- The Bookstore began using an additional book rental program in fall 2015 that allows students to rent supplemental but required books that aren't covered under the main rental program. This has resulted in participating students saving approximately 50% on their supplemental course materials.
- Dance Marathon participants raised \$12,681 for the Children's Miracle Network
- Campus Services staff worked with Dining Services and the Bookstore to meet industry standards for credit card payments.

Student Affairs staff partnered with other divisions across campus to enhance programs and services:

- The Electronic Access Task Force has conducted initial interviews/presentations with three identity card vendors. Two vendors will be selected to give on campus presentations for campus leadership in the summer.
- The Book Rental Task Force completed a comprehensive review of the current book rental program and provided recommendations for future enhancements. A pilot program is being developed based on these recommendations for implementation in the spring of 2017.
- Student Orientation partnered with the Alumni Affairs Office to capture alumni contact information.
- The Division of Student Affairs continues to be involved in the campus-wide transition to a new Quality Enhancement Plan (QEP). The successful QEP topic, "Courses to Careers", was written by a Student Affairs staff member.
- Campus Recreation and Wellness and CAPS are partnering to help students manage mental health through exercise. In 2015-2016, 27 students participated in this pilot program experience.
- Student Affairs staff partnered with WCU IT staff to collect student feedback on the

new student MyWCU portal.

- Campus Recreation and Wellness has been working with Civil Design Concepts and a committee of campus partners on a recreational and intramural fields improvement study in support of campus master plan implementation efforts.
- Student Affairs staff partnered with the Banner Users Group to gain access to parent/guardian contact information on applications. This allowed us to send our parent newsletter to the parent/guardians listed on all new student applications and increased our parent email list for current students to 3,867 family members.
- Student Affairs created an IT Committee to better coordinate the division's IT-related projects and communications.

Stewardship includes facilities projects, enhancements, renovations and major construction projects:

- Construction for Noble Hall, the new mixed use facility, has been ongoing during 2015-2016 and the residence hall is scheduled to open in August 2016. Negotiations were successful with Aramark to bring a name brand restaurant to the retail portion of this facility in fall 2016.
- Brown Hall construction commenced and major progress has been made on this exciting food and student services venue. It is scheduled to open in May 2017.
- Two housing quality studies plus an additional request to identify potential residence hall building sites were conducted by HEWV. They were asked to evaluate the current condition of facilities and offer their thoughts on potential renovations, replacements, cost estimates, etc. Scott and Walker were reviewed first, followed by Albright-Benton, Buchanan, Reynolds, and Robertson. An engineering review of existing bathroom conditions in Scott, Walker, Albright-Benton, and Buchanan was initiated to provide additional information for these studies. These studies will guide our strategic planning process for future renovations and/or replacement of halls.
- A building security system was installed for Health Services and Counseling and Psychological Services in the fall 2015 semester. The system includes a silent alarm and overhead paging.
- In support of Noble Hall, Campus Services started the process to add student mail box capacity to the existing student mail center in the University Center.
- Residential Living replaced all residence hall laundry equipment with new units, eliminated card swipe and coin usage to provide laundry as a value added amenity. In addition to removing vendor cost from the loop, Residential Living will maintain laundry equipment with in-house staff.
- Residential Living conducted regular maintenance on residence halls including paint, pressure washing, wireless access upgrades, preventative maintenance of all shower drains, snake and enzyme treatment, replaced grout in shower walls to minimize water infiltration, fix damage from winter storms, repair/replace carpet, replace network equipment as necessary and replace mattresses as necessary.
- Central Drive and Balsam cooling tower corrosion prevention coating was installed, which should increase the life span of this unit by approximately 10+ years.
- In Courtyard Dining Hall, Campus Services implemented a number of enhancements:

- Refreshed paint scheme on 1st and 2nd floor.
 - Drink station upgraded with new cabinets and granite countertops as well as new Pepsi dispenser units.
 - Installed additional IP cameras to provide better coverage of all areas.
 - Added extra seating in all-you-can-eat dining venue.
 - Reupholstered seating in McAlister's.
 - Lighting refresh project replaced obsolete fixtures.
 - Pressure washed pre-cast stone on building, brickyard surrounding building and cleaned exterior windows.
- In Robertson Hall all residence hall rooms (except EMS wing) changed to double occupancy.
 - The University Center food court area was refreshed with new paint and art.
 - Campus Recreation and Wellness Installed facility safety signage for Camp Lab fields and the WCU disc golf course.
 - Two under-utilized spaces at the Biltmore Park instructional site were renovated to provide health and wellness services to students studying at Biltmore Park. A small fitness area was opened in the fall 2015 semester and an office offering Counseling and Health services opened in the spring 2016 semester.
 - The old faculty/staff apartments were demolished during summer 2016 to make way for a new student parking lot to open in fall 2016.

Strategic Planning

The Division of Student Affairs adopted two four-year strategic plan timeframes to support the university's strategic plan. The first set of plans were for 2012-16 and were based on each department mapping to the university's 20/20 Vision strategic plan. The Student Affairs 2012-2016 strategic plans have resulted in many of the accomplishments highlighted in this and prior years' annual reports. Over the course of the 2016 spring term, Student Affairs staff worked to develop new plans for the last four years of the 20/20 Vision. One strategic change was to adopt a Division-level "bridge" plan to more explicitly tie Student Affairs departments' plans to the 20/20 Vision plan framework. The new 2016-2020 Student Affairs strategic plans are effective this summer and will guide us over the next four years.

Division of Student Affairs Strategic Plan 2016 – 2020

1. Fulfill the Educational Needs of Our State and Region: Student Affairs prioritizes and supports the academic mission of Western Carolina University.

Goal 1.1: Provide WCU students with opportunities for co-curricular, applied, and employment experiences for success after college.

Goal 1.2: Support camps, conferences, and special events planning, coordination, and delivery at WCU.

Goal 1.3: Actively engage and support WCU's recruitment, enrollment, retention/persistence, and graduation initiatives.

2. Enrich the Total Student Experience: Student Affairs is committed to developing, enhancing, and maintaining a dynamic and engaging student experience.

GOAL 2.1: Foster a student-centered campus culture that emphasizes academic excellence, personal growth, networking opportunities, and global and social awareness.

Goal 2.2: Foster active citizenship among students with a dynamic campus culture that challenges students to engage WCU mindful of their rights and responsibilities.

Goal 2.3: Support student body school spirit and pride in the University with activities and celebrations of institutional achievements and traditions.

Goal 2.4: Facilitate a civil and inclusive campus environment that examines, recognizes, accepts, and affirms human differences and similarities.

3. Enhance Our External Partnerships: Student Affairs facilitates services, events, and programming for WCU and engages Western North Carolina.

Goal 3.1: Strengthen relationships and communication as a Division, within the University, and with WCU's external partners.

Goal 3.2: Facilitate programming and activities that engage the campus community and our partners in the region.

Goal 3.3: Opportunistically align internal processes and reward systems to foster external engagement when appropriate.

4. Invest in Our People: Student Affairs strives to create a work environment where all of our employees thrive.

Goal 4.1: Work to address the compensation of staff to make Student Affairs a preferred, competitive employer.

Goal 4.2: Provide intentional on-boarding, professional development, and personal enrichment opportunities.

Goal 4.3: Recognize, celebrate, and reward employees for their accomplishments.

Goal 4.4: Focus our student worker experiences on skill development for success after college.

5. Invest in Our Core Resources: Demonstrate effective stewardship of University resources in all operations while providing excellent service to students and community members.

Goal 5.1: Enhance long-term departmental operating budget and reserve planning.

Goal 5.2: Through an ongoing process of assessment and periodic administrative unit reviews, improve the effectiveness and efficiency of operations while delivering excellent service experiences.

Goal 5.3: Evaluate and plan for departments' long-term and comprehensive facility needs.

6. Garner Support for Our Vision: Focus and align Student Affairs resources to build and maintain support for WCU's strategic priorities.

Goal 6.1: Ensure that Division employees understand strategic priorities of WCU, the Division of Student Affairs, and their department.

Goal 6.2: Align departmental communications and marketing efforts with institutional communication and marketing plans.

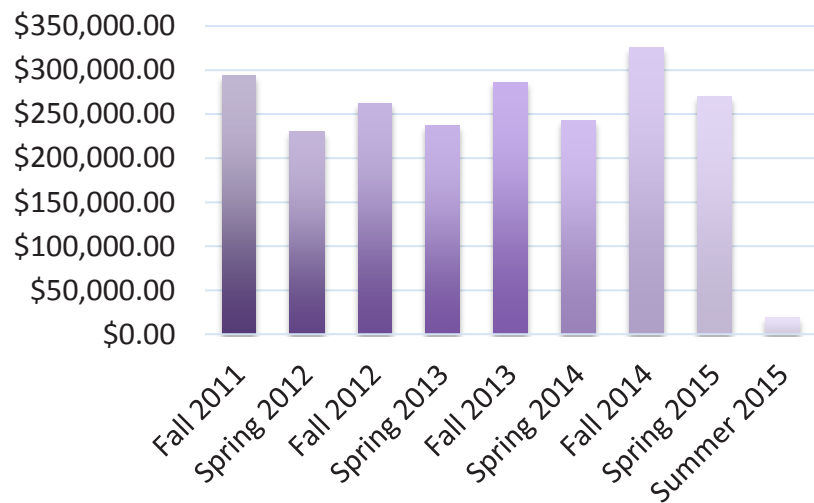
Goal 6.3: Work to optimize the mix of resources (e.g., capital, financial, and human resources) in each department.

DASHBOARDS

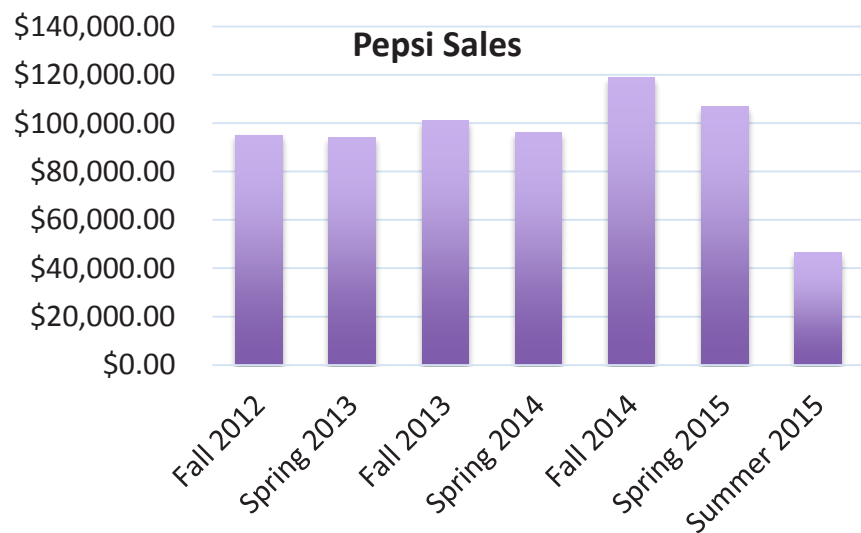
MISSION

The Auxiliary Services Department provides necessary and desirable products and services to the communities of Western Carolina University through both internal and outsourced operations focusing on the needs of our customers.

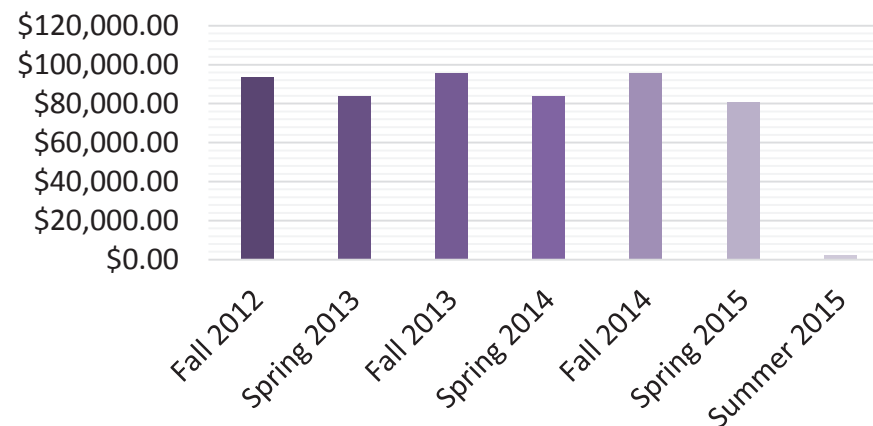
CatCash Sales



Pepsi Sales



Laundry Sales



EFFECTS of AUXILIARY SERVICES

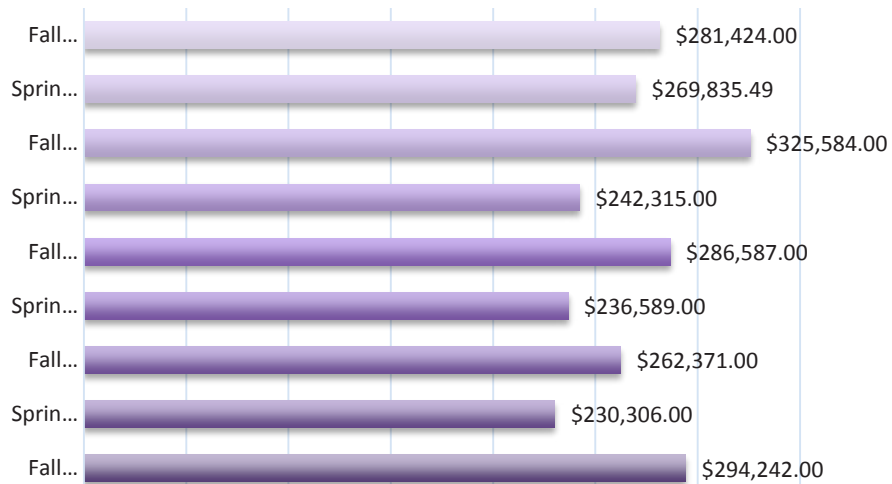
Auxiliary Services provides a variety of services to students throughout the year. As students purchase these goods or services, portions of the money spent are directly returned to the University in the form of scholarships, funding, etc. For example, for every \$1.00 spent on Pepsi products in University vending machines, \$.50 comes back to the University and is used in various scholarship and sponsorship activities. For every \$1.00 spent on Laundry, \$.51 is returned to the University and again goes toward scholarship primarily, with only a small portion going to laundry operations. Using this formula, use of goods and services provided by Auxiliary Services directed over \$24,296 toward scholarships/sponsorships/operation funding in the Summer 2015.

Auxiliary Services Transaction Quantities	
Approx. # Pepsi Products Purchased Summer 2015	37,210
Approx. # of Loads of Laundry Summer 2015	1,020
Number of New CatCards Created by CatCard Office	828

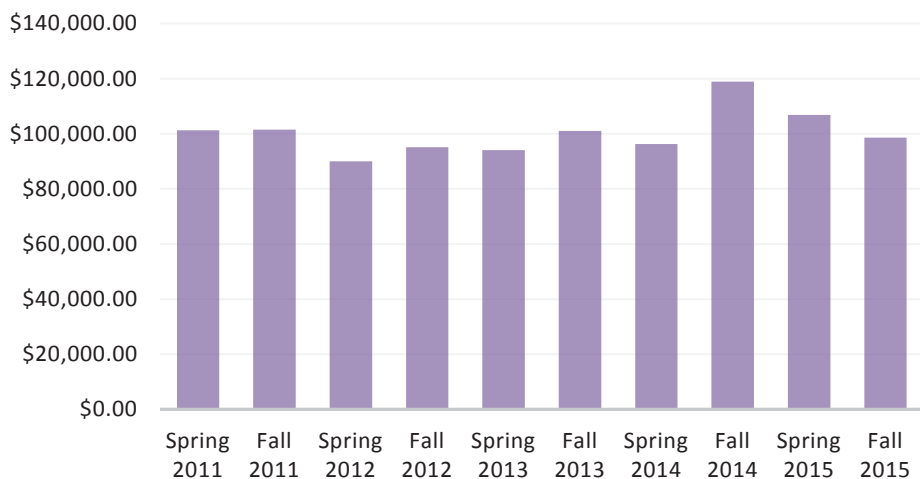
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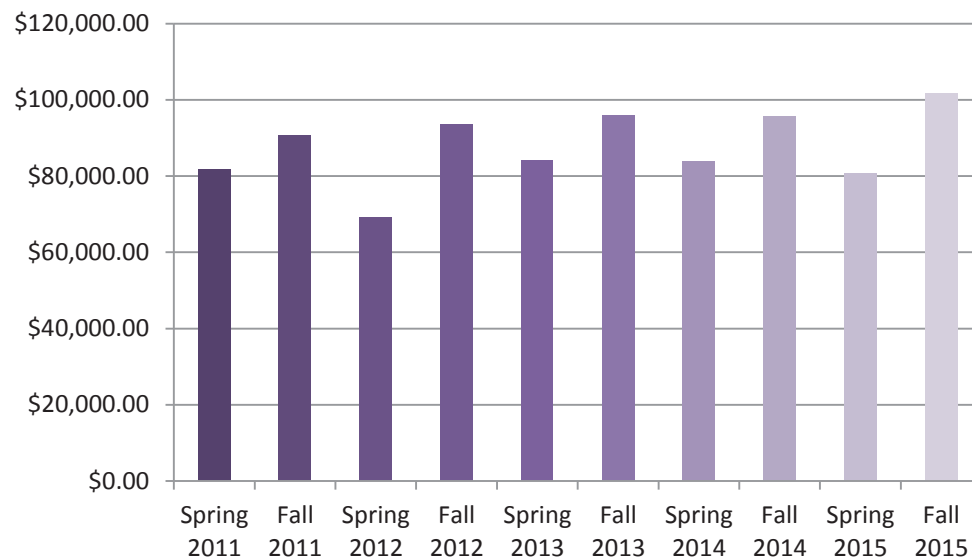
CatCash Dollars Spent



Pepsi Sales



Laundry Revenues



EFFECTS of AUXILIARY SERVICES

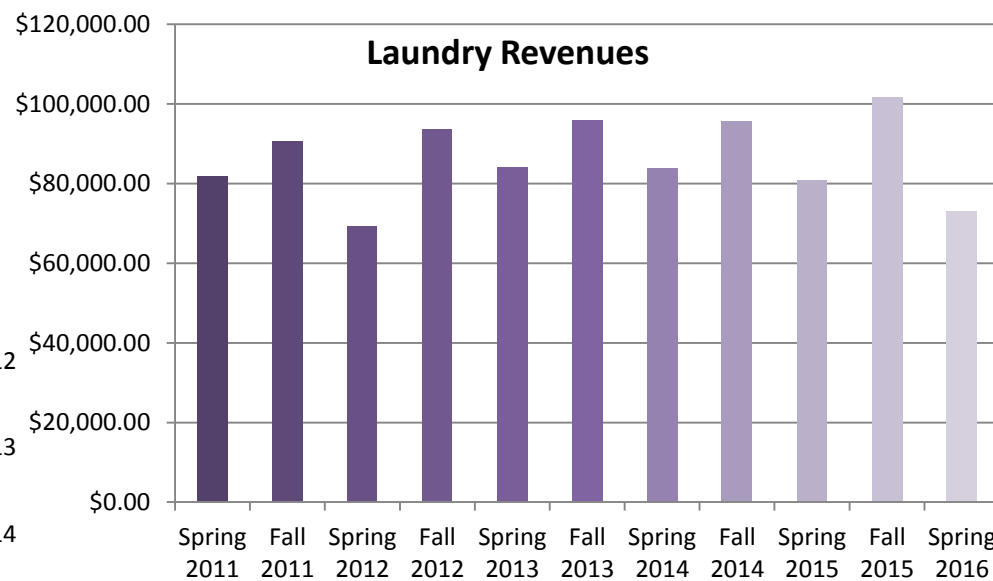
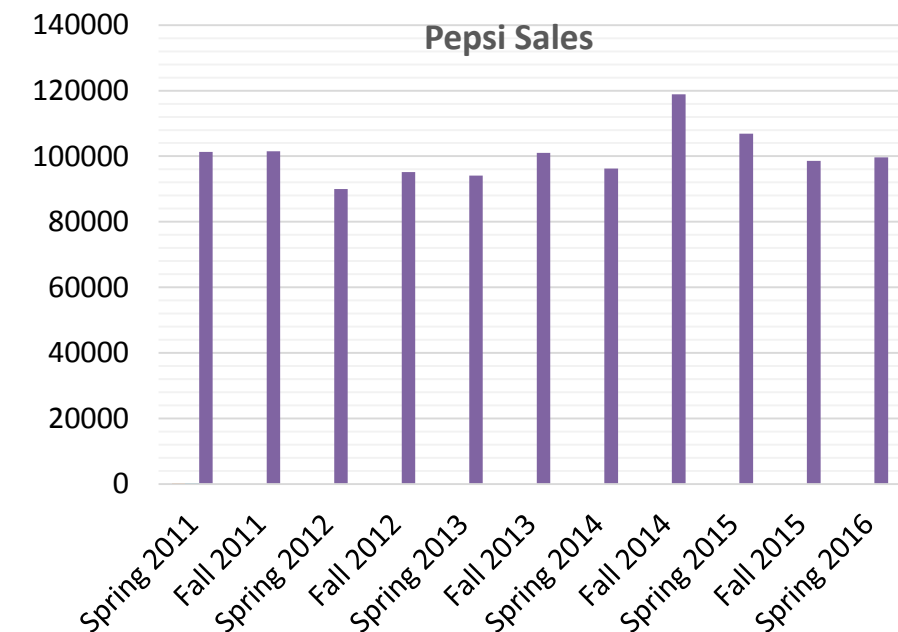
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Auxiliary Services Transaction Quantities	
Approx. # Pepsi Products Purchased Fall 2015	78,842
Approx. # of Loads of Laundry Fall 2015	50,807
Number of New CatCards Created by CatCard Office	202

MISSION

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CatCash Dollars Spent



EFFECTS of AUXILIARY SERVICES

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Auxiliary Services Transaction Quantities	
Approx. # Pepsi Products Purchased Spring 2016	79,705
Approx. # of Loads of Laundry Spring 2016	36,459
Number of New CatCards Created by CatCard Office	316

MISSION

The Bookstore is dedicated to supporting academic programs and student life at the University by providing students, faculty and the University community excellent customer service, convenient store location and hours of operation, and a wide range of competitively priced merchandise. This merchandise ranges from school supplies that assist students, faculty and staff in achieving their academic and professional goals.

	Summer 2015
Total Bookstore Sales	\$255,390.18
Total Transactions Bookstore	15,682

HOW THE BOOKSTORE EFFECTS STUDENTS

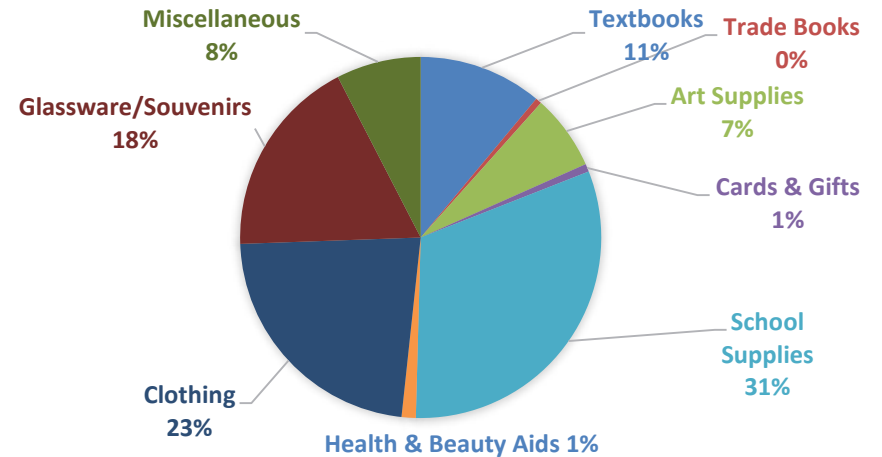
- Price**
 Based on the annual textbook cost study administered by North Carolina's General Administration the WCU Bookstore offers one of the most affordable textbook rental programs of the sixteen state campuses. All undergraduate students are allowed to rent their main textbooks for a flat rate of \$113.00 per semester which is the lowest rate of all rental programs offered on other UNC campuses. In an effort to reduce the cost of additional educational materials the Verba Compare will become available to both our graduate and undergraduate students, whereby giving our students additional purchasing choices at lower prices while maintaining the Bookstore's profitability.
- Price Comparison**
 WCU purchased the Verba Compare software and implemented during Summer School 2014. Verba transactions allow students to look up textbook requests on the bookstore's website and compare, new, used, rentals and eBook prices with other on-line marketplace sellers.
- Scholarship/Sponsorship Support**
 Each year the Bookstore contributes in a variety of ways to the scholarships and sponsorships. During any academic year, the Bookstore is expected to contribute \$118,020 in both academic and athletic scholarships. In addition to this set amount, the Bookstore is often asked to donate various items to other University and community causes. For Spring 2015, this "additional support" equaled \$622.00.

MISSION

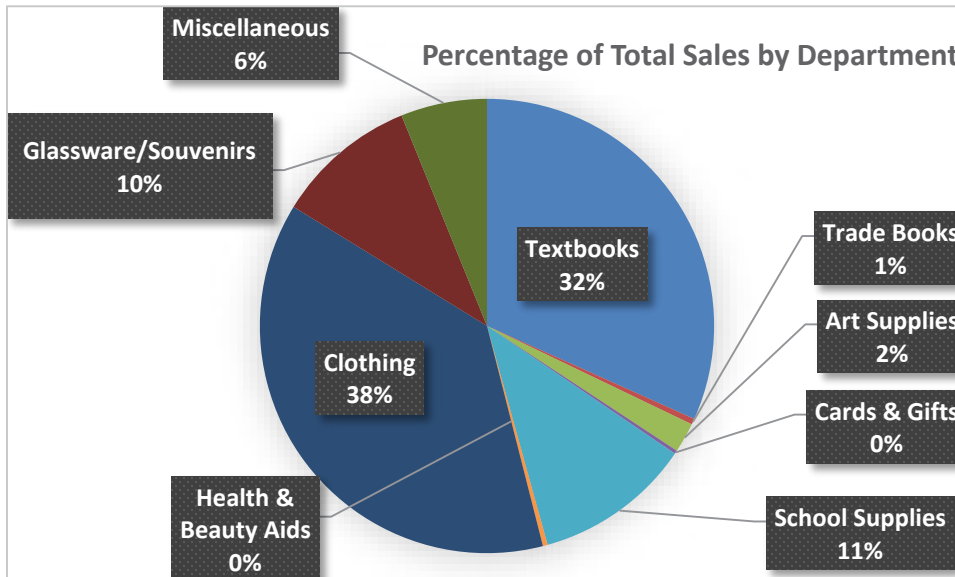
The Bookstore is dedicated to supporting academic programs and student life at the University by providing students, faculty, staff and the University community excellent customer service, convenient store location and hours of operation, and a wide range of competitively priced merchandise. This merchandise ranges from school supplies, text books and supplemental materials that assist students, faculty and staff in achieving their academic and professional goals, to clothing and gifts. The Bookstore also offers imprinted merchandise that portrays the University in a positive light and engenders school spirit and tradition among students, faculty, staff, the community and alumni. Our overriding goal is to make a significant contribution toward the intellectual and service needs of the University Community.

	Fall 2013	Fall 2014	Fall 2015
Total Sales	\$1,039,467.75	\$1,028,635.98	\$1,063,251.86
Total rental fee	\$747,979.40	\$791,852.37	\$1,126,451.79
Total # of students in the rental program	6,990	7,007	8,046
Total Items Purchased at the Bookstore	75468	74865	71069

Percentage of Number of Items Purchased by Department



Percentage of Total Sales by Department



HOW THE BOOKSTORE EFFECTS STUDENTS

- 1. Price**

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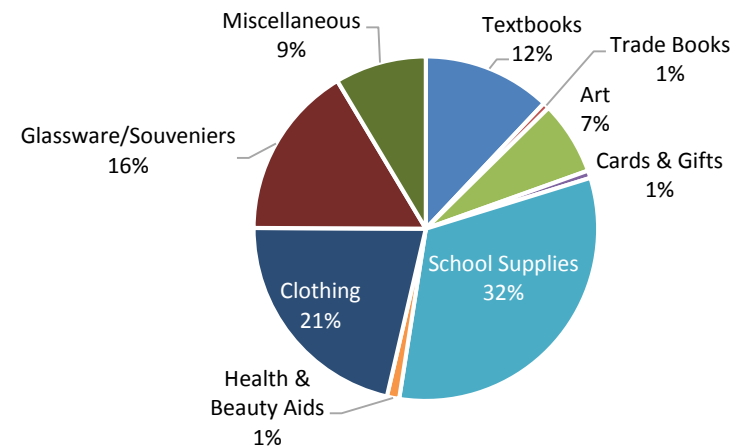
MISSION

The Bookstore is dedicated to supporting academic programs and student life at the University by providing students, faculty, staff and the University community excellent customer service, convenient store location and hours of operation, and a wide range of competitively priced merchandise. This merchandise ranges from school supplies, text books and supplemental materials that assist students, faculty and staff in achieving their academic and professional goals, to clothing and gifts.

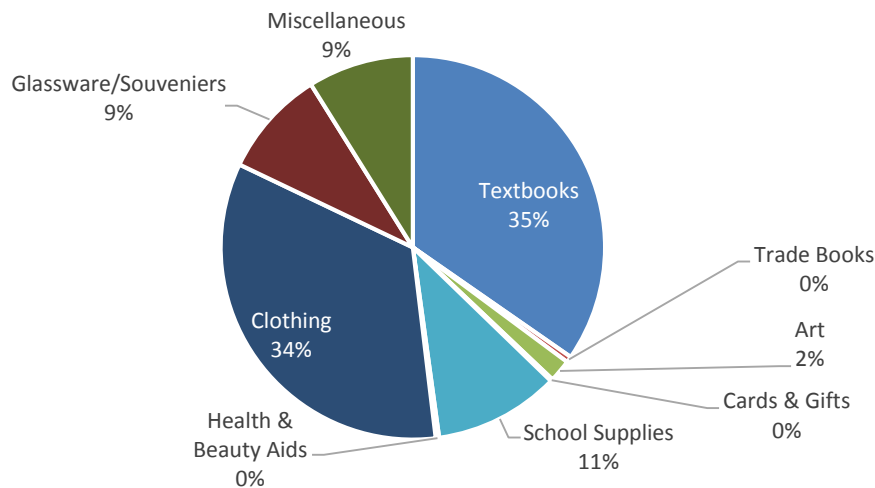
The Bookstore also offers imprinted merchandise that portrays the University in a positive light and engenders school spirit and tradition among students, faculty, staff, the community and alumni. Our overriding goal is to make a significant contribution toward the intellectual and service needs of the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

	2013-2014	2014-2015	2015-2016
Total Sales	\$1,336,701.66	\$1,998,486.31	\$1,809,699.16
Total rental fee	\$1,511,749.25	\$1,715,862.39	\$2,015,528.36
Total # of students in the rental program	7,056	8,018	8,046

Percent of Number of All Items Sold by Department



Percentage of Total Sales by Department



HOW THE BOOKSTORE EFFECTS STUDENTS

- 1. Price**

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

During any academic year, the Bookstore is expected to contribute \$118,020 in both academic and athletic scholarships.

MISSION

As part of the mission of Western Carolina University, the A.K. Hinds University Center provides program support, services, facilities, and amenities for students, faculty, staff, alumni, and guests of the campus community. The UC provides resources to the campus community for curricular and co-curricular opportunities in an environment which enhances the overall academic and community life experience.

VISION

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

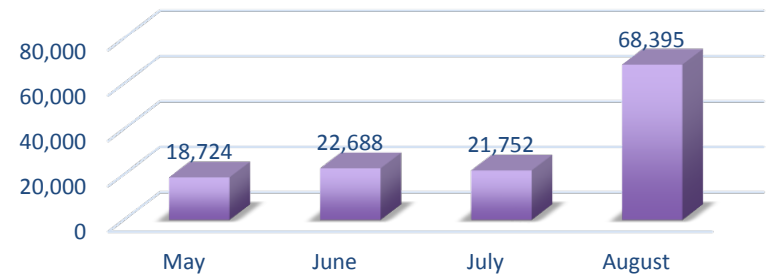
Student Employee Learning Outcomes

- **88%** of our student workers who attended staff training indicated that they do see where their position fits into the big picture of goals/initiatives for the Department of Campus Activities.
- **88%** of our student workers who attended staff training indicated that they are aware of their role within the strategic plan for the Department of Campus Activities.

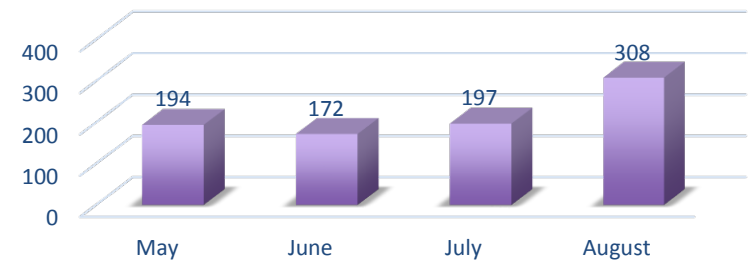


Facility Use and Satisfaction

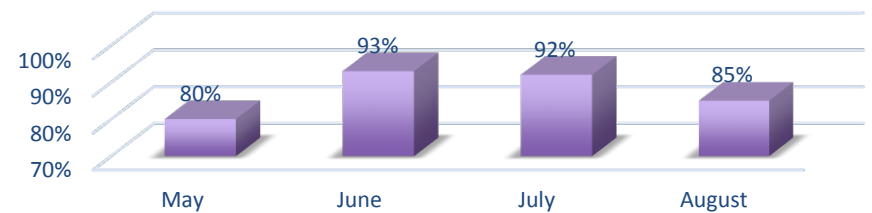
People Count



Reservations



Overall Facility Satisfaction Rate



MISSION

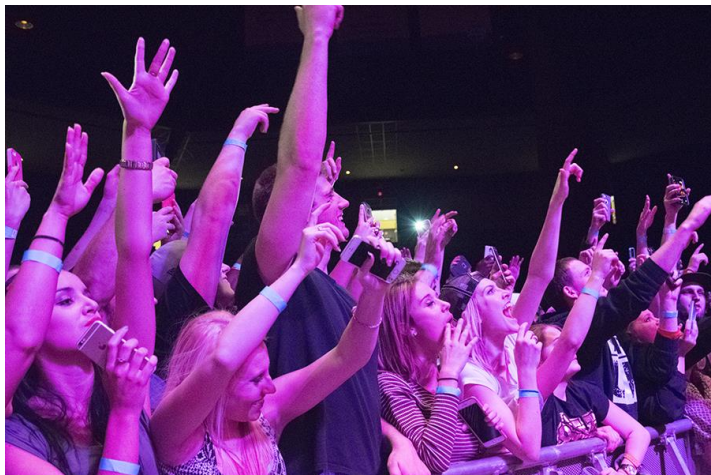
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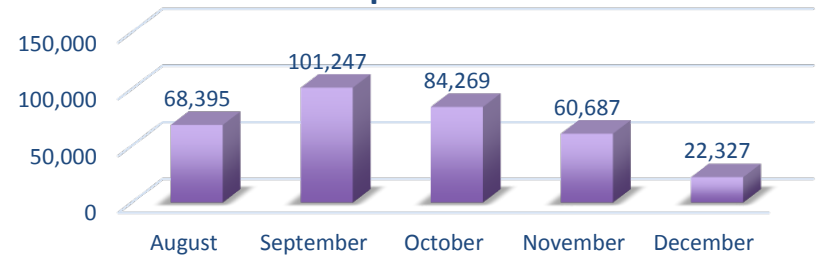
HIGHLIGHTS

- Of the **83** students who participated in the Disney Leadership Program, **98%** were satisfied/extremely satisfied with the program, would like to participate in the future, and believed it met or exceeded expectations!
- Of the **315** participants in the Whee Take Over FLI Finals Event, **284** felt relaxed and more focused on finals after participating in the event and **310** would recommend the event to others.
- New trainings for RSOs were implemented where **166** individuals from **103** organizations were present.
- **1,501** were in attendance for the Hunter Hayes concert.
- Dance Marathon had 207 participants and raised **\$12,681.02** for the Children's Miracle Network.
- **336,925** people visited the A.K. Hinds University Center in fall 2015.
- New marketing and branding efforts for the DCA name change went into effect and **7,250** pieces of marketing materials were distributed.

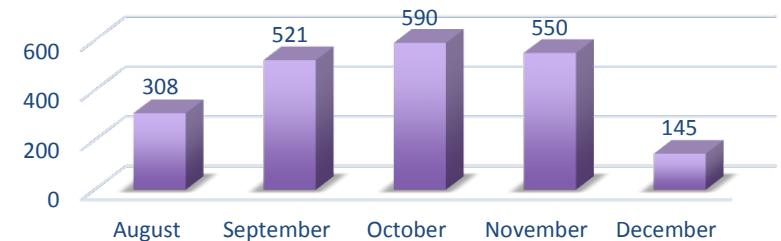


Facility Use and Satisfaction

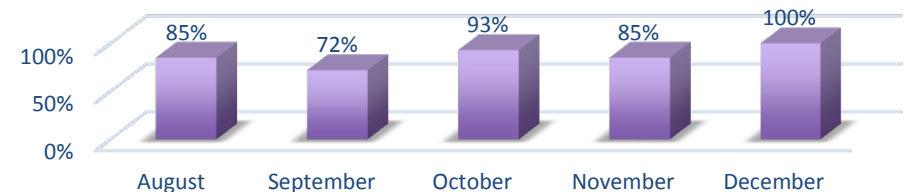
People Count



Reservations



Overall Facility Satisfaction Rate



MISSION

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

VISION

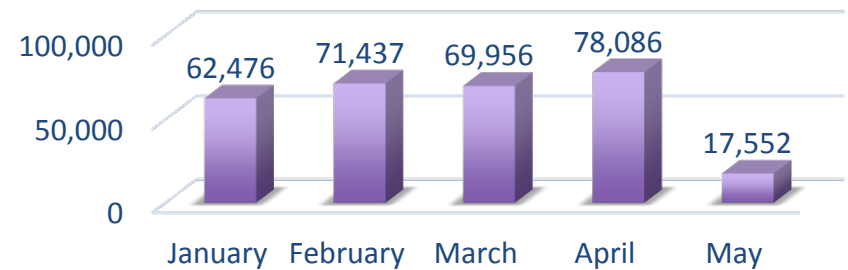
Assist students in bridging the gap between academics and co-curricular activities to enhance students' educational experience and personal growth.

HIGHLIGHTS

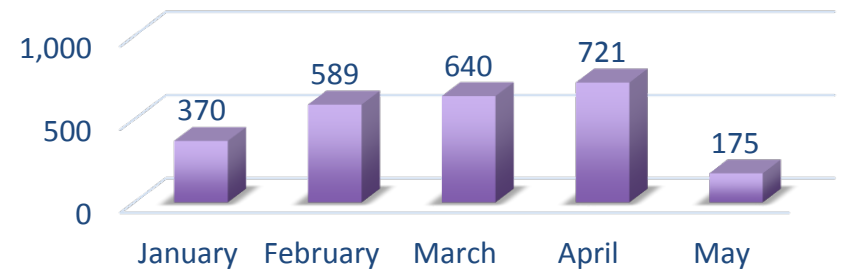
- LMP hosted **82** events with **5,699** attendees in the spring semester.
- Attendees completing surveys after LMP events indicated:
 - **Strongly agree** that events met their expectations.
 - **Strongly agree** that LMP events are a good use of student fees.
 - **Strongly agree** they would recommend future LMP events to friends.
- There were **163** RSOs (Recognized Student Organizations) at the end of the spring semester.
- For the spring semester, the total people count in the building was **299,507**; the total number of reservations was **2,495**; and the overall facility satisfaction rate was **97%**.
- Leadership Minor enrollment increased in the spring semester by **10%**.
- **11** students graduated in the spring semester with a minor in Leadership.
- **15** students attended the International Leadership Study Abroad trip which took place in Spain for a total of sixteen days.
 - Of those, **97%** reported that their perspective on global leadership has changed for the better and the role they play within it.
 - Of those, **100%** reported that they have a deeper understanding of themselves as agents of change in society.
- Students who have declared the Leadership Minor had a spring semester average GPA of **3.39** and a cumulative GPA of **3.04**.

Facility Use and Satisfaction

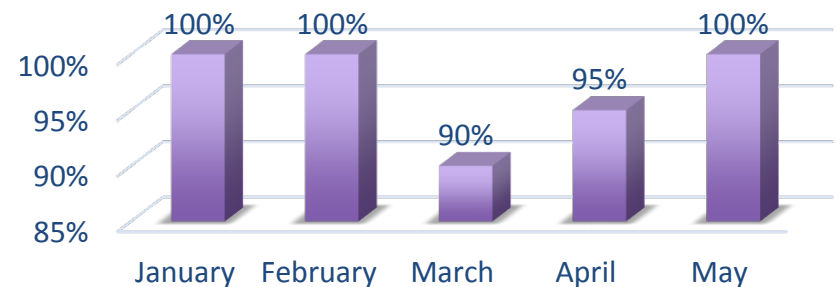
People Count



Reservations



Overall Facility Satisfaction Rate



Facility Usage Statistics	Summer '15
Total Campus Recreation Center Visits	12,847
Total Reid Pool Participations	4,195*
Total Open Swim Participants	238
Total Open Climb Participants	249

*Pool was closed from May 14th – June 14th due to the need for extended maintenance related to the previous health inspection.

FACILITY & BUSINESS EFFICIENCY UPDATES

Completed the Base Camp Cullowhee move into the Campus Recreation Center and boat shed.

Campus Recreation Center facility updates during Summer 2015 include the following:

- Updated the Community Creed Artwork
- Added another Drinking Fountain with Bottle Filler
- Completed annual shutdown facility tasks, including painting, minor repairs, and heavy facility cleaning
- Refinished the gym floor and studio 1 floor as part of the annual shutdown, but had to close two additional times due to problems during the refinish process
- Designed new artwork to feature Base Camp Cullowhee for installation in September

Implemented electronic swipe system in the pool to better track pool participation.

Presented the Intramural Field Report to Executive Council in conjunction with Athletics Indoor Practice Facility Plan to highlight challenges associated with the current field situation.

Transitioned to scanned documents, versus paper copies, for daily budgetary tracking to improve business efficiencies and enhance sustainable practices.

Developed a new business process with camps and conferences for entrance to the CRC and Reid Pool during their stays, which greatly improved our communication and consistent messaging regarding the use of such resources.

Implemented a single sign-on process for imleagues.com by collaborating with Information Technology to improve risk management practices, by ensuring only current students, faculty, and staff are the ones participating in programs.

Developed an electronic paperwork and member management portal for Club Sports through imleagues.com to enhance business efficiencies and to allow for better management of club documents and members.

Purchased two new phones to support the transition to electronic participant check-in for Intramurals in an effort to enhance sustainable practices and improve business efficiencies by cutting down on the amount of manual input.

Added auxiliary capabilities to the sound systems in the studios to accommodate current technology.

PROGRAMMING SPOTLIGHT

Enrolled the largest number of First Ascent participants since its inception, with a total of 43 participants (5 in July, 38 in August). First Ascent began in 2008 with 19 participants the first year. Since 2008, we have seen a 226% increase in participation.

Increased Summer FYE trips over past years, which yielded the following participation: 91 Nantahala raft participants, 35 trail maintenance service participants, 22 canoe/hike participants, 8 rock climbing participants, and 18 swimming hole hike participants.

Intramurals had enough teams in every summer league, which may have been due to extending registration to ensure enough time to register at the start of each summer session. Overall, Intramurals had 73 unique participants with 263 total participations, including 32 Faculty/Staff participants.

Designed an Intramural All-Tournament Cup to implement in fall semester to encourage participation.

Piloted a small group training program, which provided participants with low-cost training while maintaining a semi-personalized workout. This training option was added to the training packages as a future option post-pilot.

Group Exercise had 42 unique participants over summer 2015, with 32 participants purchasing passes for both SSI and SSII.



STUDENT DEVELOPMENT

Provided 32 students with student worker positions over Summer 2015.

Provided first CRW Facility and Risk Management training to Base Camp student workers.

Added Cats Care Training and Community Creed/Student Code Training to the CRW August student worker training, as well as added a diversity awareness training through Intercultural Affairs for students in supervisory roles.

Added incident risk management drills to CRW August student worker training, in addition to small accident scenarios. Incidents included fire and active threat.

Program Participation	Fall 2014	Fall 2015
Unique Intramural Participants	1,312	1,300
Total Intramural Participations	8,565	8,792
Total Club Sport Participants	570	429
Total Group Exercise Participants	650	571
Personal Training Packages Purchased or Referred	39	53
BCC Open Enrollment Trip Participations*	134	164

*Only compared participation numbers across like trips. New or altered trips were not included in the comparison.

PROGRAMS UPDATE

Although unique Intramural participants did not increase, overall participations increased by just over 2.5%. In addition to the increase, single sign-on was introduced for imleagues.com, which allowed for closer tracking of eligibility policies and better risk management by ensuring only current students, faculty, and staff at WCU can create an account to play intramurals.

The decrease in unique participations for Club Sports is due to three clubs dropping into the social RSO category after '14-'15. Clubs are being held to higher standards to raise the professionalism of the program. Other efforts during Fall '15 included redevelopment of the Club Sport Guide, development of a Visiting Team Guide, and migration of Club management to imleagues.com for more consistent tracking of club involvement.

Fitness experienced a shift in participation with less individuals registering for Group Exercise and more participating in Personal Training (PT). The increase in PT is the result of a direct partnership with Counseling and Psychological Services, where 27 individuals agreed to be referred to PT to help manage their mental health through exercise.

BCC saw a dramatic increase (21.6%) in open enrollment trip participation, given limitations on trip numbers due to permitting and risk management. A large part of the increase may be due to the increased visibility with the move of the Adventure Shop to the Campus Recreation Center. Kayak roll clinics were also up 70% from Fall '14 to '15. BCC also offered two new rock climbing trips in fall 2015.

STUDENT DEVELOPMENT

94.4% of CRW student workers reported they agree or strongly agree their ability to work as a team has improved as a result of their employment and 90.7% agree or strongly agree their communication skills have improved as a result of their employment. 107 CRW student workers responded. Of respondents, 8 student workers with responses consistently less than agree work with Base Camp Cullowhee. Therefore, this is an action area for CRW.

Facility Participation	Fall 2014	Fall 2015
Campus Recreation Center (CRC) Visits	95,531	93,909
Reid Pool Unique Participants	613	612
Climbing Wall Participations	2,939	3,183
Camp Lab Intramural Field Site Visits*	4,363	4,013

* This number is only collected by counting participants and spectators at Intramural Sports. It does not include Club Sports or Informal activities.

FACILITIES UPDATE

Site visits for the Camp Lab fields went down about 350 due to a rainy spell in late September, early October that rained out several nights of flag football.

CRC visits and Reid Pool participants appear stable from Fall '14 to '15, which is expected considering no significant change in enrollment.

After assessing the Base Camp Cullowhee Adventure Shop hours during Fall '15, it was noted the majority of needs were on Mondays and Fridays. Therefore, the Adventure Shop will expand hours on Mondays and Fridays during Spring '16 and cut hours Tuesday through Thursday to avoid changes in staffing needs and costs.

ACTION ITEMS

CRW will focus efforts in Spring 2016 on the following action items:

- Develop a new strategic plan.
- Prepare for a Fall 2016 program review.
- Begin an intentional CRW social media campaign that focuses on outreach and engagement, which subsequently markets programs to the campus community.
- Improve the CRC and risk management through weight room expansion planning, installation of additional climbing wall pads and a permanent desk structure for the climbing area, and planning for a more collegial feel.
- Complete an Intramural Field Study for presentation to the Master Plan Committee.
- Garner more financial support for CRW programs and facilities through sponsorships, fundraising, and grant opportunities.
- Implement business processes to better track collaborative partnerships to get a complete picture of program and facilities use.
- Implement a trail stewards program focused on upkeep and risk management of the WCU trail system.
- Focus on BCC student worker development to improve student learning.

Program Participation	Spring 2015	Spring 2016
Unique Intramural (IM) Participants*	1,486	1,467
Total Intramural (IM) Participations	10,764	11,794
Total Club Sport Participants	331	303
Total Group Exercise Participants	511	401
Personal Training Packages Purchased or Referred	23	33
BCC Open Enrollment Trip Participations**	365	277

* 34% of unique IM participants were women in Spring '16, which is above the national average of 30%.

**Only compared participation numbers across like trips. New or altered trips were not included in the comparison. The decrease was due to limiting ski trips in Spring '16 since we had no bus driver.

PROGRAMS UPDATE

Fitness continued to experience a shift in participation with less people participating in Group Exercise and more people enrolling in Personal Training. Due to our trend being consistent with the fitness industry, CRW is focusing efforts to roll out a newly focused group program in Fall '16 to attract a different population.

BCC offered the first-ever winter break trip to Snowshoe, WV. BCC also coordinated the 32nd annual Tuck River Cleanup, which garnered the support of 861 volunteers.

CRW received \$29,798.37 in donations and sponsorships for 2015-2016. This does not include in-kind donations or other fundraising efforts. Sponsorships and donations were earmarked for the following areas: Dance Team (\$8,294.25), Intramural Sports (\$200), Tuck River Cleanup (\$9,100), Valley of the Lilies Half Marathon and 5K (\$10,714.12), and Club sports (\$1,490).

The WCU Dance Team finished third at NDA Nationals in Division I Open Jazz. There were 21 teams who competed in their division on the national level.

CRW supported academic programs in Spring '16 by giving presentations and tours to 201 students in academic classes, providing four PRM only trips through BCC, working with a group of PRM students on facilitating a trail work day, and hosting five PRM interns.

STUDENT DEVELOPMENT

93.5% of CRW student workers reported they agree or strongly agree their ability to work as a team has improved as a result of their employment and 92.5% agree or strongly agree their communication skills have improved as a result of their employment. 93 CRW student workers responded. CRW supported 13 student workers attending professional development workshops and conferences and 7 student workers obtaining certifications through our Valley of the Lilies student professional development scholarship fund.

Facility Participation	Spring 2015	Spring 2016
Campus Recreation Center (CRC) Visits	100,127	96,929
Reid Pool Unique Participants	673	902
Climbing Wall Participations	1,665	2,046
Camp Lab Intramural Field Site Visits*	4,879	5,702

* This number is only collected by counting participants and spectators at Intramural Sports. It does not include Club Sports or Informal activities.

FACILITIES UPDATE

Site visits for the Camp Lab fields increased by 16.9%, which was most likely due to the IM softball league increasing from 46 teams to 60 teams and our two outdoor mini leagues increasing from 26 teams to 43 teams from Spring '15 to Spring '16.

CRW began working with Civil Design Concepts out of Asheville, along with several other campus partners, on a camp lab field site study. In addition, CRW designed facility safety signage for camp lab fields and the disc golf course.

CRC visits declined by 3.3% over Spring '16. CRW did not see the typical influx of students prior to Spring Break, which may be due to the fact that Spring Break was later in the semester. CRW finalized design plans for a CRC weight room expansion to enhance the student user experience by adding more weight racks, which stems from feedback on facility satisfaction surveys.

CRW saw a significant increase in unique Reid Pool users, but the overall participations remained stable between Spring '15 and Spring '16.

Climbing wall participations increase 22% from Spring '15 to Spring '16. Spring '16 was the first semester the climbing wall was open for students during finals week. Safety matting was added to the front of the climbing wall and CRW finalized plans for a permanent climbing wall desk and storage.

ACTION ITEMS

CRW will focus efforts in Summer 2016 on the following action items:

- Develop a new strategic plan and prepare for a Fall 2016 program review.
- Update CRW policies and procedures, as well as student worker manuals.
- Complete the camp lab field site study, weight room expansion, addition of outdoor facility signage, and climbing wall area improvements.
- Be active participants in the orientation experience for incoming students.
- Provide programs and services to camps, conferences, and summer learning communities.

MISSION

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

Appointment Data

CAPS served 102 students in the summer sessions in 2015. This is compared to 77 students in the 2014 summer sessions.

	2014	2015
Type of Service	# of appts	# of appts
Intake	30	58
Personal Counseling	85	102
Emergency Services	27	20

Why Students Seek Counseling

CAPS counselors indicate all reasons that students seek counseling. The trend identified in the spring continues to be true over the summer. The primary presenting concerns for students are anxiety and depression.

Presenting Issues	Percent of Clients
Anxiety	62%
Depression	53%
Relationship Problems	46%
Family Problems	44%

Service to the Campus Community

- Participated in all New Student and Transfer Orientation Sessions
- Provided training for Resident Assistants through Behind Closed Doors and Basic Helping Skills programs
- CATS Care training for CRW (professional staff and student workers), Res Life, Orientation Counselors and ASP students (total of 295 individuals trained in suicide prevention)
- Provided training to ICA Wheel Empower/Project Care

DEPARTMENT ACHIEVEMENTS

- Dr. Betsy Aspinwall received the Student Affairs Program of the Year award for the CATS Care program.
- Completed internal audit of initial assessment documentation (per IACS standards).
- Created new “Let’s Talk” campaign with accompanying review of process for clients’ entry into CAPS.
- Created new outreach program “CAPS Cab” and completed all necessary planning for program.
- Completed video for advertising doctoral intern program.



PROFESSIONAL DEVELOPMENT

- Christy Wyatt, LCSW, LCAS completed Smart Recovery Training (6 hours)
- Participation in university wide active shooter table top activity.
- Dr. Michelle Cooper presented at the AUCCCS Conference in Chicago, IL.
- Dr. Betsy Aspinwall completed required hours for HSP-P licensure and thus is fully licensed.
- Dr. Kimberly Gorman completed 2 site visits for the American Psychological Association: one in Durham, NH and the other in Philadelphia, PA.
- Dr. Kimberly Gorman completed 1 site visit for the International Association of Counseling Services at Memphis, TN.

MISSION

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

Appointment Data				
	2014 Number	2014 Total Hours	2015 Number	2015 Total Hours
Crisis Services	191	230	272	267
Personal Counseling	1279	1205	1268	1209
Psychiatric Services	182	116	129	80
Triage	359	193	502	273

Why Students Seek Counseling		
Reason	2014	2015
Anxiety Related	43%	61%
Stress Related	39%	60%
Depression Related	50%	56%
Relationship Problems	21%	33%
Top Reason	Depression	Anxiety

Emergency Services			
Emergency Services	Day	Night	Total Hours
Emergency/Crisis Services to Students	161.50	58	219
Emergency/Crisis Support to 3 rd Parties	40.50	7.25	47.75
Critical Incidents	Number	% of Clients	
Suicidal Ideation requiring intervention	90	7.8%	
Psychiatric Hospitalization	16	2.1%	

PERFORMANCE INDICATORS

	Yes	No
Has counseling helped you to stay in school?	96%	4%
Has counseling helped you to understand different viewpoints?	97%	3%

Effectiveness of Counseling	2013	2014	2015
Percent of those whose distress score improved as measured by CCAPS	43	45	47

Provides High Quality Services *	2013	2014	2015
Client Satisfaction With Overall Experience	1.49	1.25	1.27
Intent to use counseling in the future, if needed	1.47	1.30	1.18

* Using Likert Scale 1 (best score) to 5 (worst score)

NEW INITIATIVES

Catamounts for Recovery

- 62 participants in 33 hours of programs to support students in recovery.
- Major highlights: Recovery Walk and The Anonymous People

Cats Care

- 525 Catamounts trained in suicide prevention
- Post test shows significant effect of training on comfort level in asking about suicide (p = .00)

CAPS Cab

30 students rode in the CAPS Cab to learn about helping other students in a variety of mental health related areas. 6.4% of clients identified that they learned about CAPS through the CAPS Cab and the Let's Talk campaigns which were initiated in August 2015.

MISSION

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

The trend of *increased service provision* continued in the spring semester.

Possible reasons for the increase include:

- Possible increase in student distress
- Impact of reduced stigma in accessing mental health services
- Increased outreach efforts may have been successful in educating students about service availability

APPOINTMENT DATA

	SPRING 2015	SPRING 2016
Individual counseling appointments	1674	1927
Triage appointments	290	323
Group counseling appointments	26	54
Medication appointments with psychiatric nurse practitioner	135	136

Emergency Services

56% Increase in Emergency Appointments Compared to 2015

	SPRING 2015	SPRING 2016
Emergency Appointments	159	248
Hours Spent in After Hours Emergency Care Provision	58	67

CRITICAL INCIDENTS

- 40 clients required intervention because of suicidality
- 16 required referral for psychiatric hospitalization
- 11 students requested a withdrawal for mental health reasons

Why Students Seek Counseling

Anxiety and depression related issues continue to lead while, following national trends, stress related issues are increasing

	SPRING 2015	SPRING 2016
Anxiety Related	63.4%	64.7%
Depression Related	67.8%	65.7%
Stress Related	51.5%	55.6%
Relationship Problems	46.1%	45.9%

Impact of Counseling on Academic & Personal Goals

CAPS' clients provided the following feedback on the impact of counseling on academic and personal goals:

- 97% of clients indicated that counseling has helped them stay in school.
- 97% of clients indicated that counseling has helped them understand different viewpoints.
- 98% of clients indicated that counseling has helped to strengthen their relationships.

Client Satisfaction

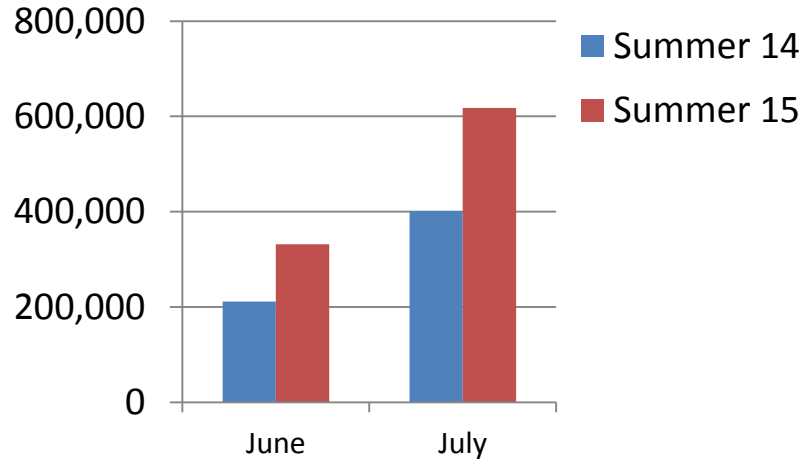
(1=Strongly Agree)

	2014	2015	2016
Client Satisfaction with Overall Counseling Experience	1.27	1.18	1.21
Intent to Use Counseling in the Future, if Needed	1.30	1.17	1.24

OUTREACH

	# OF PROGRAMS	# OF PARTICIPANTS
CATS Care	4	82
CAPS Cab	6	69
Catamounts for Recovery	12	30
Athletics Consultation/Programs	29	542
ICA Consultation/Programs	32	496
Sexual Violence Programs	7	155
KORU/Mindfulness	3	72

Revenues



Actual Financial Data

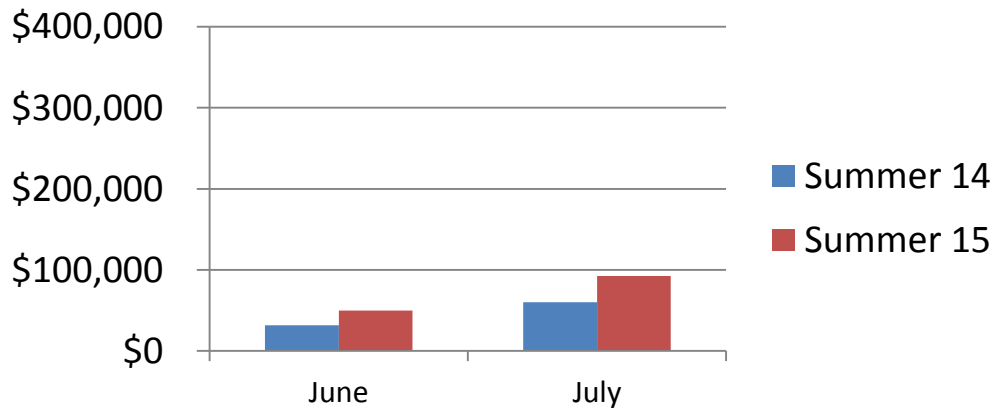
Summer 14 Revenue
\$ 612,678.32

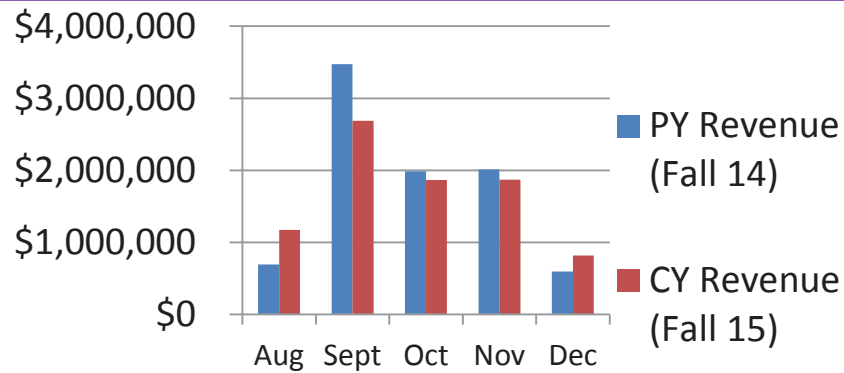
Summer 14 WCU Return
\$ 91,765.68

Summer 15 Revenue
\$ 949,244.98

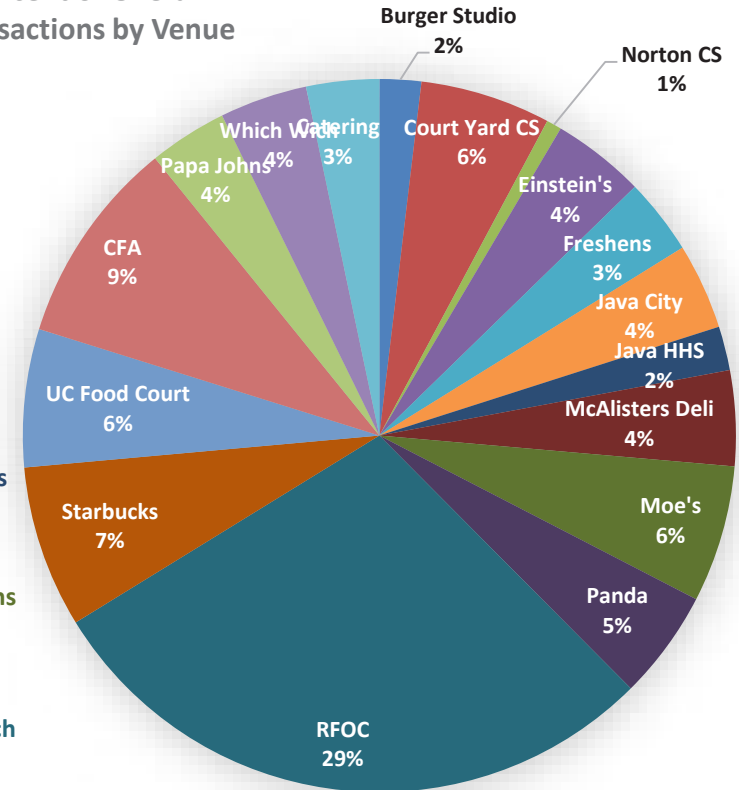
Summer 15 WCU Return
\$ 142,386.81

Client Return

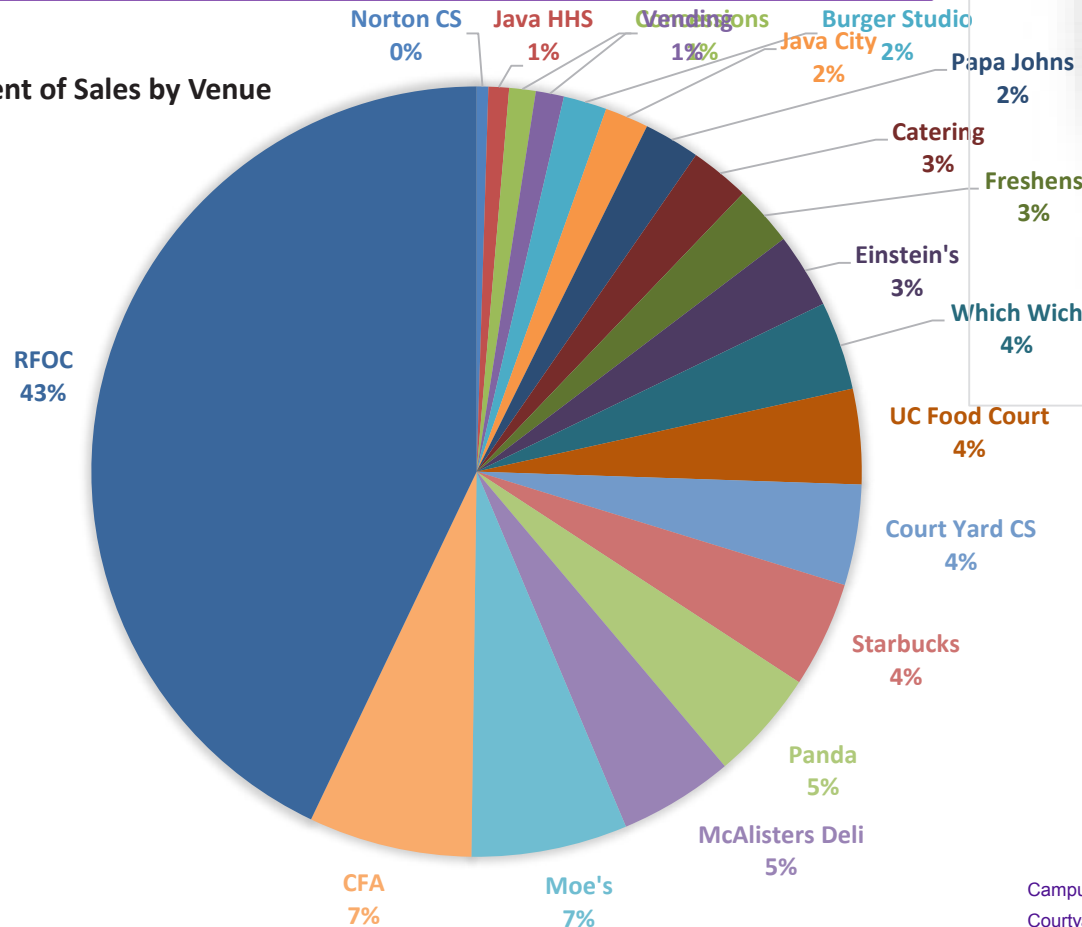




Percent of Overall Transactions by Venue



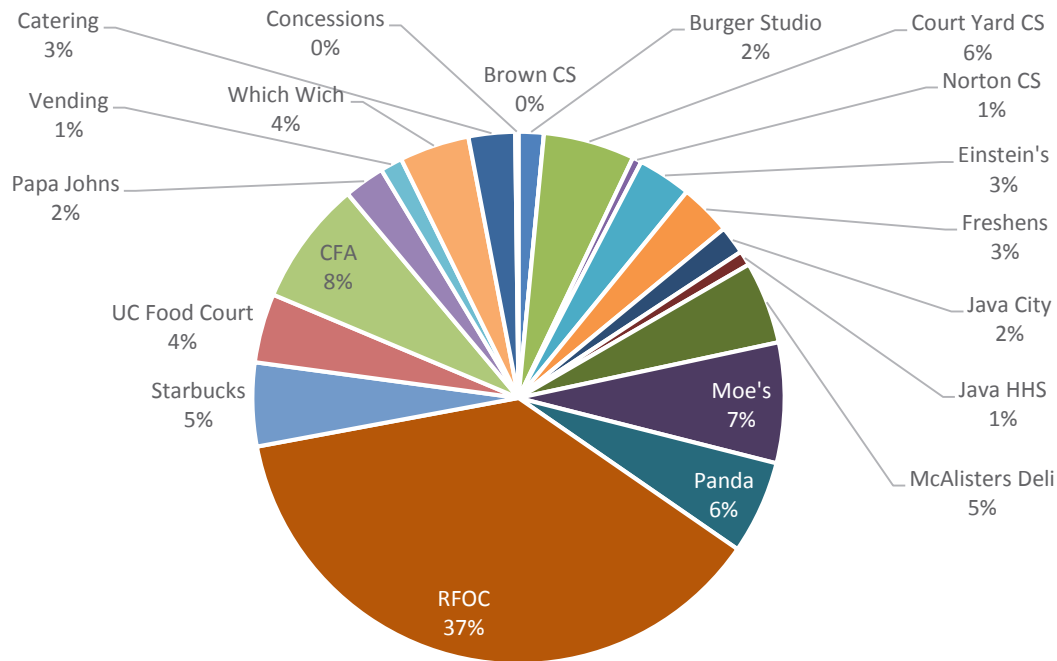
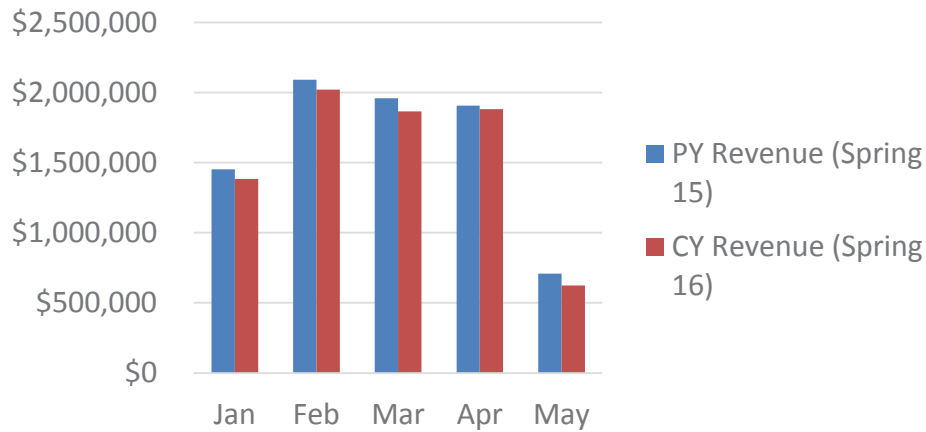
Percent of Sales by Venue



Health Inspection Scores

	Fall 2015
CY Dining Hall	95
McAlister's Deli	97.5
Panda Express	99
Burger Studio	99
Moe's	99
Chick-fil-A	99.5
Freshens	98.5
Papa John's	100

Dining Services Revenues



Percent of Sales by Venue

Health Inspection Scores

Spring 2016

CY Dining Hall	99.5
McAlister's Deli	99.5
Panda Express	100
Starbucks	98
Burger Studio	99.5
Einstein's	99.5
Moe's	100
Chick-fil-A	100
Freshens	98.5
Papa John's	99.5
Which Wich	100

Tapingo launched on campus in Spring 2016

We have 1,930 people that have downloaded the app thus far



Wait less . Live more .

We are Increasing or reach in Social Media

In Spring 2015 we had 147 followers on Instagram. We now have 612 followers on Instagram.



All columns reflect year-end totals.

Processing	2011-12	2012-13	2013-14	2014-15
Number of Federal Student Aid Applications (FAFSA's) received	12920	14447	14654	14972
Number of FAFSA's verified	2696	2320	2748	2776
Number of students packaged (completed FAFSA results)	7705	8283	8546	10602
Number of summer aid applications	1381	1356	1629	1591

The WCU Financial Aid Office strives to be a trusted and reliable source of student financial aid information and service to our students and their families while making every effort to assist students in affording their education.

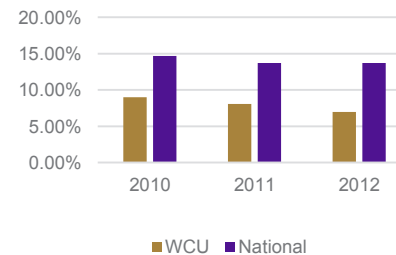
The information presented on this page represents the processing of aid applications, types of aid awarded and other relevant grant and loan data.

Students Receiving Financial Aid (Undergraduate and Graduate)	2011-12	2012-13	2013-14	2014-15
Total officially enrolled	9352	9608	10107	10382
Total Receiving Financial Aid (all types)	7531	7942	8193	8418
Percentage Receiving Financial Aid (all types)	80.53%	82.66%	81.06%	81.08%
Total Receiving Grant Aid	5110	5872	5993	5910
Percentage Receiving Grant Aid	54.64%	61.12%	59.30%	56.93%
Total Receiving Institutional and/or Outside Scholarships	1719	1828	1956	2054
Percentage Receiving Institutional and/or Outside Scholarships	18.38%	19.03%	19.35%	19.78%
Total Receiving Athletic Aid	303	309	314	315
Percentage Receiving Athletic Aid	3.24%	3.22%	3.11%	3.03%
Total Receiving Loans (student and/or parent)	5985	6227	6428	6637
Percentage Receiving Loans (student and/or parent)	64.00%	64.81%	63.60%	63.93%
Total Paid Federal Work-Study	326	357	324	308
Percentage Paid Federal Work-Study	3.49%	3.72%	3.21%	2.97%

Funds Management (Disbursed/Paid Amount)	2011-12	2012-13	2013-14	2014-15
Federal Grants	\$12,009,076.21	\$13,336,894.12	\$14,369,157.00	\$15,105,547.77
Private Loans	\$1,126,167.00	\$1,819,701.00	\$2,265,335.00	\$2,653,629.00
Federal Loans	\$49,121,386.00	\$51,089,633.00	\$57,918,427.00	\$60,631,818.00
Work Study	\$481,476.55	\$473,319.65	\$479,807.68	\$468,070.64
Other Aid Programs	\$11,941,837.00	\$13,132,961.85	\$13,911,697.71	\$14,086,297.85
NC State Grants	\$8,202,001.75	\$8,955,753.25	\$8,205,710.86	\$8,584,888.50
Total Aid Disbursements	\$82,881,944.51	\$88,808,262.87	\$97,150,135.25	\$101,530,251.76

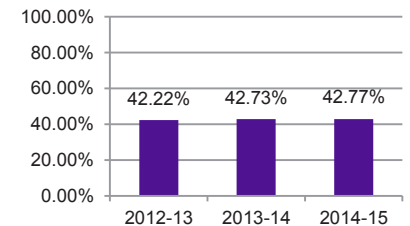
Average Debt (Fall, Spring & Summer)	2012-13	2013-14	2014-15
All Undergraduate and Graduate	\$22,494.00	\$23,968.00	\$23,174.00
Graduate (includes any undergraduate debt incurred)	\$40,030.00	\$39,965.00	\$36,043.00
Undergraduate	\$17,941.00	\$20,259.00	\$20,761.00

Student Loan Default Rates			
	2010	2011	2012
WCU	9.00%	8.10%	7.00%
National	14.70%	13.70%	13.70%



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

Students Receiving Pell			
Aid Year	UG Students	Pell Recipients	Percentage
2012-13	7979	3369	42.22%
2013-14	8448	3610	42.73%
2014-15	8787	3758	42.77%



The maximum Pell Grant award for the 2014-15 academic year was \$5730.00.

Processing	2012-13	2013-14	2014-15	2015-16
Number of FAFSAs received	14447	14654	14972	14400
Number of FAFSAs verified	2320	2748	2777	2175
Number of student packaged (completed FAFSA results)	8283	8546	10602	10537
Gross Need of those packaged*	\$8,560.00	\$9,769.00	\$7,777.00	\$6,782.00
Average EFC of those packaged	8647	8923	11176	11852
Number of summer aid applications	1356	1629	1591	0

* Gross need is calculated by subtracting EFC from Cost of Attendance

Cost of Attendance	2012-13	2013-14	2014-15	2015-16
Tuition and Fees	\$5,925.00	\$6,265.00	\$6,305.00	\$6,643.00
Room and Board	\$7,178.00	\$7,477.00	\$8,016.00	\$8,665.00
Health Insurance	\$766.00	\$1,418.00	\$1,376.00	\$0.00
Books and Supplies	\$758.00	\$781.00	\$708.00	\$753.00
Travel	\$983.00	\$1,010.00	\$1,002.00	\$1,028.00
Loan Fees	\$0.00	\$75.00	\$106.00	\$63.00
Personal Expenses	\$1,597.00	\$1,666.00	\$1,440.00	\$1,482.00
Total	\$17,207.00	\$18,692.00	\$18,953.00	\$18,634.00

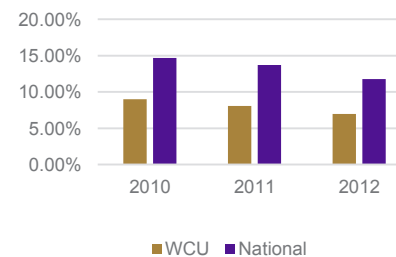
Students Receiving Financial Aid (Undergraduate and Graduate)	2012-13	2013-14	2014-15	2015-16
Total officially enrolled	9608	10107	10382	10340
Total Receiving Financial Aid (all types)	7942	8193	8419	7623
Percentage Receiving Financial Aid (all types)	82.66%	81.06%	81.09 %	73.72 %
Total Receiving Grant Aid	5872	5993	5911	5335
Percentage Receiving Grant Aid	61.12%	59.30%	56.94 %	51.60 %
Total Receiving Institutional and/or Outside Scholarships	1828	1956	2054	1846
Percentage Receiving Institutional and/or Outside Scholarships	19.03%	19.35%	19.78 %	17.85 %
Total Receiving Athletic Aid	309	314	315	302
Percentage Receiving Athletic Aid	3.22%	3.11%	3.03 %	2.92 %
Total Receiving Loans (student and/or parent)	6227	6428	6639	5878
Percentage Receiving Loans (student and/or parent)	64.81%	63.60%	63.95 %	56.85 %
Total Paid Federal Work-Study	357	324	308	320
Percentage Paid Federal Work-Study	3.72%	3.21%	2.97 %	3.09 %

Funds Management (Disbursed/Paid Amount)	2012-13	2013-14	2014-15	2015-16
Federal Grants	\$13,336,894.12	\$14,369,157.00	\$15,121,327.77	\$7,588,595.79
NC State Grants	\$8,955,753.25	\$8,205,710.86	\$8,584,888.50	\$4,621,766.75
Work Study	\$473,319.65	\$479,807.68	\$468,070.64	\$281,655.89
Federal Loans	\$51,089,633.00	\$57,918,427.00	\$60,635,313.00	\$29,795,084.00
Private Loans	\$1,819,701.00	\$2,265,335.00	\$2,653,629.00	\$1,169,534.00
Other Aid Programs	\$13,132,961.85	\$13,911,697.71	\$14,086,297.85	\$7,069,603.48
Total Aid Disbursements	\$88,808,262.87	\$97,150,135.25	\$101,549,526.76	\$50,526,239.91

**Represents YTD amount paid

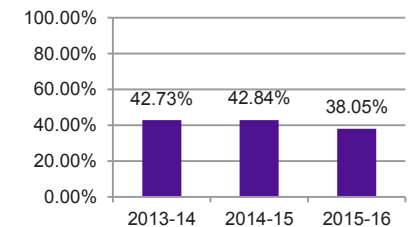
Average Debt (Fall, Spring & Summer)	2012-13	2013-14	2014-15
All Undergraduate and Graduate	\$22,607	\$23,959	\$24,728
Graduate (includes any undergraduate debt incurred)	\$40,021	\$39,965	\$42,884
Undergraduate	\$17,974	\$20,218	\$20,517

Student Loan Default Rates			
	2010	2011	2012
WCU	9.00%	8.10%	7.00%
National	14.70%	13.70%	11.80%



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

Students Receiving Pell			
Aid Year	UG Students	Pell Recipients	Percentage
2013-14	8448	3610	42.73%
2014-15	8787	3764	42.84%
2015-16	8818	3355	38.05%



The maximum Pell Grant award for the 2015-16 academic year was \$5,775.00.

All columns reflect year-end totals.

Processing	2012-13	2013-14	2014-15	2015-16
Number of Federal Student Aid Applications (FAFSA's) received	14447	14654	14972	14979
Number of FAFSA's verified	2320	2748	2777	2370
Number of students packaged (completed FAFSA results)	8283	8546	10602	10899
Number of summer aid applications	1356	1629	1591	2463

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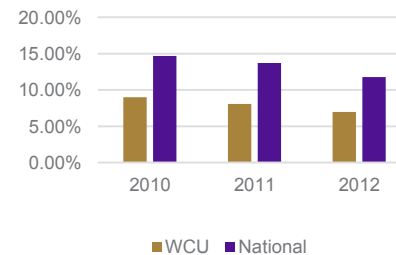
The information presented on this page represents the processing of aid applications, types of aid awarded and other relevant grant and loan data.

Students Receiving Financial Aid (Undergraduate and Graduate)	2012-13	2013-14	2014-15	2015-16
Total officially enrolled	9608	10107	10382	10340
Total Receiving Financial Aid (all types)	7942	8193	8419	8273
Percentage Receiving Financial Aid (all types)	82.66 %	81.06 %	81.09 %	80.01 %
Total Receiving Grant Aid	5872	5993	5911	5606
Percentage Receiving Grant Aid	61.12 %	59.30 %	56.94 %	54.22 %
Total Receiving Institutional and/or Outside Scholarships	1828	1956	2054	2330
Percentage Receiving Institutional and/or Outside Scholarships	19.03 %	19.35 %	19.78 %	22.53 %
Total Receiving Athletic Aid	309	314	315	305
Percentage Receiving Athletic Aid	3.22 %	3.11 %	3.03 %	2.95 %
Total Receiving Loans (student and/or parent)	6227	6428	6638	6352
Percentage Receiving Loans (student and/or parent)	64.81 %	63.60 %	63.94 %	61.43 %
Total Paid Federal Work-Study	357	324	308	323
Percentage Paid Federal Work-Study	3.72 %	3.21 %	2.97 %	3.12 %

Funds Management (Disbursed/Paid Amount)	2012-13	2013-14	2014-15	2015-16
Federal Grants	\$13,336,894.12	\$14,369,157.00	\$15,119,840.77	\$14,765,612.14
NC State Grants	\$8,955,753.25	\$8,205,710.86	\$8,584,888.50	\$8,825,446.50
Work Study	\$473,319.65	\$479,807.68	\$468,070.64	\$475,816.17
Federal Loans	\$51,089,633.00	\$57,918,427.00	\$60,629,126.00	\$59,455,615.00
Private Loans	\$1,819,701.00	\$2,265,335.00	\$2,653,629.00	\$2,246,642.00
Other Aid Programs	\$13,132,961.85	\$13,911,697.71	\$14,087,598.48	\$14,324,543.54
Total Aid Disbursements	\$88,808,262.87	\$97,150,135.25	\$101,543,153.39	\$100,093,675.35

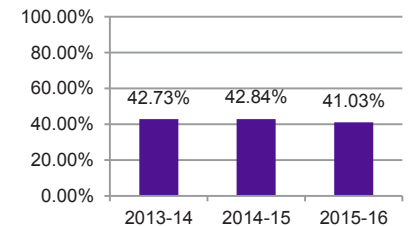
Average Debt (Fall, Spring & Summer)	2012-13	2013-14	2014-15
All Undergraduate and Graduate	\$22,621	\$24,004	\$24,716
Graduate (includes any undergraduate debt incurred)	\$40,030	\$40,100	\$42,884
Undergraduate	\$17,974	\$20,247	\$20,500

Student Loan Default Rates			
	2010	2011	2012
WCU	9.00%	8.10%	7.00%
National	14.70%	13.70%	11.80%

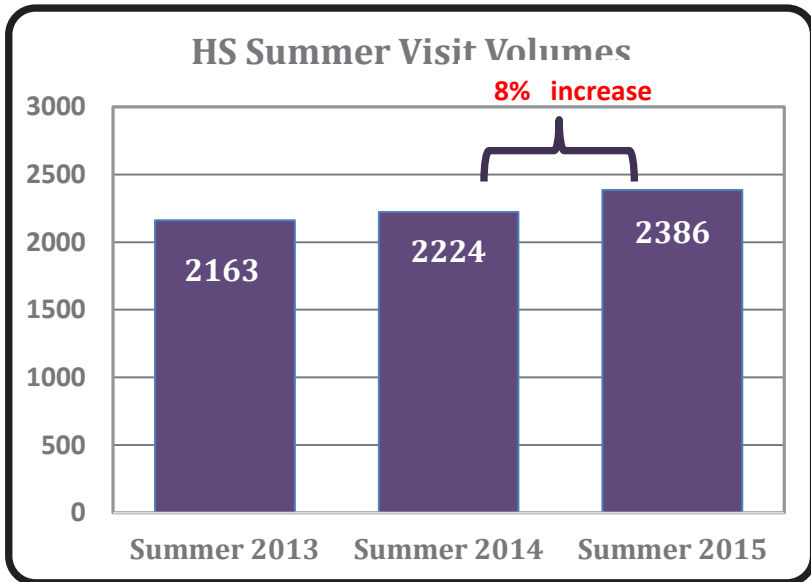


For most federal student loans, students default when they have not made a payment in more than 270 days.

Students Receiving Pell			
Aid Year	UG Students	Pell Recipients	Percentage
2013-14	8448	3610	42.73%
2014-15	8787	3764	42.84%
2015-16	8818	3618	41.03%



The maximum Pell Grant award for the 2015-16 academic year was \$5,730.00.



MISSION

Health Services’ mission is to meet the health care needs of the academic community and to enhance the physical, psychological, environmental and health education needs of our campus. Health Services strives to keep students well and in the classroom.

Summer Operations:

- Campus EMS is not operational through the summer months
- Health Services are available in summer to enrolled students, employees and many summer camp and program participants
- Health Services staffing model for summer months allows for 10 and 11 month employees to be away without a disruption in services.

Orientation Experience:

HS staff participate in freshman and transfer orientation by:

- providing information about health services in the information fair
- providing immunization services for students that have not yet meet the NC Immunization requirements. NC law requires that four year universities prepare and submit a report each fall attesting to student’s compliance with immunization law.

Most Frequent Reason for visit	Depression
	General Physical
	ADHD
	Orthopedic Injury
	Rash
	Contraceptive Counseling/Renewal
	Urinary Tract Infection
	Sore Throat



Laboratory Services received re-accreditation from COLA after survey and inspection

Immunization Compliance Check	205 Immunizations administered
	2,085 New immunization records reviewed
	97.5% Compliant with laws

SUMMER TRAINING

Health Services staff participated in annual staff training in August:

- Tabletop active shooter drill - Campus wide tabletop drill was held in June and material from that drill was used for the departmental review. Exercise enabled HS to review building evacuation plans, shelter in place commands and internal emergency preparedness policy and procedure.
- ICD-10 implementation – A major overhaul in the international classification of diseases (diagnosis codes) will go live on Oct 1, 2015 after several years of postponement by the Centers for Medicare and Medicaid. Staff received training on required documentation and usage of the new codes and requirements.
- CPR recertification and opportunities for Continuing Medical Education credits were utilized to ensure medical staff are compliant with licensure requirements as well as informed of the latest in medical trends and treatments

Patient Satisfaction Survey Opportunities

Results from ongoing patient satisfaction survey indicate that 20% of patients are unclear about discharge instructions and follow up.

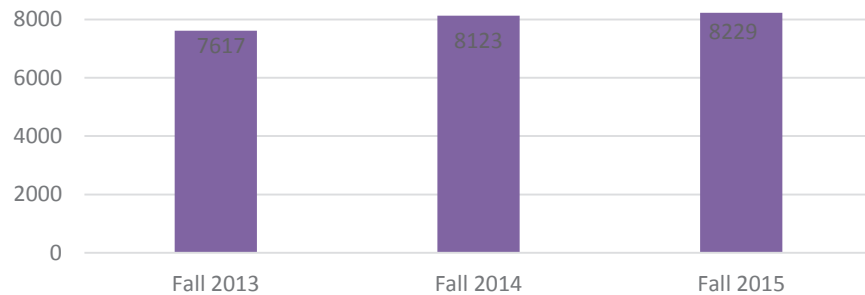
Quality Improvement/Quality Assurance team launched a QI project in August to improve that understanding and departmental processes – This project will be ongoing into fall, but early changes include implementation of discharge phone calls as follow-up to Health Services visits.

MISSION

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Visit Volumes Continue Upward Trend

Fall Comparison of Visit Volumes



Highlights

- New ambulance delivered for Campus EMS
- Chemistry lab testing now performed onsite versus sending to outside lab
- Building security system purchased with silent alarm and overhead paging features

Patient Satisfaction

- 90% of patients are satisfied with their experience at Health Services
- #1 patient comment: "It takes too long to see the doctor."

Fast Fact: Average wait time for walk in patients to see a healthcare provider....12 minutes

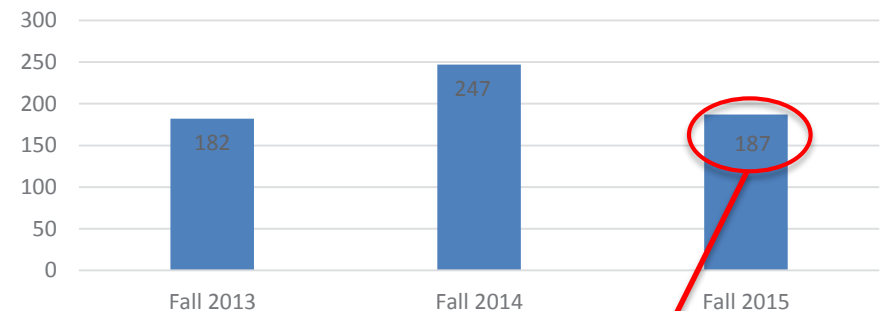
Why Students Visit Health Services*

Most Frequent Visits - by Diagnostic Grouping								
Diagnostic Grouping	FR	SO	JR	SR	Grad	Faculty/ Staff	Total	% of Total
Pulmonary/Respiratory	345	339	383	384	39	160	1,650	20.1%
Immunizations/Allergy Clinic	271	113	190	288	72	140	1,074	13.1%
Mental/Behavioral Health	211	183	293	285	71	16	1,059	12.9%
Obstetrics/Gynecology	258	220	177	198	29	24	906	11.0%
Well Checks	187	125	106	224	27	7	676	8.2%
Orthopedic/Musculoskeletal	168	108	106	108	18	45	553	6.7%
Neurology	140	93	65	102	9	20	429	5.2%
Dermatology	87	78	78	74	19	28	364	4.4%
All Other Categories	434	280	320	329	65	90	1,518	18.4%
Total by Class Standing	2,101	1,539	1,718	1,992	349	530	8,229	
% of Total	26%	19%	21%	24%	4%	6%		

*2% of patients were referred to external providers for specialist care
376 immunizations were flu shots

EMS Call Volume Drops in Comparison with Fall 2014

EMS Fall Call Volumes

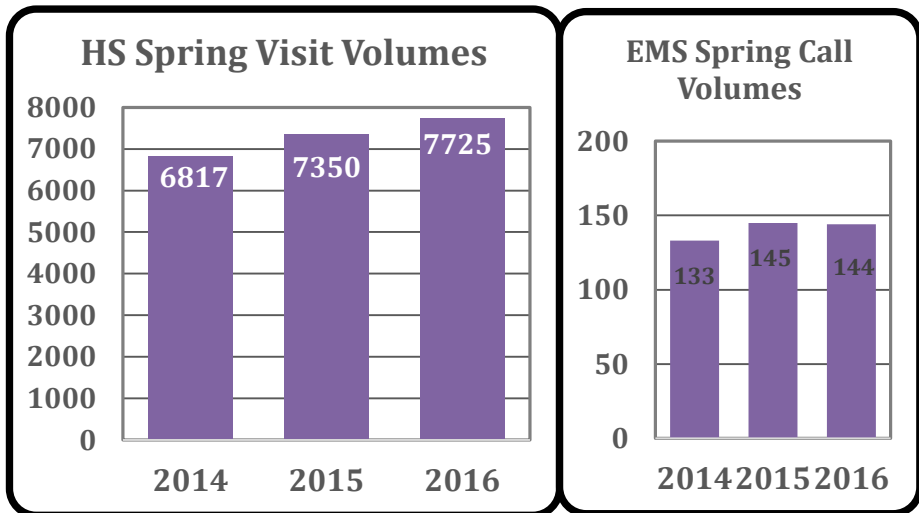


73% of calls were transported to a facility for advanced care

MISSION

Health Services’ mission is to meet the health care needs of the academic community and to enhance the physical, psychological, environmental and health education needs of our campus. Health Services strives to keep students well and in the classroom.

HS volumes grew 6%, EMS volumes remained flat



HIGHLIGHTS

New ambulance delivered for Campus EMS

Installed new ambulance into service after successfully passing NC Office of EMS inspection and final checkoffs – The old ambulance was gifted to the academic EMC program as a learning lab.

Implemented immunization submission process utilizing technology in the Medcat Patient Portal – assisting new students with immediate knowledge of immunization requirements.

Participated in several Jackson County emergency drills, including exercising the WCU Point of Dispersing plan for mass distribution of emergency medications and supplies.

Fast Fact: Average response time for Campus EMS to arrive on scene is 5.27 minutes, average time to finish a call is 36.56 minutes

Why Students Visit Health Services **Why Students Call 911**

Top 10 Diagnosis Codes
Acute Respiratory Infection
Contraceptive Counseling
Acute Sinusitis
Nausea and Vomiting
ADD/ADHD
STI Screening
Urinary Tract Infection
General Anxiety
Acute Bronchitis

11 students were granted letters of support for university withdrawal for medical reasons

Top 911-Dispatch Reasons
Traumatic Injury
Sick Person/General Illness
Breathing Problems
Fainting
Abdominal Pain
Laceration
Injection/Poison
Psychological
Head Pain

63% of call required transport to medical facilities or transfer of care to ALS service

ASSESSMENT OUTCOMES

Student Outcomes

Based on a 360 performance review, EMS team members responded with an average score of 4.67 (out of 5) that their, and their team members communication skills improved through EMS employment. Students that visited Health Services throughout the semester were 30% more likely than fall semester students to communicate important health information such as medical history, medications and allergies.

Operational Outcomes

Patient Satisfaction scores improved from 90% in fall to 93.2% in spring. Average time to see a provider from initial contact was 2 hours. Budget targets for the fiscal year were exceeded, health services is 1% under budget.

Office Re-launch

- In June 2015 Intercultural Affairs moved from the 3rd floor of the UC into newly renovated space on the second floor. This space provides the department a high traffic area and more visibility.
- Two new staff members joined the Intercultural Affairs Department. Khambrel Ward, Director and Niki Paganelli, Assistant Director.
- The department is making a push to become an inclusive office with a purpose to “ Prepare students to THRIVE in a interconnected and diverse world. “

PROGRAMMING HIGHLIGHTS

- Our department hosted a new program called Intercultural Fusion. This program allowed 100 students the opportunity to be educated on the cultural student groups present on campus.
- Intercultural Affairs was given the opportunity to take 55 students to the Justice or Else Rally in Washington, D.C. Students answered the national call for 1.5 million people to assemble in the D.C. area in the name of social justice.
- In the fall Intercultural Affairs launched a series of conversations called “Lunch and Learn”. The topics in this series were designed to educate and create conversation among students from different backgrounds.
- The department conducted its first pride week, which culminated with a Drag show. Approximately 200 students attended this show, making it the highest attended event hosted by Intercultural Affairs.

PROGRAM DATA

Type of Program	# of Programs	# of Participants
Trainings	28	500
Educational	22	405
Social	4	285
Total	54	1,190

On Campus Partnerships

- Our department partnered with two student organizations (LASO and IRIS) and hosted Hispanic Heritage month and Pride week events.
- In order to meet our students’ needs and their concerns within their comfort level, an intentional partnership between Counseling & Psychological Services (CAPS), and Intercultural Affairs was created. Staff members from CAPS could be seen frequently visiting our office, at our events, and as staff support on our trips.
- As a part of the university’s push to provide proactive programming surrounding sexual violence prevention, our department has partnered with University Police Department and Department of Student Community Ethics to educate the campus community on sexual violence prevention.

Off Campus Partnerships

- Intercultural Affairs and Jackson County NAACP Chapter partnered to have a movie screening and panel discussion on the Ferguson film.
- Our department, Jackson County Health Department and Western North Carolina AIDS Project collaborated during World AIDS day to conduct a testing and safe sex workshop.
- We have created a partnership with Southwestern Community College to provide trainings (Safe Zone and Bystander) to their students. This fall we conducted two trainings on their campus.



PROGRAMMING HIGHLIGHTS

Program	Description	Attendance
Speaker Series: MLK Keynote	Speaker Carlotta Walls LaNier addressed a crowd of approximately 400 students during the week-long celebration of Martin Luther King Jr.	400
No More Blue Photo Exhibit	Photographer, Cendino Teme, shared his photos of the “Black Lives Matter” protest in midtown Miami and on I-195.	200
Tunnel of Oppression	The Tunnel of Oppression takes you on a guided tour through multiple environments/scenes where participants get to witness different acts of oppressions to promote awareness and spark dialogue.	300
J’ouvert	Traditionally J’ouvert is a large street party during Carnival in the eastern Caribbean region that lasts from sun down to sun up. J’OUVERT at WCU hosted a Caribbean DJ, Caribbean food, powder paint and glow-in-the-dark accessories.	1,000

CAMPUS CONVERSATIONS

Intercultural Affairs hosted 6 campus conversations to help address the campus discourse that occurred during the Spring 2016 semester and to address campus diversity and inclusion. There were over 200 students, faculty and staff that participated in the conversations. In addition to meaningful conversations, another result of these conversations has been the creation of C.A.S.E. (Cultural Awareness and Sensitivity Education) which will be implemented during fall 2016, as well as collaboration opportunities with ICA and college deans.

COLLABORATIONS

ICA had several successful collaborations in the spring semester. A sampling includes:

- Sociology – Geneva Reed-Veal spoke with 2 classes
- Religion – Canton Jones spoke to 1 class
- USI – Diversity and inclusion presentations to USI classes
- Student Government Association – J’Ouvert
- Campus Activities – Justice or Else, Washington, DC trip
- Service Learning – Alternative Spring Break, Birmingham, AL
- Alumni Affairs – African American Alumni Reunion (sponsored 25 students and lead a Diversity Conversation with alumni)

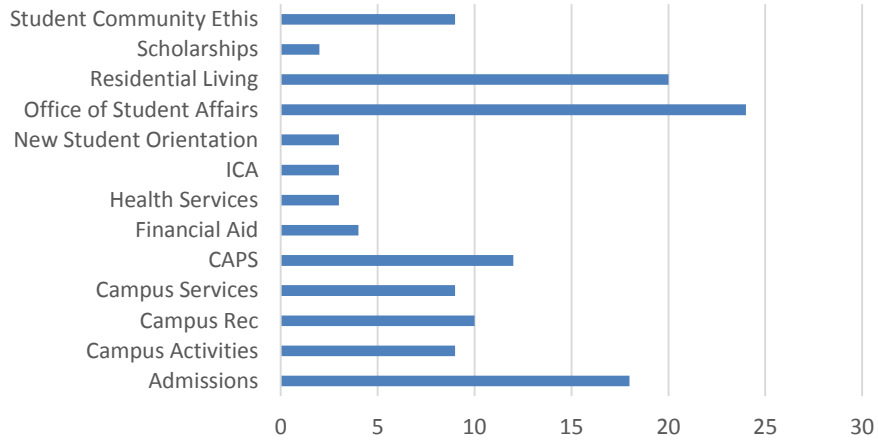
SPEAKER SERIES

Speaker	Bio	Attendance
Carlotta Walls-LaNier	In 1957, fourteen-year-old Carlotta Walls was the youngest Little Rock Nine member to integrate Central High School.	400
Geneva Reed-Veal	Ms. Reed-Veal is the mother of Sanrda Bland, a subject of suspicious death in a Waller County, Texas jail.	50
Valeisha Butterfield-Jones	Butterfield-Jones is an award-winning political strategist, women’s activist, author and lifestyle expert. Butterfield-Jones is the Co-founder and Chair of the Women in Entertainment Empowerment Network (WEEN).	50
Canton Jones	Canton Jones is a Grammy nominated Gospel recording artist.	75
Feminista Jones	Feminista Jones is a mental health social worker, feminist writer, public speaker, lecturer and community activist.	50
Cendino Teme	Based out of Miami, FL, Cendino Temé is a young, eclectic photographer whose credentials extends beyond national magazines, to the temples of South Korea.	100

MISSION

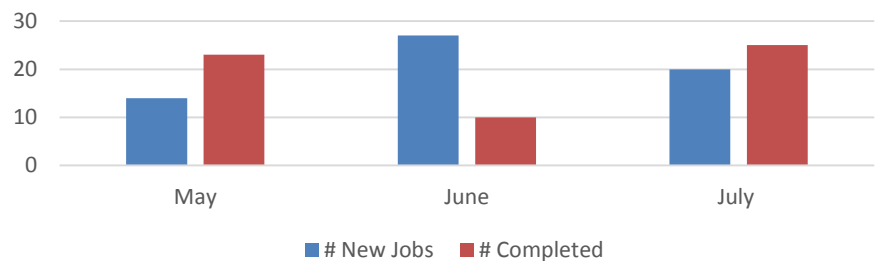
The office of marketing and assessment supports the Division of Student Affairs and works to increase capabilities, alignment and effectiveness of departmental and division efforts in the areas of branding, communication and assessment.

Number of Design Requests by Requesting Office



Monthly Design Production

Total Design Jobs Requested and Completed by Month



HIGHLIGHTS

- Transitioned project management system to SharePoint
- Installation of new environmental design for UC Food Court
- Parent calendar and resource guide printed by external vendor for the first time – 19% more calendars were printed with a cost savings of 43% over 2014 printing
- Communication and Marketing Guidelines were drafted

ASSESSMENT HIGHLIGHTS

- Division’s annual report included data from departmental dashboards and assessment results from data provided by departments in Compliance Assist
- Assessment and strategic planning are being completely managed in Compliance Assist
- Several departments had representatives that participated in Campus Lab’s Assessment 101 summer webinar series
- Assessment Working Group built consensus regarding the assessment of student workers
- Assessment Steering Committee created formal feedback loop for departmental assessment and reporting efforts

Assessment Areas of Focus for 2015-2016

- Continue to review how departments are evaluating student workers and consider developing learning outcomes for student workers
- Study 2015 NSSE results and how the data can inform our practice
- Work to triangulate available data – dashboards, Catalytics, department assessment results, NSSE, etc. – to learn more about the student experience
- Institute formal reviews of departmental strategic and assessment plans and provide departments with feedback

Student worker self-assessment questions 2015-2016

- My ability to work as a contributing member of a team has improved as a result of working at [department name].
Likert scale 1 – 5 Strongly agree (5) to strongly disagree (1)
- My communication skills have improved as a result of my employment with [department name].
Likert scale 1 – 5 Strongly agree (5) to strongly disagree (1)

Professional staff evaluation of student workers questions 2015-2016:

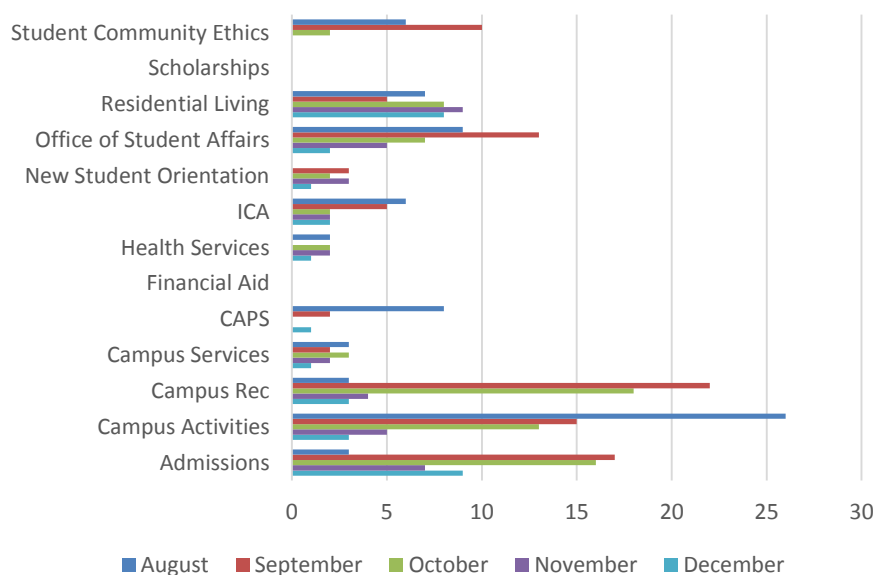
- This student is an effective member of our team.
Scale: needs improvement, meets expectations, exceeds expectations
- This student communicates effectively with others.
Scale: needs improvement, meets expectations, exceeds expectations

MISSION

The office of marketing and assessment supports the Division of Student Affairs and works to increase capabilities, alignment and effectiveness of departmental and division efforts in the areas of branding, communication and assessment.

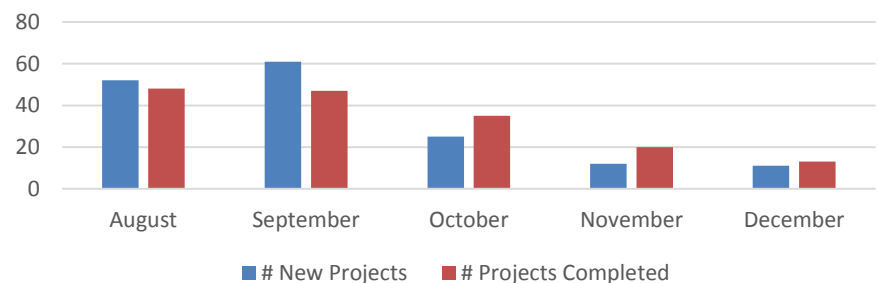
Number of Design Requests by Requesting Office

Total Active Projects by Month and Requesting Office



Monthly Design Production

Number of Projects Requested and Completed by Month



CLIENT SATISFACTION WITH DESIGN OFFICE

In the fall 2015 design office survey, staff who had submitted design projects were asked a series of questions regarding their experience with the office:

100% were satisfied or very satisfied with their experience with the office. (target – 90%)

94% agreed/strongly agreed that the office worked to understand their project needs and received their project on time.

94% agreed that the SharePoint project management system streamlined the design project submission, management and tracking.

94% were satisfied/very satisfied with the ease of access to the Design Request form, the automatic email alerts to project status changes and follow up by design office staff on project requests.

Only 70% of respondents stated that they were very satisfied with staff follow up on design projects - this will be an area of focus in the spring semester.

Increasing Expectations of Design Office Clients:
How important is performance in the following areas? (1 being less important, 5 being very important) – 2013-2015 Comparison Client Survey Results

	F2013	F2014	F2015
Quality of finished project	4.4	4.8	4.9
Adherence to project timeline	4.2	4.5	4.7
Communication from Student Affairs Design office	3.6	4.2	4.2
Assistance in developing project details	3.8	4.2	4.4

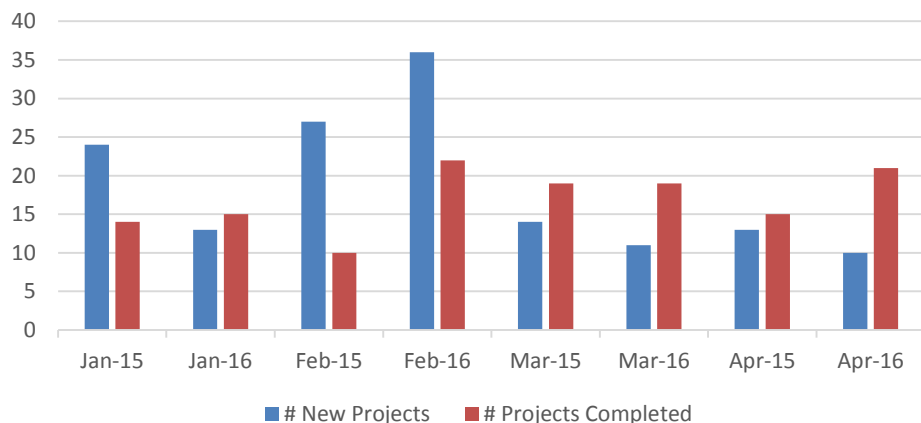
ASSESSMENT UPDATE

The Assessment Working Group met monthly during the fall semester. The team provided feedback on summer 2015 dashboards to the Student Affairs executive leadership team and has reviewed the results of the NSSE and Senior Survey and has reviewed UNC graduation and retention data. The working group is also collecting participant data to share with OIPE in early spring 2016.

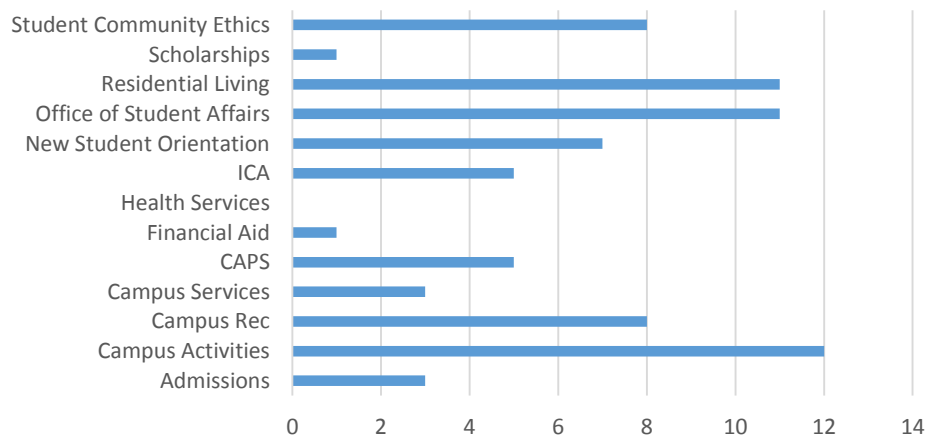
MISSION

The office of marketing and assessment supports the Division of Student Affairs and works to increase capabilities, alignment and effectiveness of departmental and division efforts in the areas of branding, communication and assessment.

Number of Projects Requested & Completed by Month - 2015 and 2016 Comparison



Spring 2016 Project Requests* by Office



*This is the number of project requests, not the total number of design projects. A single request may have multiple deliverables.

CLIENT SATISFACTION WITH DESIGN OFFICE

In the spring 2016 design office survey, staff who had submitted design projects were asked a series of questions regarding their experience with the office:

- 100% were satisfied or very satisfied with their overall experience working with the office. (target – 90%)
- 100% agreed/strongly agreed that the office worked to understand their project needs. (target – 90%)
- 100% agreed that the office was effective or very effective in meeting their office’s marketing and design support needs.

DESIGN PROJECT MANAGEMENT - EVALUATION

SharePoint design request form was adopted fall 2015 and revised in May 2016. The new form has significantly streamlined reporting and project management. Client adoption of the form is not uniform.

60% of respondents replied that they used the SharePoint project submission form ‘always’ or ‘most of the time’.

NEW DIRECTION for 2016-2017

Support for assessing marketing efforts:

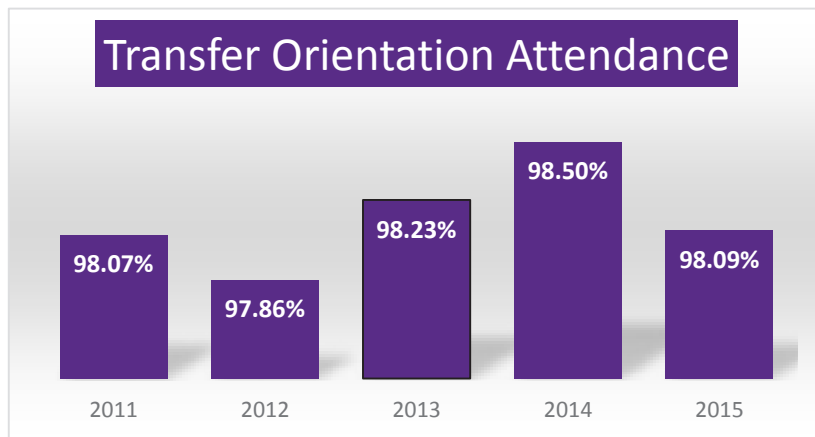
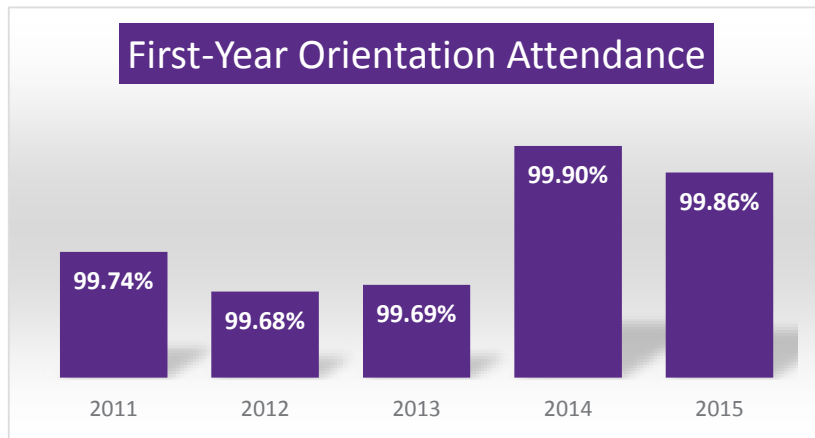
In the spring 2016 client survey, 50% of respondents would like assistance evaluating the effectiveness of their marketing and outreach strategies.

ASSESSMENT UPDATE

Assessment Working Group’s data analysis:

- First year students have more positive student experience than SO and SR; no data for JR experience
- SO student self-reported involvement – about 50% of students report low or no involvement in co-curricular activities
- Retention rates (2013 average 78%) are similar across demographic groups; 4 (2010 grads average 37%) and 6 (2008 grads average 58%) year graduation rates for men (29% & 54%), African-American (29% & 47%), Hispanic (32% & 46%) and American Indian (40% & 43%) students are consistently lower than graduation rates of general student population

Worked with CAPS, Health Services and Student Community Ethics to gather health and wellness related data. Data will be included in the Student Affairs annual report.



ORIENTATION HIGHLIGHTS 2015

- Residential Living provided a life-sized schematic of a residence hall room for families to see.
- The Dean of Students led a conversation with family members and provided a nice closure to day two as well as met with the students in a “We’ve Got Your Back” session with Residential Living staff.
- Due to space constraints, advising/schedule adjustments was broken into two timeslots for students for more individualized attention/assistance.

Recommendations for 2016:

- The Dean of Students Session will provide the Wrap Up for families on Day Two.
- The Director of Student Recruitment and Retention presentation will be merged with the official Orientation Welcome.
- Guests will be given more walking time in between sessions.

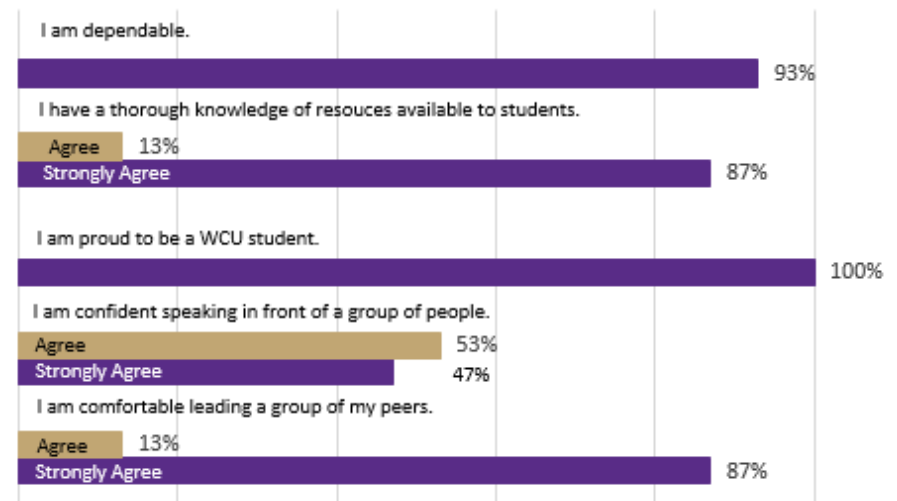
ASSESSMENT DATA

Incoming Student Comments:

- Orientation was extremely well organized, everyone was incredibly nice and helpful. I met so many amazing people and I learned so much in only two days! I am so excited to be at WCU, and thank you for making Orientation a wonderful experience.
- I did not meet one staff member, faculty member, nor student counselor who was not enthusiastic, helpful, or who did not genuinely care for us students partaking in orientation. It was an amazing experience and it made me even more excited to attend WCU than I was before. Go Catamounts!
- Orientation couldn't have gone any better! The counselors knew exactly what to tell us. I had total confidence in their answers and don't doubt them at all. Everyone was extremely friendly. They knew how to make it fun while also explaining about the serious stuff on campus!



Orientation Counselor Assessment 2015

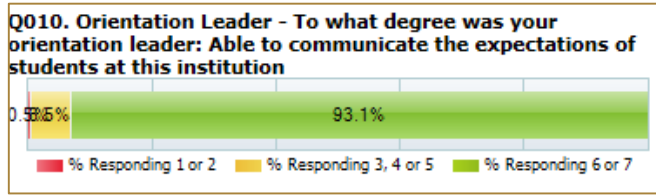


ORIENTATION COUNSELOR RECRUITMENT

Orientation Programs will reduce its number of student staff to increase staff effectiveness. Orientation Counselors wishing to continue working for the Program for a 3rd year must apply for one of the Student Coordinator positions which will allow Orientation to retain seasoned staff members and provide greater growth and leadership opportunities.

ORIENTATION BENCHMARKING

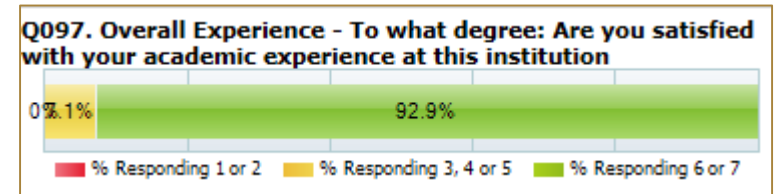
Orientation participated in a pilot survey through SkyFactor Benchworks as an opportunity to compare our program to others across the country. We participated in a survey of our family members, our incoming students and our orientation counselors. This dashboard will include highlights of these surveys.



	N	% of Total
(1) Not at all	0	0.0%
(2)	1	0.5%
(3)	1	0.5%
(4) Moderately	6	2.8%
(5)	7	3.2%
(6)	67	30.9%
(7) Extremely	135	62.2%

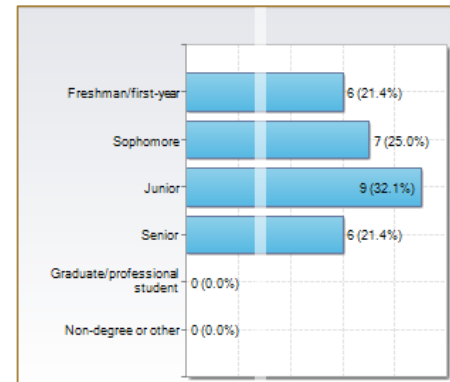
ORIENTATION COUNSELOR DATA

One of Orientation’s goals for our orientation counselors is to instill pride in WCU through participation with faculty, staff, students and families. This goal relates well with the benchmarking question below based on the same scale that was used with the family questions.



ORIENTATION COUNSELOR RECRUITMENT

The 2016 Orientation Counselor Staff have been selected and will participate in a LEAD 141 and LEAD 241 class during spring semester to prepare to work the summer orientation sessions. During the selection process, diversity is at the core and involves multiple facets, one of which is experience at the university, as evidenced by the following graph and comments regarding their experience.



What did you enjoy the most about your orientation leader experience?

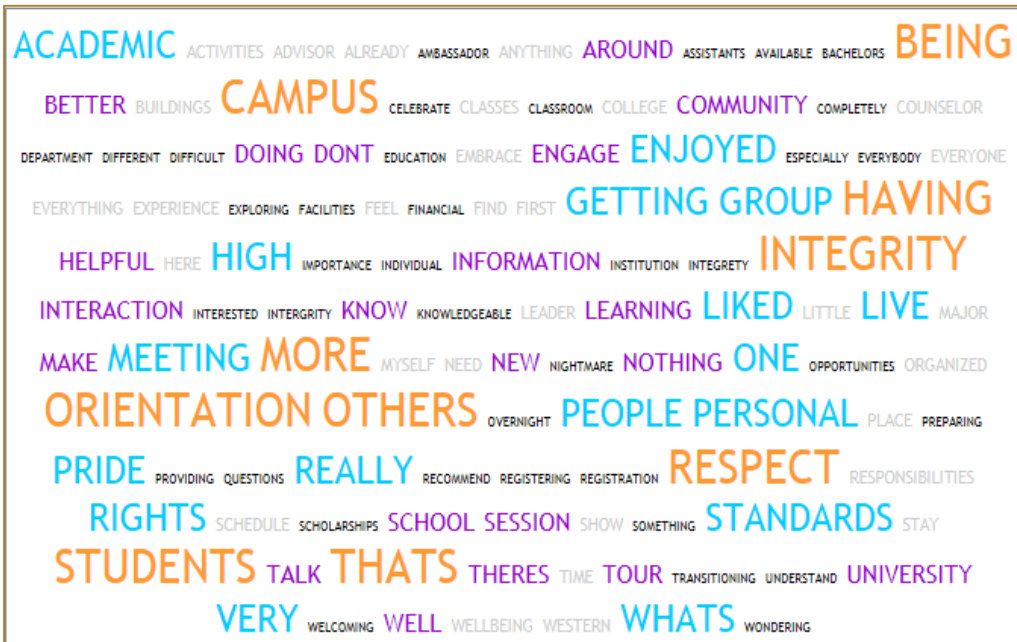
I enjoyed getting close with the incoming students, and acting as a reliable resource for them. It's great to have my students run up to me on campus; Saying how much they learned and how much they loved having me as their OC! It reassures me that I am making a difference here at WCU. While also developing strong leadership skills and impacting lives!

What can we do to improve your orientation leader experience?

More sleep if possible, but other than that just keep doing what you are doing!

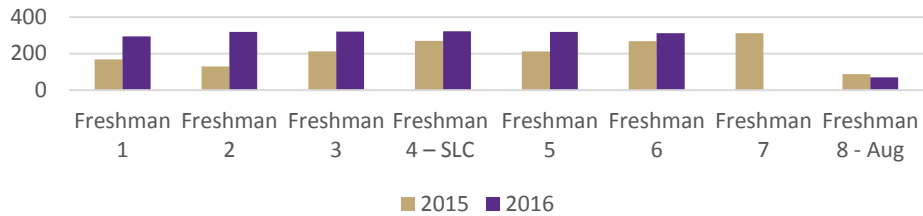
ORIENTATION 2015 STUDENT WORD CLOUD

Our main goal for incoming students is to aid them in seeing themselves as part of the WCU community with an emphasis on our Community Creed. The benchmark study identified key words that our incoming students used in describing their participation in orientation. The word cloud below highlights many aspects of our Creed.



REGISTRATION DATA

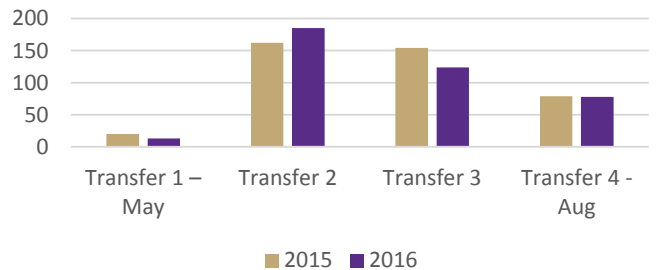
First-Year Orientation



Enrollments have increased by 457 at the same point in time. 5/26/15 to 5/26/16



Transfer Orientation



An increase of 59 students same point in time.



ORIENTATION HIGHLIGHTS

- Entering summer/fall students will activate their accounts beginning May 28
- Following activation of accounts, these students will be introduced to MyWCU, the replacement for MyCat
- The Academic Success Program and Summer Learning Communities have been consolidated into Student Support Services and Summer Programs beginning this summer and large numbers of students are anticipated.
- The Alumni Affairs Office requested that orientation capture alumni information at the point of registration for orientation. This information will be passed along to that office for follow-up contact with those incoming students and their families as the university proceeds in a capital campaign.
- Orientation will be preparing for a fall program review in September.

STUDENT LEADERSHIP DEVELOPMENT

Orientation Counselors (OCs) take a 1-hour class from the LEAD minor courses. The course is designed to prepare students for the upcoming summer season. When asked about the best aspects of the course:

- The bonding aspect with the rest of the staff. The different speakers.
- I felt the best aspect was the fact of hearing so many different voices from around campus. Having the opportunity to ask any question under the sun has definitely allowed me to further my knowledge of WCU.
- I think the team building activities we participated in during class this year have greatly improved the demeanor of the team.

When asked to describe changes that could be made to improve the course:

- The workload for a one hour class credit was a bit daunting. Maybe choosing a few key projects and spreading them out over the semester would help to keep it from being so overwhelming.
- More hands on activities.
- More in class lectures from around campus, in order to better prepare students for the summer.
- More time dedicated to orientation process throughout the semester, so new OCs know what to expect for summer.

ORIENTATION COUNSELOR UPDATE

Orientation Programs will use a tri-leader approach this summer with three student leaders working with the remaining orientation counselors. The new classifications are Social Media Leader, Logistics Leader and Student Leader. The social media leader is self-explanatory while the logistics leader will be making behind the scenes assignments and be responsible for managing those elements while the student leader will be the primary public-facing leader. This breakdown of duties was made to capitalize on the student strengths and provide opportunities for additional personal/professional skill development.

Orientation Counselors presented multiple sessions at their March regional conference at East Carolina University (SROW). OCs received high marks for their solutions to the case study competition and the graduate assistant for orientation won an award for one of three sessions presented.

FALL 2015 NEWSLETTER OPEN RATES

First Year Student Families

Month	Open Rate
September	56%
October	55%
November	54%
December	55%

Continuing Student Families

Month	Open Rate	# Emails*
September	49%	532
November	45%	3,867

* This fall we were able to gain access to the parent/guardian email contact information from student applications stored in Banner resulting in a significant increase in email contacts.

1,781 unique emails

Parent and Family Initiatives Calendar and Resource Guide

87% of parents agreed that the Parent and Family Initiatives Calendar and Resource Guide is a valuable resource for them

64% agreed that they referred to the calendar on a regular basis

55% replied that they referred to WCU's online events calendar more than the Parent and Family Initiatives Calendar and Resource Guide

What they like the most:

"We know what's available on campus for our daughter to get "out and about" with other students. When we talk a few times a week, I always ask what she's attended lately on campus and what she has enjoyed the most that week. It's been a great resource for me as a mom of a freshman. I look at it way more than anyone else in our household."

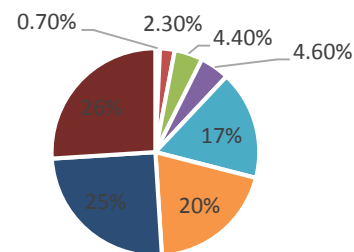
Suggestion for improvement:

"I would love to see a calendar that you can download into Microsoft Outlook....If you enhanced the online calendar to include this, I would probably start there and download the events I plan to attend, as well as download the days my daughter will be out of class."

FAMILY WEEKEND – OCTOBER 2 – 4, 2015

274 families registered to attend Family Weekend. Who were they?

Family Weekend Registration



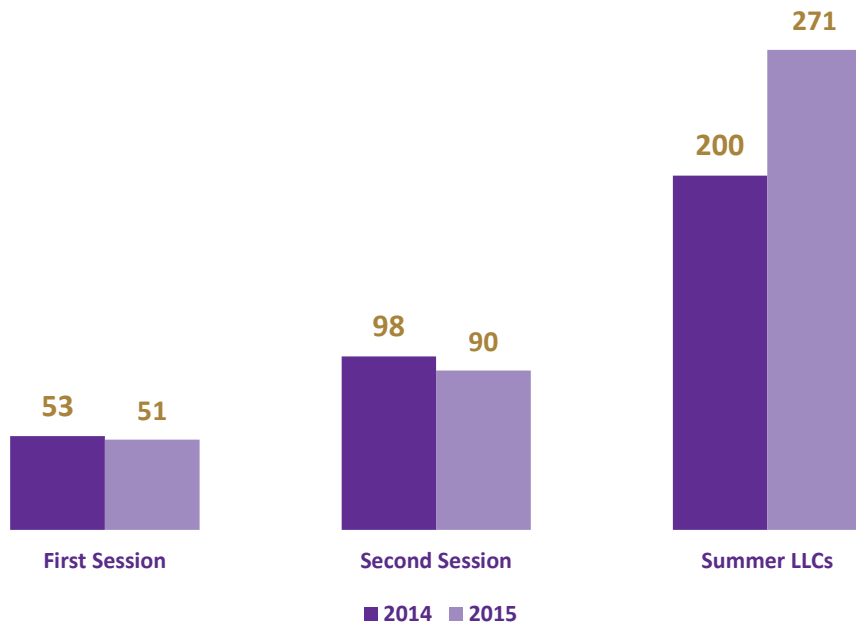
- Unknown
- Family Friend
- Other Relative
- Grandparent
- Sibling
- Father/Step Father
- Mother/Step Mother
- Student



Cullowhee's got Talent!

2015 launched our first annual Family Weekend Student Talent Show – 'Cullowhee's got Talent'. The event served as a means for students to demonstrate their talents and allowed for family members to be a part of the Catamount experience. Forty auditions were held from which 12 acts were selected to perform in the Talent Show. The Talent Show attracted an audience of 510 to cheer on our talented Catamounts. The top 4 acts took home cash prizes.

Summer Occupancy Numbers



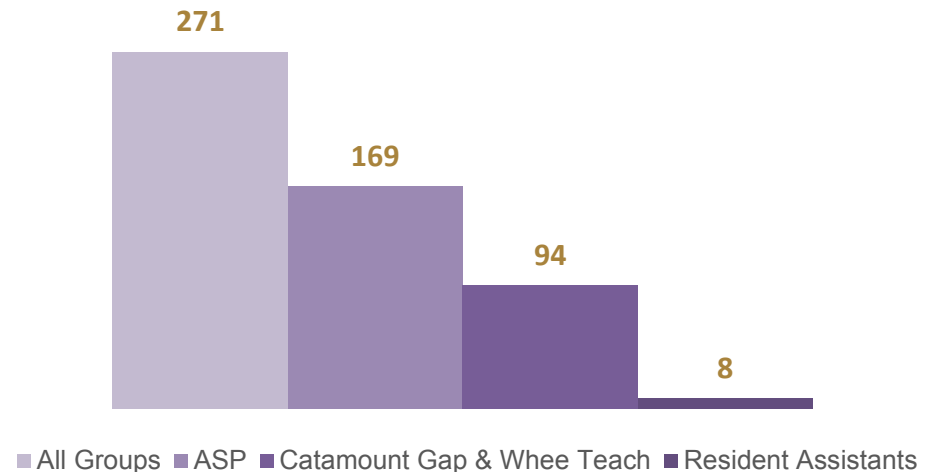
MISSION

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

All Groups	3.383
ASP	3.293
Catamount Gap & Whee Teach	3.545

Summer Session 1 Only	3.333
Summer Session 2 Only	3.284
Summer Sessions 1 & 2	3.066
Total of All Summer	3.227

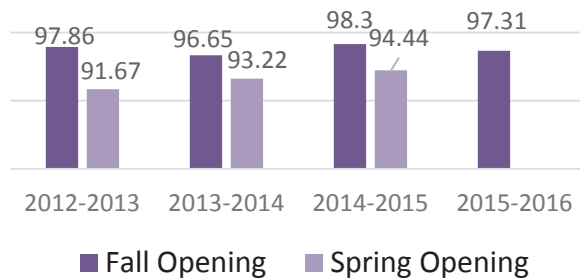
Summer LLC Occupancy By Group



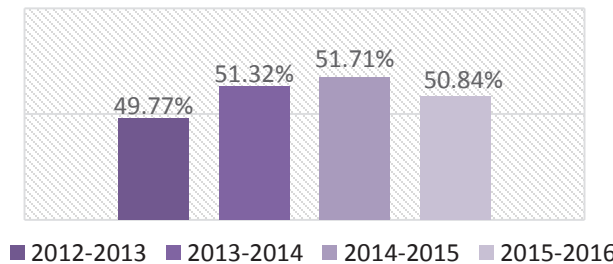
HIGHLIGHTS

Resident Assistants completed 38 programs over the summer. This is a 58% increase over last summer. In addition to this, students were also provided with program by Western Carolina PEAKS, Western Carolina Extremes and specialized Summer LLC programming. Also, 41.5% of our students in the Summer LLC programs received services for our Residential Case Managers.

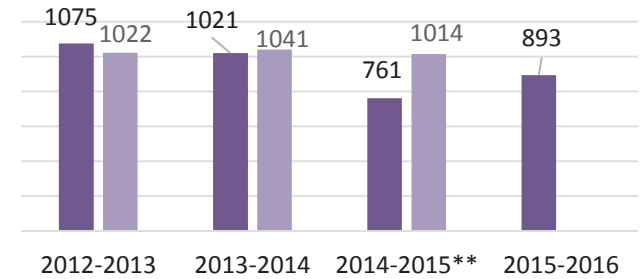
Occupancy Rate



Residents Retained On-Campus for Following Academic Year



Programs Provided by Resident Assistants

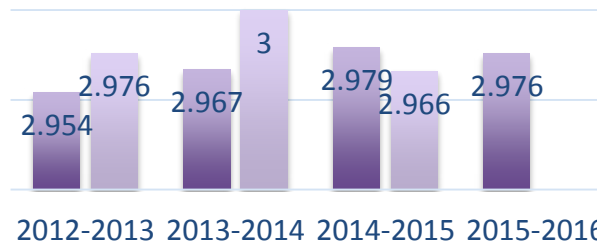


NCHO AWARD WINNERS

- Rita Dills- Scott Braswell Housing Function Award
- Trent Mortimer- Outstanding New Professional
- Wanda Dills- Randy R Rice Service Award
- Stephanie Wilkie – Randy R Rice Service Award
- Terry Chavis- Graduate Student of the Year
- Keith Corzine- Bob Dunningan Lifetime Service & Achievement Award

The NCHO (North Carolina Housing Officer Conference) was held in October 2015 at East Carolina University.

Average On-Campus Student GPA-Semester



DEPARTMENT HIGHLIGHTS

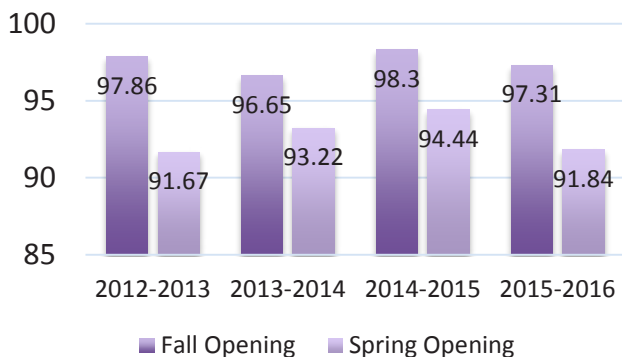
- Over 515 local children participated in our Hall-O-Ween service project and over 100 WCU students volunteered.
- Provided over 85 Soup Patrol kits out to sick students beginning in September.
- The Mail Center delivered over 10,700 packages to students during the fall.
- WCU was awarded the bid to host the 2016 NCHO (North Carolina Housing Officers) RA Drive-In Conference.
- RSA is working on a bid to host the annual NACURH (National Association of College and University Residence Halls) conference at WCU during the summer of 2017.
- 88% of respondents in a RL Staff Alumni survey responded that their time with us helped improve Critical Thinking/Problem Solving skills.

69.86% of students reported during the two Fall SSI's that they "LOVE IT HERE"!

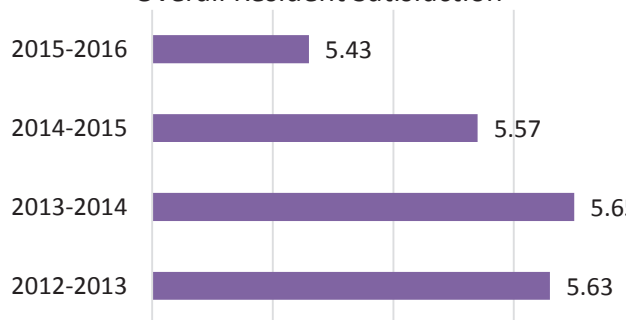
	Spr 2013	Fall 2013	Spr 2014	Fall 2014	Spr 2015	Fall 2015
Number of Maintenance Service Requests	No Data	2650	1936	1822	1792	1735
Number of SSI's Completed*	1539	3723	1857	7318	3469	7164
Number of Cat Convos Completed*	1322	1811	1122	See	SSI	Data
Average RA Staff GPA	3.492	3.406	3.34	3.426	3.445	3.446
RSA Care Packages Ordered by Parents	183	75	151	312	161	390
Interactions by Acad. Init. Staff w/ Students	2896	3566	2863	2397	2037	2805

* SSIs are intentional conversations between Resident Assistants and 1st year students. In Fall 2014 Cat Convos and SSI's were combined all into SSIs.
 ** The programming model was changed in Fall 2014 to reflect increased SSI responsibilities.

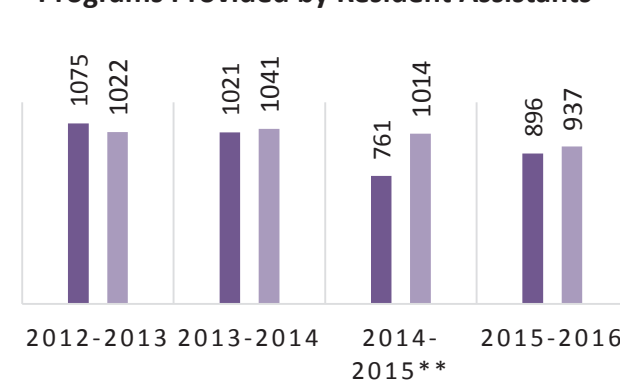
Occupancy Rate



Overall Resident Satisfaction

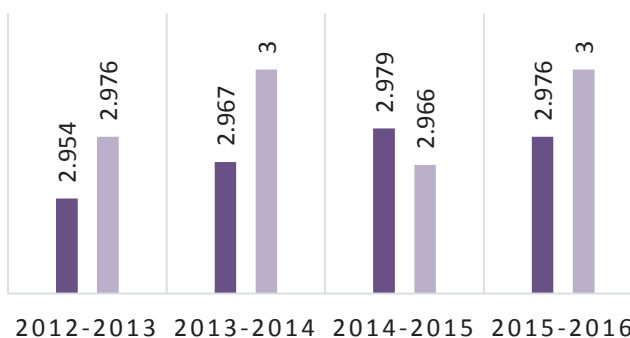


Programs Provided by Resident Assistants



	Spr 2013	Fall 2013	Spr 2014	Fall 2014	Spr 2015	Fall 2015	Spr 2016
Number of Work Orders	No Data	2650	1936	1822	1792	1735	1540
Number of SSI's Completed*	1539	3723	1857	7318	3469	7165	3235
Average RA Staff GPA	3.492	3.406	3.34	3.426	3.445	3.446	3.421
RSA Care Packages Ordered by Parents**	183	75	151	312	161	390	95
Interactions by Acad. Partnerships Staff w/ Students***	2896	3566	2863	2397	2037	2805	5721

Average On-Campus Student GPA – Spring 2016



96% of students reported during their spring SSIs that they are happy with their experience at WCU!

- SSIs are intentional conversations between Resident Assistants and 1st year students. In Fall 2014 Cat Convos and SSIs were combined all into SSIs.
- ** Care Packages were only offered to all freshman halls beginning Spring 2016.
- *** Numbers increased in Spring 2016 due to an Academic Partnerships leadership change and clarification of data to be tracked.

HIGHLIGHTS

- Interviewed 111 Resident Assistant candidates for 56 new hire positions.
- Students completed 599 room changes during the academic year.
- EBI results indicate a 5.8 student satisfaction rate with the timeliness of maintenance repairs. The goal was a 5.5.
- The same survey indicates a 5.66 student satisfaction rate with the cleanliness of hall facilities. This was also a 5.5 goal.
- 94% of respondents in a RL Staff Alumni survey responded that their time with us helped improve their communication skills.
- 100% of respondents in the same survey indicated that they use skills they developed during their time with Residential Living in their current position and/or throughout their career.
- Our annual benchmarking survey was conducted during the spring semester instead of the fall. SkyFactor (EBI) indicates that surveys conducted during the spring typically receive lower response and satisfaction rates compared to fall surveys.
- 74% of students reported during spring SSIs that they "Love It Here". A 4% increase from fall.

Scholarships

Summer 2015

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

Results from summer 2015 scholarship surveys

Of the currently enrolled students who responded to the survey, 64% say they are aware of the ScholarCat application.

Of the first-year students who responded to the Orientation survey, 53.6% said they had been offered a scholarship by an institution other than WCU.

Of the first-year admitted students who did NOT enroll at WCU fall 2015, 81% of the students who responded to the survey said they had been offered a scholarship by an institution other than WCU. This fall, 75% of these students are attending a school that offered scholarship support.

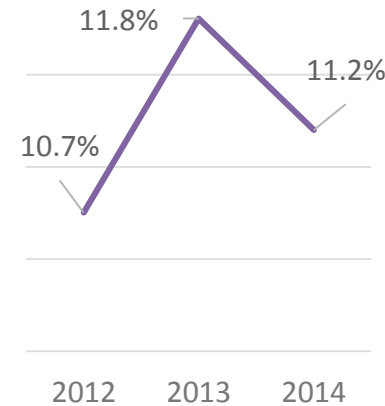
APPLICATIONS

	2012-2013	2013-2014	2014-2015
Number of applications started	N/A	2252	3741
Number of applications submitted	N/A	1208	1839

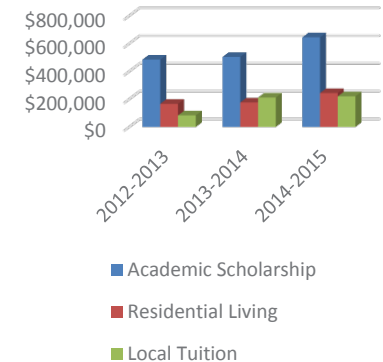
For the 2013-2014 scholarship selection cycle, WCU implemented ScholarCat, an online scholarship management system. The system includes a streamlined application for students to submit in order to be considered for endowed scholarships within the WCU endowment fund and the Foundation.

Students impacted by scholarships

Percentage of students who received a scholarship from WCU (excluding athletic scholarships)

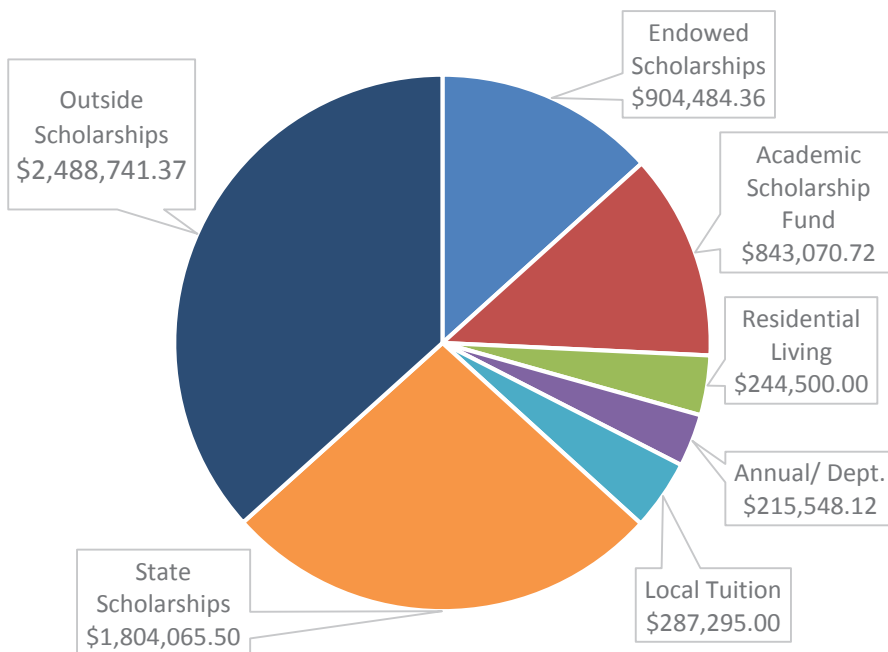


Honors College Scholarships



37% of Honors College students received an Honors College scholarship during the 2014-2015 academic year

2014-2015 Scholarship Disbursements (excluding athletics)



Including need-based and merit-based scholarships

During the 2014-2015 academic year, 1,634 WCU scholarships were awarded to 1,164 graduate and undergraduate students (excluding athletic scholarships).

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

Student Activity

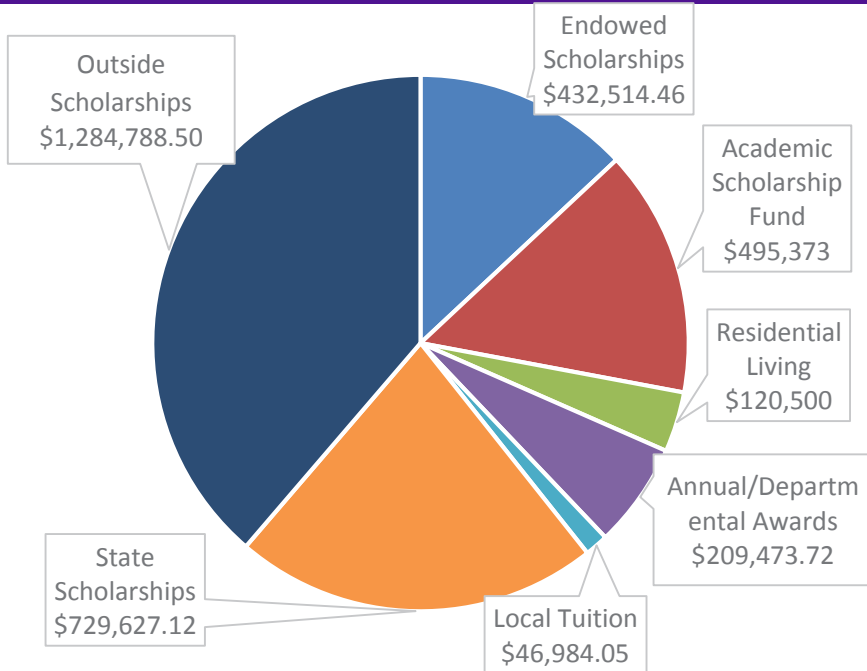
	2013-2014	2014-2015	2015-2016*
Number of applications started	2,252	3,741	2,980
Number of applications submitted	1,208	1,839	390

*To date.

December 2014 activity: 2,501 applications started, 526 completed

For the 2014-2015 scholarship selection cycle, College of Arts and Sciences, College of Business, College of Health and Human Sciences, College of Education and Allied Professions, and Kimmel School scholarships were added to ScholarCat.

2015-2016 Scholarship Disbursements to date (excluding athletics)



Including need-based and merit-based scholarships

New Chancellor's Series and Access Scholarships

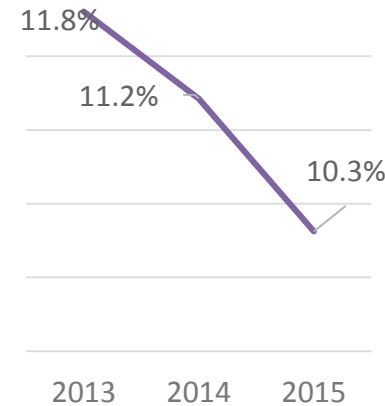
Two new scholarship programs have been established. Awards for continuing students will begin spring 2016 and awards for new students will begin summer and fall 2016.

The new Chancellor's series of scholarships is merit-based and is focused on recruitment and retention. To date, 192 scholarship offers have been made to admitted students for the fall 2016 class.

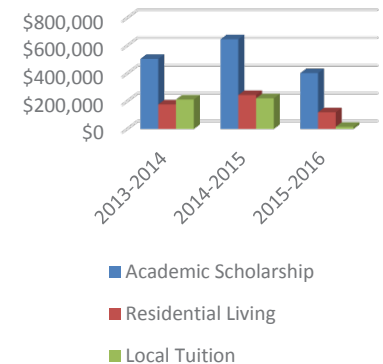
Offers from the new need-based scholarship program focused on access will be extended in the spring when FAFSA information becomes available.

Students impacted by scholarships to date

Percentage of students who have received a scholarship from WCU (excluding athletic scholarships) to date (more scholarships to be awarded in the spring)



Honors College Scholarships



37% of Honors College students received an Honors College scholarship during the 2014-2015 academic year

To date, 1,461 WCU scholarships have been awarded to 1,067 graduate and undergraduate students (excluding athletic scholarships) for the 2015-2016 academic year.

Scholarships

Spring 2016

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

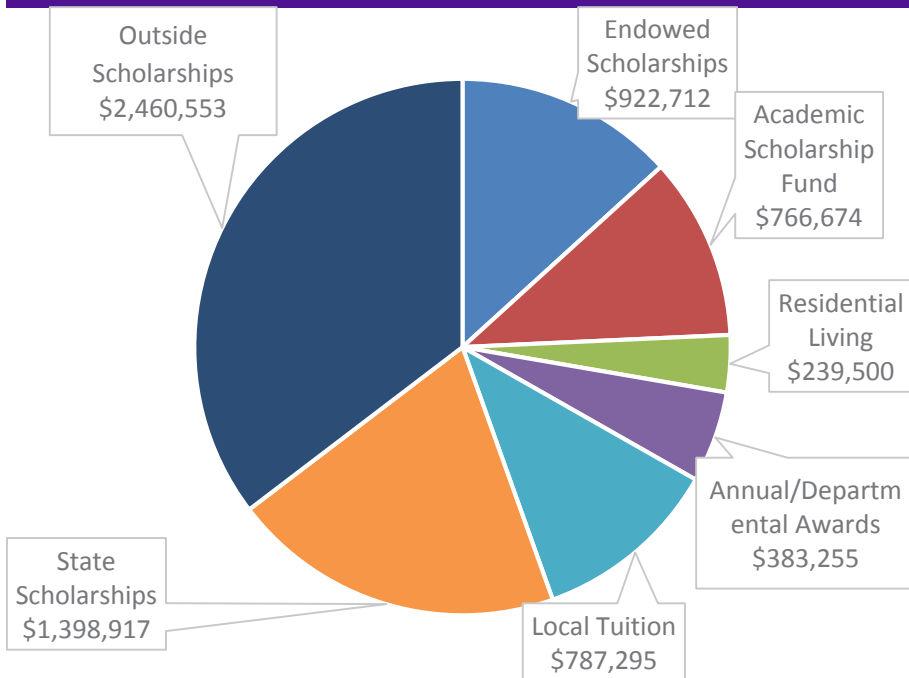
Student Activity

	2013-2014	2014-2015	2015-2016
Number of applications started	2,252	3,741	4,516
Number of applications submitted	1,208	1,839	2,219

We saw an identical application completion rate of 49.1% in 2014-2015 and 2015-2016 even though we saw an overall increase in application activity.

All regularly admitted new freshmen received a letter from the Director of University Scholarships the week following their letter of acceptance (through mid- January) highlighting the scholarship programs at WCU and encouraging them to submit the ScholarCat application.

2015-2016 Scholarship Disbursements (excluding athletics)



Including need-based and merit-based scholarships

New Chancellor's Series and Access Scholarships

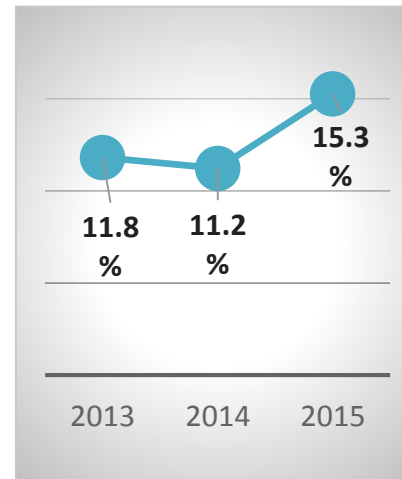
Two new programs have been established. Scholarships for continuing students were awarded during spring 2016 and scholarships for new students will begin summer and fall 2016.

2015-2016 Awards

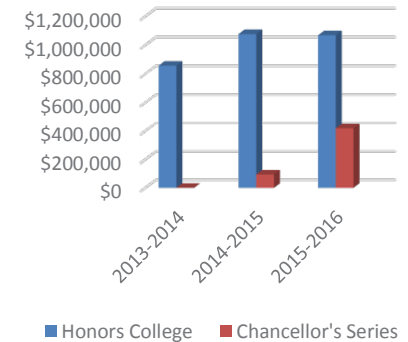
	Students	Ave GPA	Amount
Chancellor's Series (merit)	371	3.78	\$419,000
Founders Program (access)	147	3.46	\$325,000

Students impacted by scholarships

Percentage of students who have received a scholarship from WCU (excluding athletic scholarships)



Merit-Based Scholarships (non-endowed)



NEW!!!! Stipends are available to support students in the Academic Success Program and Summer Learning Communities!

2,171 WCU scholarships have been awarded to 1,578 graduate and undergraduate students (excluding athletic scholarships) for the 2015-2016 academic year.

	Summer 2014	Summer 2015
Total Student Conduct Cases	96	82
Total Alleged Students	96	76
Incident Locations*		
Scott	4	26
Walker	0	4
Other On Campus	62	95
Off Campus	15	10
Charges*		
Alcohol	44	3
Drug	14	8
Sanctions Issued*		
Warning	41	12
Probation	39	19
Alcohol Education Course	12	2
Marijuana Education Course	4	5
Catamounts Advocating Harm Reduction	8	2
Community Work Hours/Restitution	8	12
University Suspension/Expulsion	1	2

* Fall semester start dates differ, and may have influenced these comparisons

ONGOING SUMMER PROJECTS

ALCOHOL EDU AND HAVEN

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

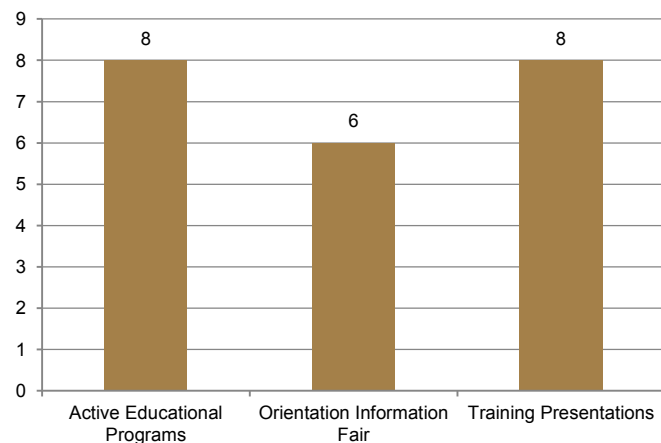
ORIENTATION

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

FALL PREP

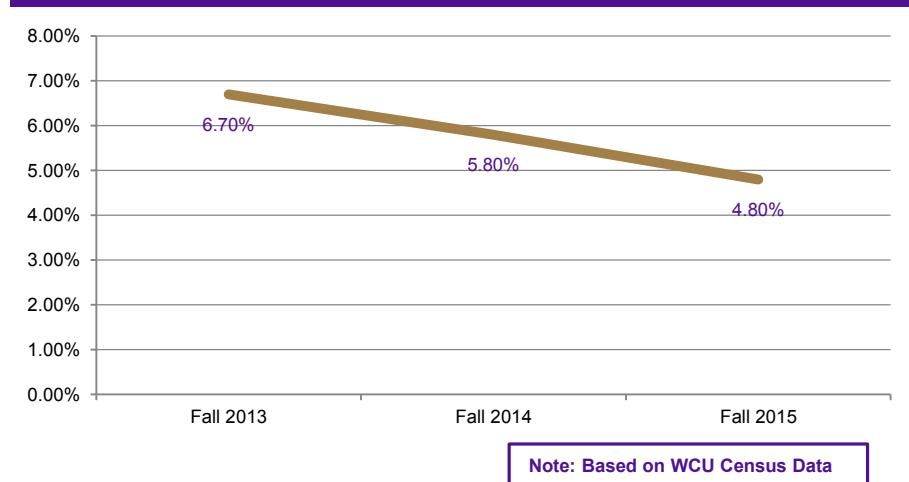
Along with population based prevention efforts such as Alcohol Edu/Haven and Orientation efforts, the DSCE worked to transition between academic years. The DSCE worked diligently to close cases that continued past the end of Spring semester. Additionally, the DSCE had its regular end of year wrap up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

DSCE Programming and Outreach – Summer 2015



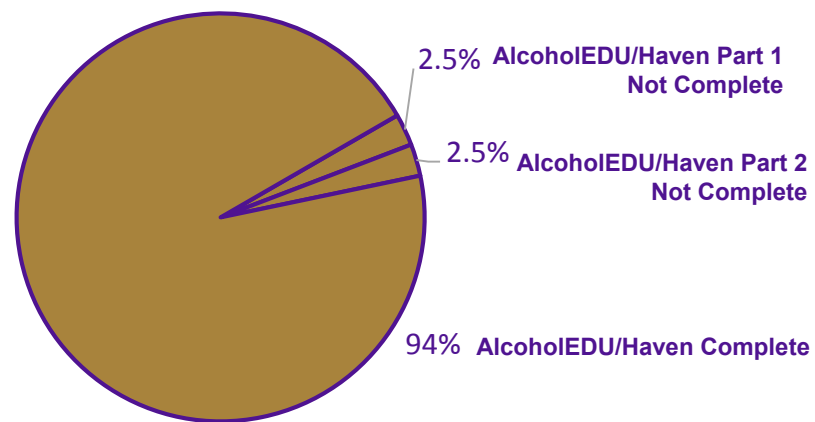
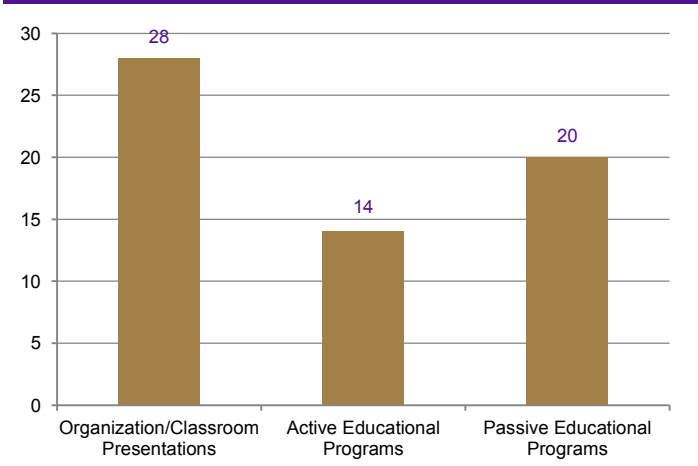
	Fall 2014	Fall 2015
Total Student Conduct/AI Cases	663	521
Total Alleged Students (minus Admissions cases)	613	464
Incident Locations		
Scott	137	101
Walker	21	25
On Campus (Non-Res Living)	352	129
Off Campus	36	18
Charges		
Alcohol	233	87
Drug	121	80
Academic Dishonesty	27	26
Sanctions Issued		
Warning	241	111
Probation	225	175
Alcohol Education Course	111	33
Marijuana Education Course	38	45
Catamounts Advocating Harm Reduction	7	5
Community Restitution	32	38
Suspension (Expulsion)	6 (0)	4 (1)

Percentage of WCU Student Body involved in Conduct Cases



ALCOHOL EDU AND HAVEN

DSCE Programming and Outreach – Fall 2015

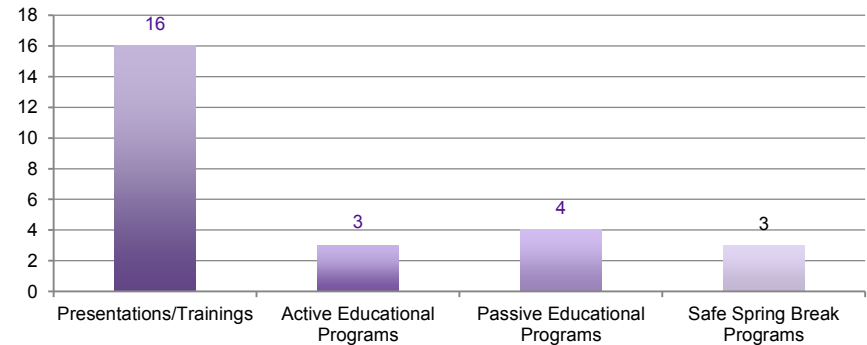


Data as of 5/31/16

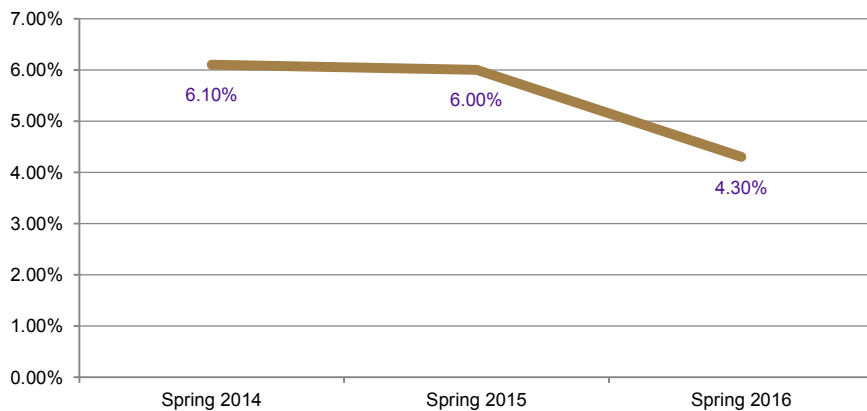
	Spring 2015	Spring 2016
Total Student Conduct Cases	578	429
Total Alleged Students	484	348
Incident Locations		
Scott	77	45
Walker	19	15
On Campus (Non-Res Living)	89	59
Off Campus	44	66
Charges		
Alcohol	118	116
Drug	87	47
Sanctions Issued		
Warning	237	105
Probation	208	159
Alcohol Education Course	62	56
Marijuana Education Course	30	24
Catamounts Advocating Harm Reduction	12	6
Community Restitution	43	47
University Suspension (Expulsion)	16 (0)	2 (0)

OUTREACH AND EDUCATION

Outreach and education efforts are designed to inform the entire campus community through comprehensive programming. Programming is developed and implemented in order to proactively and reactively educate students. These programs can take the form of classroom outreach and other trainings, active educational programs, or passive educational programs. The Coordinator of Alcohol and Drug Education also implements Safe Spring Break Week programs each spring semester.



Percentage of WCU Student Body involved in Conduct Cases (per WCU OIPE data)



Note: The percentage of students involved in conduct cases has decreased significantly since 2012. This decline could be due to many factors including: impact of increased outreach and education, a decline in official report writing, change in online educational vendor/content, or an increase in purposeful and positive decision making by students.

ALCOHOL EDU AND HAVEN

First-year and transfer students under 24 years of age are asked to complete the Alcohol EDU online educational program and first year students (including non-campus based students) are asked to complete the Haven program. These programs focus on helping students address critical life skills such as alcohol abuse and sexual assault prevention. In Spring 2016:

- 90% of required students completed Alcohol EDU
- 85% of required students completed Haven

As a result of programs, WCU students learned key information to assist in their transition into the WCU community. Key outcomes of Alcohol EDU and Haven include:

- 89% of students state that because of Alcohol EDU they were prepared to make responsible decisions about drinking.
- 87% of students stated that they have a good understanding of the definition of sexual and relationship violence.
- 90% of students stated that they would respect someone who intervened to prevent sexual assault.

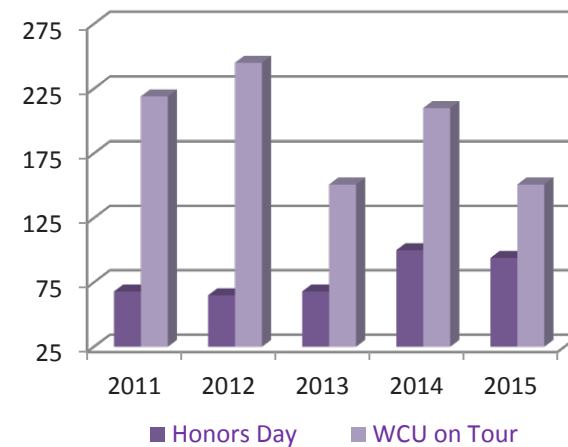
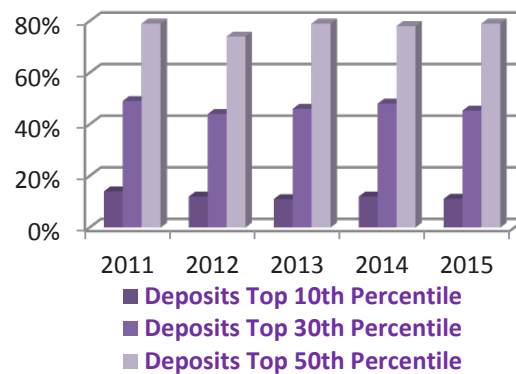
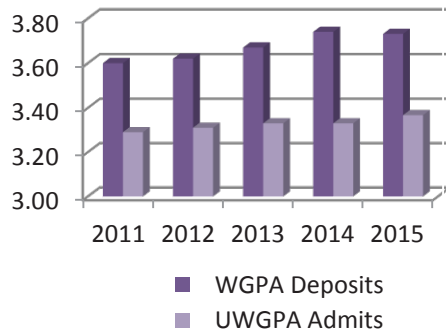
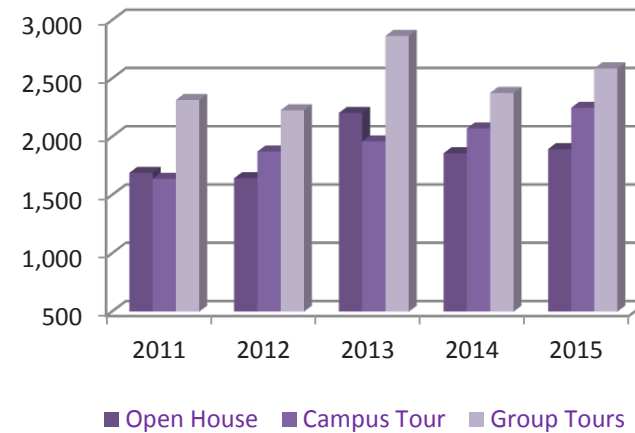
FIRST YEAR STUDENT DATA

First Year Students	Fall 2011	Fall 2012	Fall 2013	Fall 2014	Fall 2015
Applicants	14,430	15,261	15,160	15,421	17,745
Admits	5,608	5,748	5,878	6,647	7,295
Net Deposits	1,573	1,665	1,739	1,858	1,777
Honors College	Fall 2011	Fall 2012	Fall 2013	Fall 2014	Fall 2015
Admits	687	713	719	801	971
Net Deposits	182	180	185	205	237

Vision: Provide prospective students access to pursue a college education, with a focus on retention and academic excellence.

Mission Statement: The Office of Undergraduate Admission encourages and supports prospective student access to higher education by managing the recruitment and admission processes for new and returning undergraduate students at Western Carolina University.

EVENT DATA



TRANSFER STUDENT DATA

Transfer Students	Fall 2011	Fall 2012	Fall 2013	Fall 2014	Fall 2015
Applicants	1,895	1,901	1,815	1,729	1,769
Admits	1,272	1,268	1,289	1,228	1,208
Distance Admits*	424	491	478	507	589
Commitments	707	795	840	723	777

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

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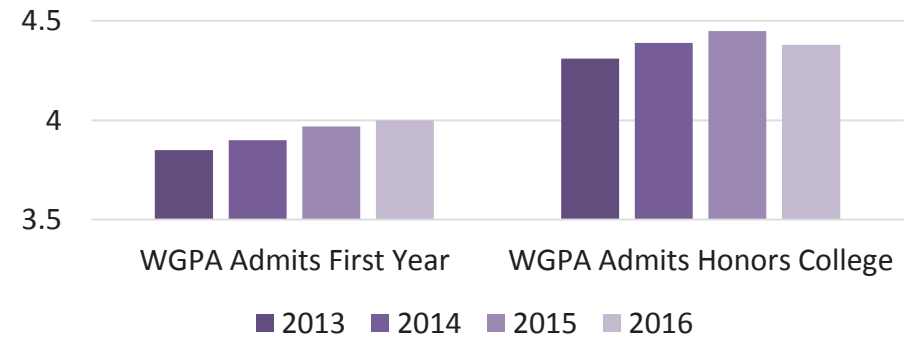
FIRST YEAR STUDENT DATA

First Year Students	Fall 2013	Fall 2014	Fall 2015	Fall 2016
Applicants	11,570	11,904	13,894	14,513
Admits	3,627	3,942	4,398	4,890
Commitments	154	177	152	271
Honors College	Fall 2013	Fall 2014	Fall 2015	Fall 2016
Admits	499	584	558	1164
Commitments	25	41	24	94
ASP	Fall 2013	Fall 2014	Fall 2015	Fall 2016
Admits	0	0	0	175
Commitments	0	0	0	7

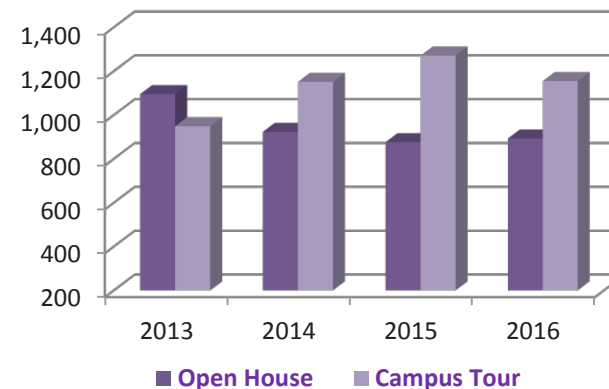
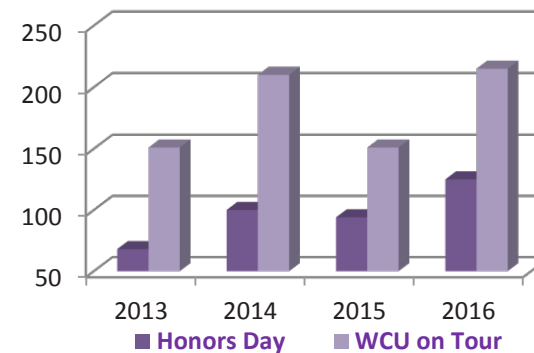
TRANSFER STUDENT DATA

Transfer Students	Fall 2013	Fall 2014	Fall 2015	Fall 2016
Applicants	365	335	379	401
Admits	136	120	152	163
Distance Admits*	57	39	57	57
Commitments	15	11	15	21

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



EVENT DATA



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FIRST YEAR STUDENT DATA

First Year Students	Fall 2013	Fall 2014	Fall 2015	Fall 2016
Applicants	15,142	15,416	17,722	18,301
Admits	5,848	6,579	7,113	7,457
Commitments	1,743	1,865	1,748	2,098
Honors College	Fall 2013	Fall 2014	Fall 2015	Fall 2016
Admits	716	797	969	2016
Commitments	182	204	234	463
ASP	Fall 2013	Fall 2014	Fall 2015	Fall 2016
Admits	542	649	912	732
Commitments	165	163	216	238

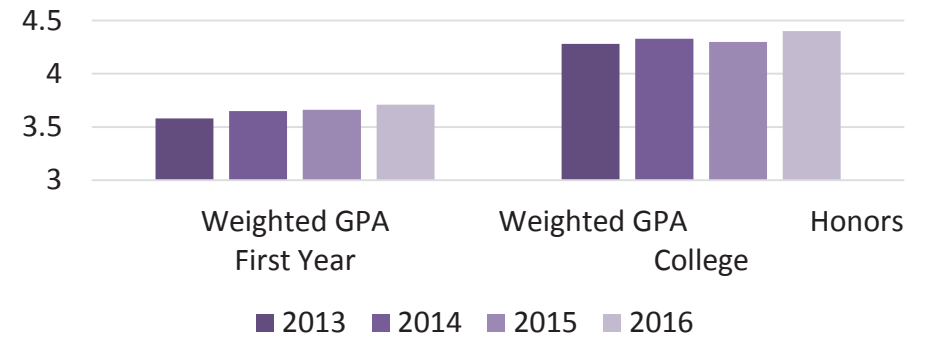
TRANSFER STUDENT DATA

Transfer Students	Fall 2013	Fall 2014	Fall 2015	Fall 2016
Applicants	1,711	1,629	1,698	1,670
Admits	1,136	1,065	1,112	1,042
Distance Admits*	394	369	416	423
Commitments	646	506	508	700

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

WGPA - COMMITMENTS

Data as of 5/31/16



EVENT DATA

