Student Affairs Committee

PRESENTED BY

William Hudson Jr., Ph.D

Florida Agricultural and Mechanical University
2010/2020 Vision with Courage: Recruitment in a New Era

DIVISION OF STUDENT AFFAIRS
Executive Summary

• The Division of Student Affairs will provide exemplary student support services to the campus community where all students will be motivated to be successful. They will be given various academic, social and technological opportunities that ensure their success at the university and the community.
Goals

• President’s Goal: To be a best-in-class land grant, doctoral research, and student–centered university that serves African Americans and low wealth students with an international presence.
Strategy

Division of Student Affairs

• **Strategic Initiative 1**: 21st Century Living and Learning Community
• **Strategic Initiative 2**: Excellence in Process and Procedure
• **Strategic Initiative 3**: Develop, Enhance, and Retain Resources to Achieve Mission
• **Strategic Initiative 4**: Excellence in University Relations and Development
• **Strategic Initiative 5**: Enhance Environment to Promote Internationalization, Diversity, and Inclusiveness
Implementation Plan

Division of Student Affairs

- **Goal 1**: Leverage technology, staff cross training, and evaluation of business process to expedite recruitment, admissions, and financial aid.
- **Goal 2**: Survey administration and staff to assess best practices to improve business process and implement strategies recommended. Establish continuous incremental change by identifying change agents and change resistors. Empower staff by widening the circle of involvement in the improvement of business processes.
- **Goal 3**: Increase student critical thinking through education and participation in business processes. Establish student liaisons in critical areas. These students will be trained in specific areas of campus safety, recruitment, retention, progression, and graduation. Student liaisons will communicate with current and future students via social media, town hall meetings, first year experience courses, academic success courses, and scheduled events for faculty, staff, and students.
- **Goal 4**: Implement programming university wide to promote a diverse campus. Establish living learning communities in the residence facilities to promote cohort learning.
Outcomes & Metrics

Division of Student Affairs

DIVISION OF STUDENT AFFAIRS

FTIC ENROLLMENT

- Fall 2010: 2,001
- Fall 2011: 1,448
- Fall 2012: 1,162
- Fall 2013: 1,317
- Fall 2014: 1,238

TOTAL ENROLLMENT

- Fall 2010: 19,277
- Fall 2011: 19,207
- Fall 2012: 12,081
- Fall 2013: 10,738
- Fall 2014: 9,061

Data Source: PeopleSoft Campus Module as of 8/27/2014
Outcomes & Metrics

Division of Student Affairs

DIVISION OF STUDENT AFFAIRS

AVERAGE ACT

- Fall 2010: 20
- Fall 2011: 21
- Fall 2012: 21
- Fall 2013: 20.41
- Fall 2014: 20.48

AVERAGE SAT

- Fall 2010: 1,429
- Fall 2011: 1,429
- Fall 2012: 1,438
- Fall 2013: 1,405.29
- Fall 2014: 1,403.19

AVERAGE GPA

- Fall 2010: 3.09
- Fall 2011: 3.15
- Fall 2012: 3.21
- Fall 2013: 3.31
- Fall 2014: 3.33

Data Source: PeopleSoft Campus Module as of 8/27/2014
## Housing Occupancy

### Division of Student Affairs

<table>
<thead>
<tr>
<th>Facility</th>
<th>Total Spaces Capacity Fall 2014</th>
<th>9/8/2014 Occupied Total Spaces</th>
<th>Percentage Filled Fall 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>FAMU Village</td>
<td>800</td>
<td>742</td>
<td>92.75%</td>
</tr>
<tr>
<td>Truth Hall</td>
<td>103</td>
<td>100</td>
<td>97.09%</td>
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<tr>
<td>Gibbs Hall</td>
<td>302</td>
<td>251</td>
<td>83.11%</td>
</tr>
<tr>
<td>Sampson</td>
<td>159</td>
<td>156</td>
<td>98.11%</td>
</tr>
<tr>
<td>Young</td>
<td>79</td>
<td>78</td>
<td>98.73%</td>
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<tr>
<td>PADDYFOTE COMPLEX</td>
<td>227</td>
<td>220</td>
<td>96.92%</td>
</tr>
<tr>
<td>Palmetto South</td>
<td>356</td>
<td>344</td>
<td>96.63%</td>
</tr>
<tr>
<td>Phase III</td>
<td>356</td>
<td>338</td>
<td>94.44%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>2506</strong></td>
<td><strong>2230</strong></td>
<td><strong>93.58%</strong></td>
</tr>
</tbody>
</table>
Enrollment Management

Division of Student Affairs

- National Merit Semifinalist
- SUS Director’s Tour
- Presidents Tour
- Fall and Spring Preview
- National Intent
Potential Challenges

Division of Student Affairs

- Financial need of student population
- Renovation of existing facilities
- College Preparedness of High School Students
- Leveraging Technology
- State/Community College 4 year degrees
- Increase Recruitment Effort Campus-wide
Next Steps

Division of Student Affairs

• Increased outreach through Branding campaign
• Increased participation in recruitment campus-wide
• Increase diversity through strategic recruitment
• Customer Relations Management
Next Steps

Division of Student Affairs

• Social Media (Ongoing)

• Remote College Recruiting (Virtual) November 30th

• Embrace Global Market (On-going)

• Schools & Colleges direct ties to employment opportunities (ROI) (on-going)

• Strategic Planning (Real time information, relationship management tools)

• https://www.tcc.fl.edu/Future/GoldenGuarantee/TCC2FAMU/Pages/default.aspx
Financial Aid Update

Division of Student Affairs

• One Stop Shop
• Attendance Holds
• Awards
• Satisfactory Academic Progress
• Student Campus Liaisons
• “Degree Not Debt”
Fall 2014 Intake

Division of Student Affairs

- **Fall Intake Timeline (Greek Letter Organizations)**
  - September 15, 2014-October 18, 2014

- **Organization Recruitment Timeline (All Other Clubs and Organizations)**
  - September 22, 2014-October 3, 2014

- **Policies & Procedure Workshops (Anti-Hazing Training will be included)**
  - September 16, 2014
  - September 18, 2014
  - September 22, 2014
  - September 24, 2014
  - September 30, 2014
• Hazing prevention workshops were presented to the presidential leadership new hires; to all the RAs and RDs; at new employee orientation sessions in July and August; to peer advisors; to the marching band and at the freshman orientations.

• FAMU Regulation 2.028 (The Anti-hazing Regulation) will be presented to students who are interested in or currently members of clubs and organizations on September 16th, 18th, 22nd, 25th and 30th.

• FAMU will be rolling out the SUS online, anti-hazing course in mid October. AliveTek will be the facilitator of the program...statewide.
Campus Safety

Division of Student Affairs

- Hosted Law Enforcement Active Shooter Training – August 5-7, 2014
- State of FL Accreditation Mock Site Visit – September 9-11, 2014
  A. All staff completed Accreditation Training
  B. 95% complete with Accreditation related items
- State of FL Accreditation On-site Visit - October 21-23, 2014
- In-service Training provided to DPS officers/Admin. Staff
- Upcoming Training
“At FAMU, Great Things Are Happening Every Day.”

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