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A MESSAGE FROM THE REGIONAL VICE CHANCELLOR OF STUDENT AFFAIRS & STUDENT SUCCESS

All of our programs and services are targeted for students and their success. This annual report for 2018-2019 provides a glimpse of ways we engage students and find ways for them to connect to the university and St. Petersburg. We spent a good deal of time this year planning for consolidation of the USF System to one USF in 2020. This has required thoughtful input and dialogue as we focus on making an even better USF.

We acknowledge the help of many departments across campus as well as our Student Affairs and Student Success colleagues in Tampa and Sarasota Manatee, and we are grateful for the relationships and partnerships that support our mission to serve students. Thank you for taking the time to review our accomplishments and for contributing to our efforts.

Go Bulls,
Patti S. Helton, Ph.D.
Regional Vice Chancellor of Student Affairs and Student Success
Our Core Values
We share the USFSP institutional core values of Student-Centered Success; Research and Innovation; Inclusion of Difference; Commitment to Community; and Care for the Natural Environment. The values inform the way we approach our work with students. As colleagues we expect to lead collaboratively towards the end of ensuring student success.

Our Vision
Student Affairs and Student Success will provide every student with transformational learning opportunities that encourage student-centered success.

Our Mission
Student Affairs and Student Success creates and facilitates dynamic experiences that inspire personal growth, inclusive community and life-long learning.

Our Units and Departments
• Campus Recreation – Fitness, Intramural and Club Sports, Aquatics and Outdoor Recreation
• Career Center – Career Readiness, Employer Relations and Internships
• COMPASS Student Experience – PATHe, Student Experience, Student Success Advocacy, Parent Outreach and Transfer Students
• Dean of Students – Housing and Residence Life, Student Conduct, Student Outreach & Success, Veteran Services and Title IX
• Enrollment, Planning & Management – Admissions, Financial Aid & Scholarships, Orientation, Registration and Records
• Student Life and Engagement – Student Activities, Multicultural Affairs, Leadership, Harborside Activities Board (HAB), Student Government and the University Student Center
• Wellness Center and Student Disability Services – Counseling, Medical, Health Education and Victims Advocacy
Brianne Patterson is a second-year student at the University of South Florida St. Petersburg with a major in Biology who expresses herself through her unique fashion sense and confidence.

“I chose USF for the small campus, to be able to move away from home and learn how to become more independent,” Patterson said. “I really felt called to the school and accepted my admission offer before even visiting. The programs here are great, and the professors are very invested in their students.”
CAMPUS RECREATION

Our Mission
Campus Recreation provides the USFSP campus community the opportunity to engage in diverse recreational activities that promote a healthy active lifestyle.
2018 - 2019 Highlights

• Aquatics and Safety Classes
  • Two student employees, Jenny Bennett and Nicole Mendez, became Certified Lifeguard Instructors.
  • Student lifeguard, Kaitlyn Molo, received the Chancellors’ Citizenship Award for saving the life of an exchange student.

• Competitive Sports
  • Intramural Sports
    – Created and implemented the All Sport Points system to encourage and reward teams and individuals for participating in multiple sporting events. Intramural Sports experienced a 34.16% increase in participation.
    – 1,351 members participated in over 11 sports for the 2018-19 Intramural Sports year, with Flag Football having the largest amount of participation with 310 students.
  • Sports Clubs
    – The Beach Volleyball Club won the sport Club of the Year Award based on their member involvement in practices/team bonding and their participation in competitions across the state.
    – Basketball Club held 2nd Annual Purple and Teal game, which raised over $1,000 for the domestic violence service Community Action Stops Abuse (CASA).
    – Earning them the Going the Distance Sport Club Award, The Dance Club partnered with Friends of Jaclyn, an organization that pairs children with life threatening diseases with sports teams. The Dance Club was paired with an eight-year old with brain cancer. The child participated in their practices and was featured in one of the dance pieces.

• Edge
  • Over 900 bike checkouts occurred over the last year totaling an 81% increase.
  • 825 reservations were made for The Edge, with University departments requesting 763, student organizations requesting 42, and external community partners requesting 20.

• Fitness
  • Over 260 Group Fitness classes were offered with over 1,700 participants averaging 61 participants per week.
  • Over 2,100 (47% of the total student body) individual students utilized the Fitness Center.

• Outdoor Recreation
  • Collaborated with the Clean Energy and Resource Conservation Commission (CERCC) to host the inaugural Plant-Based Food Tasting event.
  • Hosted first ever Get Outside Week.
  • Hosted 3 day/2 night Spring Break Sailing trip for 5 students which consisted of camping, hiking and exploring several islands in the Tampa Bay.

• Marketing
  • A total of 58 internal events and projects were marketed to the campus community.
  • Facebook users viewed Campus Recreation’s content 111,769 times (84% increase) and engaged with posts 4,682 times (52% increase).

• Student and Professional Staff
  • Employed 93 students, with 62% identifying as females, 38% identifying as males; 28% of all employees hold more than 1 job related certification.
  • All student and professional staff attended Disability Etiquette Training specifically geared towards Campus Recreation usage.

• Diversity & Inclusion
  • An ADA accessible kayak dock was purchased and installed to assist patrons launching their vessels from the dock.
  • To provide students an opportunity to experience other cultures, various foods and educational materials were displayed at viewing parties for the Women’s World Cup representing the countries playing in the tournament.
2018 - 2019 Assessment Findings

• **Campus Recreation Goal #1:**
Provide an inclusive environment that promotes cultural and social identity development, community building and inclusion by tailoring Disability Etiquette Training to the unique usage of Campus Recreation.

**Results:** Employees reported they felt more comfortable and confident when approaching or working with someone with a disability in Campus Recreation facilities.

• **Campus Recreation Goal #2:**
By working with Orientation, Compass and University Success Classes, Campus Recreation was able to present and speak to more incoming freshmen about the benefits from utilizing the services and programs Campus Recreation has to offer.

**Results:** Campus Recreation experienced a 39.8% increase in freshmen participation, 29.8% higher than anticipated. In our result we also found an increase in sophomore and junior participation with 222% and 11.3%, respectively.
Looking Ahead

• Collaborate with Student Veteran Services and implement a “Camp Stove” cook-off to highlight Veterans Week.
• Build a new pool located behind Residence Hall One.
• Implement a team-building program to offer services to student groups, University departments and to the surrounding community organizations.
• Create and implement summer youth camps to offer to the St. Petersburg community.
CAREER CENTER

Our Mission
Educate and empower students to identify career goals and excel in their professional aspirations through exploration, engagement, and customized career planning.
• The Career Center offered a new program called The Dinnerview: Anti-Etiquette Experience on March 20 attended by 67 students in the Reef. The program was the inverse of an etiquette dinner where the Career Center served fried chicken and performed comical skits about what not to do during an interview.

• The Career Center began offering employer Coffee & Careers To Go events monthly in the Parking Garage featuring employers such as Enterprise Holdings, iHeart Radio, Northwestern Mutual, McKinsey & Co, Childcare Careers, and PhysAssist Scribes.

• Career Carnival was held again on October 2nd with 132 students attending. The Career Center collaborated with advisors, internship coordinators, and COMPASS staff. Held the event on the same week as major declaration/celebration event.

• Internship Colloquium: A Showcase of Internships was attended by 51 students on November 13 in the Nelson Poynter Library. The event consisted of a welcome from the Career Center then presentations from students about their internship experiences and a brief discussion of how to find and apply for internship opportunities.

• The Career Center offered a new program in collaboration with Office of Multicultural Affairs and Residence Life called “What do you bring to the table?: A panel on balancing personal and professional identity”; which was held March 5, 2019, in Davis 130. The event had 21 student attendees and 3 panelists including, Cal Jackson – D&I Officer, Tech Data, Stephanie Pizarro – Hillsborough County Prosecutor, State Attorney Office, and Rebecca Mohan Gonzales – Recruiter, Raymond James. Panelists discussed how they experienced their authentic selves in the workplace and the issues they faced with their personal identities in professional spaces.

• The Career Center Partnered with the Florida Women’s Conference to send five students to the College Women on the Rise program and one student, Emily Sandifer, won a $1000 scholarship.

2018-2019 Highlights

Assessment Findings

• Objective: Students that receive an in-person resume critique will be satisfied with the feedback provided by a staff member.

  o 33 out of 52 respondents to the appointment satisfaction survey that had an in-person resume critique; 100% stated YES they were satisfied with the feedback/information provided by the staff member!

  o Sample Feedback –
  – “I loved that I was able to be myself and open up about my struggles. The team is always very understanding and eager to help!”
  – “I love coming to the career center they are all so helpful and energetic there! The help I got developing on my CV was great!”
  – “I enjoyed being able to complete my full resume and leaving knowing I had a resume that I can send to a potential job without thinking twice.”

• Objective: Increase Employers on-campus by 10% to 205 unique employers visiting campus for events, job fairs, info sessions, interviews, harbor market, etc.
The Career Center hosted 266 Employer visits to campus in 2018-19 with 208 unique employers visiting slightly surpassing our 10% increase goal.

- Objective: All Student Employment supervisors will successfully complete a training course and pass a knowledge assessment at 100% after viewing training within three attempts. Passing will be required prior to posting jobs to students.
  - The Career Center in collaboration with participants of the Student Employment Workgroup set up a canvas shell open to all supervisors and processors, which includes a video training session, resources, contact info, templates and a quiz. A requirement was established for anyone that posts a position on Handshake to complete the quiz at 100% prior to posting.
  - Fifty staff registered for the training portal 42 took the quiz with 40 passing at 100%.

Looking Ahead

- Collaborate with USF Tampa and USF Sarasota-Manatee to consolidate Handshake by July 2020 into one system for all three campuses of USF.
- Track and increase faculty/academic affairs partnerships.
  - Track and identify all faculty collaborations and classroom presentations and increase by 10%.
  - Conduct at least one new program in collaboration with faculty member(s)
- Assist with the Innovation Scholars Career Development Program with Chancellor’s office providing career development workshops for the students.
- Staff will remain relevant and share resources by presenting new programs and resources at one conference.
  - Professional staff will receive status of Certified Professional Resume Writers (CPRW) by December 2019.
DIVISIONAL SPOTLIGHT

WHO WE ARE

PATHe Counselors

FIND YOUR PATHe
PINELLAS ACCESS TO HIGHER EDUCATION

WHAT WE DO

Our mission is to provide equitable and attainable pathways to access higher education for all students in Pinellas County. We are accomplishing this by developing a cross-institutional team of PATHe counselors who are dedicated to inspiring and guiding students, families and community members in Pinellas County on the resources available and to open the door to higher education. Our aim is to help all Pinellas County students reach their potential.

Benefits of the program include:

- Academic support and advising
- Variety of options at the vocational, career tech, college and university levels
- Access to information about scholarships and financial aid
- Seamless transition from K-12 schools to post-secondary institutions
- Reduce barriers to higher education by increasing awareness about affordable educational options

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COMPASS STUDENT EXPERIENCE

Our Mission
The Compass Student Experience Team serves USFSP and the surrounding community by facilitating student transitions. To accomplish this, we empower students to become leaders and reach their desired potential. We commit to:
- Providing holistic and individualized support and outreach;
- Promoting student success through relationship building and meaningful interaction;
- Cultivating partnerships within Pinellas county to inspire, motivate, and counsel local students, family members and community on the available resources in higher education;
- Anchoring students by promoting a sense of belonging and integration.
2018-2019 Highlights

Awards
• Compass received the Outstanding Staff Team Award and was recognized at the USFSP and System Wide Awards Ceremonies.
• Brandi Arnold and Carolina Nutt received Outstanding Employee Awards, and were recognized at the USFSP and System Wide Awards Ceremonies.

New Programs and Resources
• Office Staff Expansion
  COMPASS expanded its focus from First-Year Experience to a broader view of student access and transitions into higher education, as well as increased student engagement, persistence and progression.
  **Highlights:** Hired 5 new full-time staff members and one graduate assistant to support the growth.
• Second-Year Experience
  The aim of this program is to increase academic performance, improve and enhance relationship development, positively influence career and vocational exploration, and ultimately impact retention of second-year students.
  **Highlights:**
  - 11 programs launched.
  - 4 new student leader positions hired to support these programs.
• Transfer Experience
  Opt-in program designed to provide transfer students with an opportunity to connect with USFSP peers, resources, and opportunities to ensure their successful transition.
  **Highlights:**
  - Re-launched Tau Sigma Honor Society and initiated 66 Transfer students.
  - 106 One-on-Ones between a Transfer Peer Coach and Transfer student.
  - 7 Transfer student programs.
• Student Success Advocates
  COMPASS continued to support retention efforts through two full-time staff positions. The student success advocates promote undergraduate student persistence, progression, and completion in support of key strategic university goals and measures by removing barriers to academic success and supporting a timely progression to graduation.
  **Highlights:**
  - 797 Archivum referrals received for students.
  - 130 student meetings to review academic success and available resources.
  - 1,500+ intentional outreaches to students who were referred.
• PATHe
  Pinellas Access to Higher Education (PATHe) is a collaborative partnership that aims to provide equitable access to higher education to all students, and give K-12 students a wide variety of options and most efficient pathways for post-secondary education, including scholarship opportunities.
  **Highlights:**
  - 129 graduating high school students invited to join PATHe.
  - 32 students have accepted invitation to join PATHe.
  - 14 community-based events where PATHe Counselors have shared information about higher education.
Assessment Findings

• The number of one-on-ones between Peer Coaches and FTICs increased 13% from the previous year (2092 vs. 1854).
• 93% of new transfer students who engaged with a Compass Transfer Peer Coach felt more connected to USFSP.
• 100% of the new and returning students who engaged with a Compass program and/or service felt more connected to USFSP.
• Compass Student Leaders felt more prepared for their position as a result of their enrollment in LDR 2010, a credit-bearing course designed in collaboration with the Bishop Center for Ethical Leadership.
• 85% of the Compass Student Leaders were able to articulate career readiness skills based on the NACE Competencies.

To deepen second-year students’ sense of community and affinity to USFSP, Compass created/developed 11 new programs or initiatives that specifically served this population.

Looking Ahead

Inclusive Community Strategic Initiatives

• Partner with Housing and Residence Life for the Residential Community Program – TRANSFERmation and develop intentional programming opportunities for transfer students.
• Host National Transfer Week in the month of October by developing activities that will cater towards our different populations of transfer students.
• PATH will establish and develop partnerships to enhance the recruitment of underrepresented populations to USFSP.
• Student Success Advocates will continue to enhance the partnerships with various campus offices through the Collaborative Student Success Committee. This partnership will ensure students are connected to the appropriate welcoming and inclusive resources to support progression and graduation.

Lifelong Learning Strategic Initiatives

• Modify the existing Peer Coach documentation process for first-year and transfer students. We will be implementing narrative writing to help Peer Coaches articulate the conversations, and better understand where our students are in their transition.
• PATH will facilitate presentations and workshops for middle and high school students detailing the college admission process, as well as various options and resources available for higher education.
• Student Leaders across campus will receive training on advocacy services and how to best share this knowledge with their peers. This will aid in reinforcing the benefits of meeting with an advocate.
• Canvas referral training will be hosted for Faculty and Staff, in partnership with the Student Outreach and Support Office.

Personal Growth Strategic Initiatives

• Continue the implementation and expansion of the LDR 2010 course to provide a new experience to returning leaders and other campus student leaders.
• Student Success Advocates will reach out to campus student leaders whose GPA falls below a 2.5 to cultivate a culture of student success.
Our Mission
The Support, Outreach and Care Action Team (SOCAT) at the University of South Florida St. Petersburg is concerned with the well-being of all students and is committed to creating an environment that is safe for learning and development.
2018-2019 Highlights

- 528 referrals received representing a 146% increase from the previous academic year.
- 118 of the referrals were residential students.
- 62% of referrals were First Time in College students.
- 34 hospitalizations were referred.
- 243 intake assessments completed.
- #1 leading cause of stressors was mental health related.
- 57% of students engaged with case management were First Time in College students.
- 62% of referrals were female students.

Assessment Findings

- Learning outcome #1: Performance target was met as evidenced by 96% of the student respondents (n=96) reported “strongly agreed” or “agreed” to their knowledge of how to utilize campus resources when needed in the future.
- Learning outcome for Goal #2: Target was exceeded as evidenced by 100% of participants identified “agreed” or “strongly agreed” that as a result of meeting with the assigned case manager they understood the next steps for success as developed with the case manager.
- Learning outcome objective #1 for Goal #3: Was not met. Of the 46% of students engaged in services with SOCAT, only 96 students (39%) participated in the post-session survey. The 18-19 academic year experienced a 36% decline in student survey participation despite an increase in referrals and active participation in services by referred students with the office.

Looking Ahead

- Continue developing a national presence of USFSP SOCAT.
- Gain an understanding of the campus community perception of SOS and SOCAT.
- Promote campus culture of care through the continued development and implementation of Student Outreach and Support (SOS) program.
- Continue to expand the capacity of the campus community to assist distressed students by providing SOS and SOCAT training to facilitate campus knowledge of how to recognize, support, and respond to students in distress.
- Expand infrastructure of SOS/SOCAT department by offering practicum and internship site opportunities to master level students in mental health counseling.
Our Mission
Promote an inclusive living and learning environment, where residents are encouraged to thrive as members of the USFSP community.
2018-2019 Highlights

Occupancy – HRL was able to increase the returning student population
• 34.6% increase in Transfer students signed up for housing for 19-20
• 6.74% increase in Current students signed up for housing for 19-20
• Increase in fall GPA of 2.99 to spring GPA 3.1 (compared to non-housing students 2.95 to 2.96)

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<th>Term GPA</th>
<th>AD/AP</th>
<th>Enrolled in future term</th>
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<tr>
<td>Housing</td>
<td>3.1</td>
<td>3.49%</td>
<td>92%</td>
</tr>
<tr>
<td>Non housing</td>
<td>2.79</td>
<td>10.07</td>
<td>73%</td>
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• Created 3 new residential communities: Stonewall Suites, Global House, and TRANSformation

Assessment Findings
• 81% of surveyed FTIC students at STamPete’D identify as more likely to intervene in a risky situation.
• 92% of surveyed upperclassmen students at STamPete’D identify as more likely to intervene in a risky situation.
• 100% of students surveyed at STamPete’D were able to identify at least one alcohol safety tip.
• 81.3% of surveyed students at Party House felt they are more likely to intervene in the future as a result of the program.
• 90% of students recognize the importance of being socially aware of current events.
• 95.2% of students surveyed identified this program encouraging them to think critically about issues in the news.
• 84% of student reported through 1:1 conversations engagement with a campus partner.
• 90.5% of students report a 4 or higher when asked to rank the importance of being socially aware of current events.
• 100% of students surveyed noted being better prepared to have respectful conversations about identity and multicultural competence.
• 91.6% of students understand how their identities intersect with the future career they desire.

Looking Ahead
• Develop and implement a Black and Brown Male initiative.
• Establish a community for College of Business and the Honors College.
• Monthly Multicultural competence training for professional and paraprofessional staff.
• Increase staff support for Stonewall Suites (Lavender Graduation) and student group (PRIDE) integration.
• Increase current student retention in anticipation for the opening of new hall.
• Bias response protocol.
• Integration/collaboration of St. Pete RHA with Tampa RHA.
Our Mission
The USFSP Office of Student Conduct (SOS) facilitates an unbiased, fair, consistent and timely process that fosters the highest standards of behavior, student learning, and responsibility while promoting an educational environment that respects the rights of all students. While emphasizing respect, trust and integrity, we strive to educate students through the conduct process and help promote accountability and empathy within the campus community.
2018-2019 Highlights

• Continued development of the DOS Ambassador program. We educate and improve awareness around Title IX related issues for the student body and campus community. We hosted the first Sex, Love and Relationship Art Show. This event highlighted art work completed by members of the USFSP student community while opening doors of conversation around sex, love and relationships.
• 2nd Annual Festival of Sex. This was a full day spent having conversations with students about healthy relationships and consensual sex. Presenters, events, games, music, panel discussions and other activities took place in the USC/Reef and on Harborwalk during this day long educational campus event hosted by the DOS Ambassadors.
• Improved passive programming efforts (use of Rx Drugs, Free Speech vs Hate speech).
• Developed an online course for returning student conduct board members.
• Created Initial Review Officer Training Manual and PowerPoint Presentation. While guidelines had been created in the past, this year a training binder was implemented, which included materials and resources that Initial Review Officers can have with them during conduct meetings.
• Chief Conduct Officer appointed to System Presidential Ethics and Integrity Advisory Council and System Alcohol and Other Drug Task Force.
• Chief Conduct Officer appointed to two leadership roles within ASCA, the national association for the field of student conduct.

Assessment Findings

• General Student Conduct Case Number Comparison.

<table>
<thead>
<tr>
<th>Year</th>
<th>Fall Cases</th>
<th>Spring Cases</th>
<th>Summer Cases</th>
<th>Total Cases</th>
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<tbody>
<tr>
<td>2018-19</td>
<td>314</td>
<td>62</td>
<td>24</td>
<td>400</td>
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<td>2017-18</td>
<td>122</td>
<td>62</td>
<td>50</td>
<td>234</td>
</tr>
<tr>
<td>2016-17</td>
<td>107</td>
<td>55</td>
<td>40</td>
<td>202</td>
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• Students will describe how their behavior, attitude and choices affect themselves and others.
  o 75% of completed assignments met the outcome. 79 of 105, a 1% increase since last year.
• 105 reflective sanctions assigned for the 18-19 academic year break down as follows:
  o Summer 2018: 12
  o Fall 2018: 71
  o Spring 2019: 22
• Percentage of students sanctioned by term indicated they were able to identify and describe how their behavior, attitude and choices affect themselves and others.
  o Summer: 10/12 = 83%,
  o Fall: 54/71 = 76%,
  o Spring: 15/22 = 68%
Looking Ahead

- Create additional presentations and training sessions for campus partners; particularly Ethics for Student Government and general process training for USFSP student employees. This will support growth and learning for individuals as we strengthen our ability to support students.
- Utilize time with new System committees and task forces that I have been appointed to promote focus on retention, community responsibility, ethical decision making and personal impact for all members of the system.
- Conduct and submit a Council for Advancement of Standards internal assessment proposal for needs and a case data report. This will provide an overview of this functional area and uncover ways to better support the process and the students that participate in it.
- Develop intentional relationships with more campus partners to move toward a more focused transformational process for students. This will provide face to face interactive sanctioning for student development resulting in personal growth.
Our Mission
In collaboration with the USF System Title IX Office, coordinate Title IX services so as to prevent sexual violence and create a culture of safety.

2018-2019 Highlights
• Total number of reports received from St. Pete: 35
• Total number that went to investigation: 1
• Finding/no finding: 0 (report is still in investigation)
• Closed without action (by request, no reply, not TIX): 32
• Informal/Alternative Resolution: 1
• Referred to another department/resolved with external action
• Facilitated training on Title IX reporting for student leaders (Resident Assistants, Peer Coaches, Orientation Leaders)

Looking Ahead
• Increase volunteer pool of investigators for USFSP campus.
• Enhance campus safety and increase awareness of Title IX by providing training opportunities for faculty, staff and students.
Our Mission
To provide a seamless transition for our nation’s veterans from military to collegiate life by enhancing personal development and academic success.
2018-2019 Highlights

- Unveiling Ceremony Veteran’s Portrait Project Poynter Library
- 100 UH-1N Helicopter Rides. Partnership with OPEN as sponsors for 187th Assault Helicopter Co Annual Reunion.
- USFSP MVSC Vet Day EXPO
  - 34 community and military connected vendors
  - 300 students, faculty and staff engaged
- Ceremony honoring the 187th Assault Helicopter Co
  - Guest Speaker St Petersburg Mayor Rick Kriseman and Representatives from Congressmen Bilarakis’ and Krist’s Offices
  - 200+ members of 187th Assault Helicopter Co and their families honored
  - 500+ attendees
- USFSP SVO Veterans Car Show
  - Raised $1,700 for SVO
- Partnered with Advancement, Financial Aid and local community partners to secure funding for the following scholarships:
  - 1 $1,500 Military and Veterans Success Award
  - 4 $2,000 Veterans of South Pinellas County Awards

Assessment Findings
Assessment of programs and services in the Military and Veterans Success Center are in progress.

Looking Ahead

- Develop and assess learning and program outcomes for 2019 – 2020 academic year.
- Formalize the mentor program for student veterans by training the VA work study students as peer counselors/mentors. (Can be accomplished by partnering with Compass for training of counselors.)
- Enhance the experience of FTIC military connected students by developing a series of programs and activities directed at highlighting military dependent students that are using VA benefits.
- Reinvigorate interest in use of the Military and Veteran Success Center.
Our Mission
Dedicated to student success. Enrollment Planning and Management continues to ensure that services and programs are addressing students’ needs to be engaged, resilient, and succeed in their education to become a USFSP alum and active citizen of the world. Provide support to students, faculty and staff at USFSP in this mission.
**2018-2019 Highlights**

- Create a structure that enhances cross-collaboration between enrollment services offices, student success areas, and academics for student success planning and new initiatives.
- Share and review best practices and articles on student success initiatives to create a culture of ongoing student success.
- Create a Progression Campaign Subcommittee to enhance students’ sense of purpose early on in their college experience by providing connections between passion, interests, and career options that align with guided major pathways, in response to the new progression policy for completion in 4 years.
- Create dashboards and tools with “live” operating data for more informed data-driven decisions and strategic proactive outreach.
- Launch a pilot summer bridge program, Student Support Services, by end of June for applicants needing additional academic support to be admissible and have financial need.
- Serve on several consolidation committees related to registration, financial aid, academic records, catalog/academic policies, and courses and curriculum.
- SVO received $550 to attend SVA National Conference
  - St Petersburg American Legion Post 14
    - $500 Student Housing Assistance Grant
  - Heaven on Earth for Veterans
    - Housing for homeless USFSP student veteran
    - Donation of full-size refrigerator to the MVSC
  - Armed Forces Family Foundation
    - $120,000 grant to complete MVSC Inside-out Lounge Project

**Assessment Findings**

- Created a structure that enhances cross-collaboration between enrollment services offices, student success areas, and academics for student success planning and creation of new initiatives. Committee began meeting regularly.
- Shared and reviewed best practices and articles on student success initiatives within the PRESS structure to create a culture of ongoing student success and began documenting current initiatives.
- Created a Progression Subcommittee and began meeting to enhance students’ sense of purpose early on in their college experience by providing connections between passion, interests, and career options that align with guided major pathways.
  - Emails were sent promoting follow your passion by planning and being proactive – resources to assist were outlined.
  - Conducted a survey of students on major fit and analyzed results. Based on results students were referred to the career center or his/her academic advisor. This practice will continue.
  - Created a report to track change of majors, frequency of and which degree programs students changed to help inform pathway and future intervention.
  - Expanded time for the Career Center at Orientation to allow for more interest and skills assessment to occur with career exploration. Ensured this component of orientation is before advisement and registration by major.
  - Researched and began mapping major pathways and related information, including general education requirements.
  - Collected information for the creation of a “meta-site” that will incorporate guided pathways, resources and motivational testimonies for progression. (Goal: Fall 2019 Implementation)
- Created a dashboard for standard “live” operating data
  - 12 standard reports were created with various filters to allow a plethora of ways to analyze current enrollment and persistence to make data informed decisions. All are being actively used, particularly by advisors, advocates and academic teams working on persistence.
- Created a mid-term calculator to predict final grade for more targeted outreach.
- Created a tool for advisors to more easily analyze grade forgiveness options for a student for proactive outreach.
Assessment Findings (Cont’d)

- With other offices on campus, successfully launched the summer bridge, SSS program.
  - 13 students started end of June. While short of the goal of 25 students, starting early in the admission cycle next year should result in ongoing summer cohorts of 25, providing an additional pathway to USFSP for those needing academic and financial assistance to attend.

Looking Ahead

- Mentor and train EPM staff on change management, cross-collaboration, and how best to address difficult customer service situations.
- Create a comprehensive outreach calendar, conduct a fit, gap analysis.
- Create new standard admissions reports for monitoring populations of students throughout the various stages from application to enrolled for proactive adjustments to current strategies.
- Assist with standardization of student success dashboards and reports for primary student success reporting within the USF system.
- Coordinate within PRESS
  - Subcommittees for 2019-2020: 2-3 Proactive Initiatives
    - Retention of Transfer Students
    - Retention of Students at Sophomore and Junior Level
    - Belonging, behavioral lens, nudges
  - Completion of the Passion, Purpose, Persistence “meta-site” Access and Success for Under-represented Students
  - Grow the summer bridge, Student Support Services, program to 25.
OFFICE OF FINANCIAL AID AND SCHOLARSHIPS

Our Mission
Committed to the success of students, the office assists students with financial need in accessing resources and support to help fund their education and achieve timely degree completion.
2018-2019 Highlights

• Developed a proactive Financial Awareness program to include counseling, tools, and information to help students understand and manage their finances.
• Implemented Promise and Completion Grants.

Assessment Findings

• Developed a proactive Financial Awareness program.
  o Included counseling, tools, and information to help students understand and manage their finances. Established AFLOAT (Advising Financial Literacy Objectives and Training) and hired a financial education advisor. One-on-one coaching sessions, presentations and workshops were developed covering the areas of money management; credit cards, credit reports and identity theft; saving and investing; debt management; paying for college and financial aid options; and Federal student loan repayment options.
  – 9/1/18 - 5/29/19: 420 total students served.
  – 13 Presentations with 194 student attendees
  – 12 Resource Fairs/Workshops with 164 student contacts
  – 56 One-on-One Coaching sessions
• Promise and Completion Grants were established and were offered to students starting Spring 2018
  o Summary Assessment results from Fall 2017 to Spring 2019
  o 28 students accepted: 89.3% success rate.
  o 25 still active
  o 3 inactive (1 joined Coast Guard)
• Graduation Success: 87.3% success rate
  o 71 students accepted
  – 37 graduated or have applied to graduate within 3 semesters
  – 25 still active that are still in the window of 3 semesters to complete
  – 1 denied graduation, now inactive
  – 8 attended coaching, but are not enrolled with 3 having gone inactive

Looking Ahead

• Enhance the promotion of existing scholarships and create a drop in center for exploring additional external scholarship opportunities.
• Continue to monitor financial need and explore additional grant program possibilities.
OFFICE OF ORIENTATION AND ENROLLMENT MARKETING SERVICES

Our Mission
Promote and orient perspective students to the USFSP campus for a smooth transition from applicant to enrolled, and create ongoing campaigns for persistence with enrollment, financial aid, scholarships and unique programming for student success.
2018-2019 Highlights

• First source letters were sent to address poor completion rates for underrepresented students. The letter campaign encouraged visits to campus and taking next steps. Those that ultimately were admissible and made deposits did RSVP and attend orientation. Unfortunately, many were not admissible and/or cancelled prior to decision.
• A partnership was cultivated with Boca Ciega and their AVID program to encourage applications from underrepresented students. The effort included a presentations at Boca Ciega, posters, and emails.
• A short video series was created and the videos embedded in the campaigns to RSVP for orientation and attend USFSP. Feedback from students was positive.
• Sent USFSP branded memorabilia to all those who submitted a deposit to encourage a sense of belonging as they take the final steps to attend Orientation. Feedback has been positive, with a few students posting on social media.
• A specific transfer student testimonial letter/communication was created for new transfer applicants.
• Admission recruitment and processing was consolidated by the May 1 deadline. All contracts reviewed and modified. Implementation and transition to the new CRM is underway with an intermediary system set up and running as of June.

Assessment Findings

Weekly reports were generated. Efforts did not yield results that were hoped for. Closer monitoring and shifting of initiatives for proactive response will occur throughout all future cycles. A committee will be formed to address particular recruitment and persistence measures for underrepresented students. Students who were admissible with the new profile and did not cancel prior to decision were more committed. Those that deposited by the earlier deadline, were more committed to attend orientation. 13 students were recruited and admitted into the new summer bridge, Student Support Services program. While this is short of the attended goal of 25, program planning started late in the admissions cycle, and it is anticipated that we will reach the goal of having 25 students begin the program each coming year.

Admission consolidation details to align deadlines, vendor contracts, reassign staff and begin recruitment and processing as a unified system by the May 1st deadline were completed. Began work on converting to a new CRM.

Looking Ahead

• Enhance marketing of USFSP to underrepresented populations of students by providing opportunities to become engaged at USFSP and by providing educational and financial pathways to ultimately enroll.
• Create standard reports to more closely monitor conversion for continuous enhancement of programming and marketing and to be proactive when patterns emerge.
Office of Records and Registration (Registrar’s Office USFSP)

Our Mission
Support the enrollment, academic and completion goals of the University and related processes that directly affect students, faculty and staff. Provide timely and accurate maintenance of student academic, course and curricular records ensuring compliance with system, state, and federal policies. Ensure a smooth enrollment process and semester start and completion with registration, scheduling and grading.
2018-2019 Highlights

• Implemented the new clock schedule and new scheduling policies and guidelines.
• Implemented the use of the 25Live Room Scheduling System to optimize classroom usage and automate scheduling.
• Continued to support curriculum and course requests
• Supported the USFSP campus with the upgrade to Banner 9

Assessment Findings

Reports indicate a reduction in scheduling overlaps during days and throughout the week. We began successfully running the optimization process for room scheduling and can more easily produce reports for the system and USFSP for classroom utilization. All outstanding requests for curriculum and courses were completed and finalized documents for academic areas to use for the consolidation of curriculum. Worked on consolidation and aligned catalog policies and content in preparation for 2020. Successfully upgraded to Banner 9 with no interruption in processing.

Looking Ahead

• Promote early registration and efficiencies with the entire enrollment process by leading the effort with other departments on the creation of one Enrollment onboarding site, and by holding a registration fair each semester. The site will include all steps of the enrollment process, easy navigation boxes, resources, including video tutorials.
• Revise the registration campaigns for fresh new ideas that progressively engage students.
• Implement new catalog software.
Our Mission
To be the catalyst in providing diverse and engaging co-curricular experiences that help facilitate students’ educational and holistic journeys. Functions Include: Activities and Programs, University Student Center and Student Life Center, Reservations and Conference Services, Multicultural Affairs, Leadership and Student Organizations, Crow’s Nest Student Newspaper, and Student Government Association.
2018-2019 Highlights

- Student Life and Engagement formed campus-wide committee to spearhead the creation of a food pantry on campus.
- Cameron Kasky, social activist from Stoneman Douglas High School, came to speak to about gun control with audience of 67.
- New Implicit Bias Training created and piloted to Student Life & Engagement Staff and the Chancellor’s Cabinet.
- Out of 606 residential students, we have 515 students who have swiped in for Pete Points which means we are engaging 85% of our residential students.
- Hosted 55 students, faculty, and staff members at the annual Student Leadership Luncheon.
- Added 1 additional USB trip moving the number of signature trips to 4. We went to New Orleans, LA, Immokalee, FL, Crossville, TN, and Nashville, TN.
- Raised $4,389.17 for Johns Hopkins All Children’s Hospital through Dance Marathon program.
- Initiated and completed student counties flag project with the Student Center and Events team.
- Supported funding for the construction of the first USFSP Peace Pole.
- Painted the second floor of the University Student Center during Summer 2018; 1st floor during Summer 2019.
- Completed an audio/visual renovation of the University Student Center meeting spaces, increasing capabilities, ease of use, and access of technology.
- Received approval from CITF (Capital Improvement Trust Fund) committee to pursue a renovation of the 1st floor space in conjunction with upcoming dining changes and the new residence hall.
- 3,926 spaces held for events, maintenance, setup, etc. in FY18-19 with 3,795 being event related bookings totaling 20,975.08 hours of booked event space.
Assessment Findings

• Outcome/Objective 1
Leadership & Student Organizations (LSO) will contribute to the increased retention of involved students by piloting a new student organization support model. The new support model will include weekly, specialized, student organization trainings as supplemental student organization support. Topics include but are not limited to (Basic Student Org procedures, Spending Money with SG, Navigating PeteSync, etc.).

○ Performance Target
  70% of active student organizations from 2018 – 2019 will renew their membership for 2019 – 2020.

○ Assessment Results
  For the first time, LSO offered weekly trainings designed specifically for student organizations. The most well attended trainings were New Student Org trainings/EMS. We had 16 new student orgs register this academic year.

○ Plan for Use of Findings
  In August 2019, LSO is pleased to offer the first annual Student Org Conference, which will be an intensive training for all student organizations. We plan to cover topics like Marketing Your Student Organization, Officer Transition and Elections, How to Request Funds from Student Government, and How to Run Meetings/Write Meeting Minutes. We currently have 87 groups registered.

• Outcome/Objective 2
The University Student Center (USC) will gauge the level of customer service that the USC & Event Services is providing to students, faculty, staff, and external guests.

○ Performance Target
  60% of the recipients that complete the survey will rate their USC guest experience as “somewhat satisfied or above.”

○ Assessment Results
  Planning Process Results: 88% of all guests that responded to the survey were “Very Satisfied” while 11% were “Dissatisfied with the Planning Process for their event or meeting.
  Facility Preparation Results: 88% of all guests that responded to the survey were “Very Satisfied” with the facility while 11% was “Satisfied” in regard to Room Setup/Layout & General Cleanliness.

○ Plan for Use of Findings:
  Will use findings to develop customer service trainings/skill sets for student and pro staff, as well as what to look for when working with clients for the 2019-2020 academic year.

• Outcome/Objective 3
In an effort to stay socially relevant with our marketing tactics, Students will have access to Student Life & Engagement services and programs via a newly created departmental Snapchat account.

○ Performance Target
  At least 20% of students will report that they found out about an SLE sponsored event through Snapchat.

○ Assessment Results
  Compiled Data tells us that students here prefer traditional marketing tactics such as emails and flyers:
  –35.6% of students find out about SLE events through flyers
  –21.6% of students find out about SLE events through email
  –19.8% of students find out about SLE events through chalking/window paint

○ Plan for Use of Findings
  In an effort to consolidate marketing efforts, SLE will strategically align with University sponsored social media efforts for such as the USFSP Facebook and Instagram accounts. As the percentage of students that find out about SLE events through social media is only 9.1%, we can conclude that compartmentalized social media efforts are not as effective.
Looking Ahead

SLE Departmental Strategic Directions 2019-2020

• Strategic Direction 1 (Personal Growth): Strengthen the persistence and retention of USFSP students through the development of resources, services, and programs that promote student involvement.

• Strategic Direction 2 (Personal Growth): Enhance student communication strategies to increase the effective marketing of services and programs, and the value-added of co-curricular opportunities.

• Strategic Direction 3 (Life-long Learning): Improve and refine the alignment of department assessments with the university’s mission, goals, themes, and learning outcomes.
WELLNESS CENTER

Our Mission
The Wellness Center empowers the University of South Florida St. Petersburg (USFSP) community by promoting a proactive and compassionate approach to holistic wellness and student development in an inclusive, collaborative and multidisciplinary environment.

The Wellness Center provides medical, psychological, and wellness services and programs for USFSP students. These include primary care services, individual and group psychotherapy, health education and prevention programs, victim advocacy, specialty services (psychiatry, nutrition, online treatment platforms, wellness coaching and HIV screenings), crisis intervention, assessment and referrals, outreach and consultation, and professional training programs.

STUDENT DISABILITY SERVICES

Our Mission
SDS provides reasonable academic and nonacademic accommodations and services for students with a documented medical condition that causes significant functional limitations. SDS collaborates with faculty, other university departments, and the campus community at-large to ensure equal access to all programs and services.
2018-2019 Highlights

• Wellness Center
  o Inaugural post-doctorate fellowship in behavioral health.
  o Piloted new programs (ADHD testing, wellness coaching).
  o Began development of comprehensive victim advocacy and violence prevention program.
  o Started offering PreP services through the health clinic.
  o Played an integral role in consolidation as part of the health and wellness sub-committee.
  o Increased capacity for delivering QPR training and medical services (through training and hiring).
  o Created HRT referral process to create access to treatment.
  o Increased utilization across all service areas.
  o Piloted a sleep study (educational protocol) with students.
  o Implemented inaugural chapter of Active Minds at USFSP.
  o Implemented first ever STI screening day event offering free comprehensive testing for students.
  o Restarted our PEERS program after a 1-year hiatus.

• Student Disability Services
  o SDS administered 614 exams and registered 87 new students registered for SDS services.
  o SDS Coaches had 378 student appointments (263 in 2017-18).
  o SDS St. Petersburg has become a primary placement for students/interns in the Rehabilitation & Mental Health Counseling graduate program.
  o Installation and implementation of the Clockwork student management system.
  o SDS assisted with facilitation of the Student Affairs Professional Development day that focused on diversity and inclusion (produced the student video and planned adaptive recreation activity).
  o The SDS website was completely re-designed.
  o The SDS Student Manual and the Policies/Procedures Manual were completed with enhancements.
Assessment Findings

• Wellness Center
  o Assess Resiliency Seminar Outcomes.
    o 50% of students will endorse increased awareness of core components of resiliency and an intention to use strategies discussed.
    o 100% of students endorsed increased awareness; 88% of students endorsed an intent to use strategies.

• Student Disability Services
  o Goal 1: Increase student participation in the Coaching program by 25%.
    – Number of students increased by 28%.
    – Number of appointments increased by 39%.
  o Goal 2: 75% of students in the Coaching program will improve performance on identified learning/study challenges.
    – Only 39% of students who completed at least 3 coaching sessions took both the pre and post assessments.
    – Of those who took the pre/post assessments, 89% demonstrated improved performance on at least 2 challenges.
  o Goal 3: Enhance interpersonal competence for students with significant socialization barriers.
    – Increase the number of students participating in the Social Skills training program (there was 0% increase in participation from last year).
    – Students who participate in Social Skills training will increase their awareness of strategies for successful social interactions (75% of participants identified one or more strategies).

Looking Ahead

• Wellness Center
  o Create a plan to expand wellness coaching and mental health outreach on campus. (Personal Growth, Lifelong Learning)
  o Expand our collaboration with Office of Multicultural Affairs. (Inclusive Community)
  o Expand our group treatment program. (Personal Growth)
  o Conduct the NCHA 2020 assessment. (Lifelong Learning)
  o Create a victim assistance and violence prevention work plan. (Inclusive Community)

• Student Disability Services
  o Continue implementation of the Clockwork student management system. (Lifelong Learning)
  o Develop and distribute accessibility guidelines and disability awareness information to all Student Affairs departments. (Inclusive Community)
  o Organize a student club, recognized by Student Government, to foster disability advocacy, awareness, and social interaction. (Personal Growth, Inclusive Community)
  o Initiate a collaborative effort between key university partners to determine accessibility needs of the campus in order to ensure equal access to all programs, services, and events.