Section 1. Goals and Accomplishments

Goal 1: Access & Diversity: Recruit, retain, and graduate a larger, more academically prepared and diverse student body.

- Benchmark 1.1 Increase numbers of students participating in freshman year experience. 18.59% increase in participation at Red Raider CAMP. Capacity of camp was increased with the addition of two camps for freshmen and one camp session for transfer students.
- Benchmark 1.2 Increase numbers of students participating in freshman year experience. Nineteen (19) pre-college presentations on the transition from high school to college and the First Year Raider Experience were given to 480 students.
- Benchmark 1.3 Support the implementation of STAMATS Division of Student Affairs Communication Plan. In support of the DSA STAMATS Communication Plan, ten (10) marketing pieces (New Student Orientation, Red Raider CAMP, Sumer Reading Program, Raider Welcome, Greek Life) were sent to all admitted first year and transfer students.
- Benchmark 1.4 Increase number of non-freshman students participating in transition programs, activities and services. Established a partnership with the Student Government Association to create the Transfer Student Council in order to bring attention to transfer student-specific issues and needs.
- Benchmark 1.5 Increase the number of activities supporting the recruitment of an academically prepared, diverse student body. Approximately 100 students attended the Moving Off Campus Resource Fair in April, a new initiative for off campus students.
- Benchmark 1.6 Increase number of non-freshman students participating in transition programs, activities and services. Implemented a Transfer Edition of Red Raider CAMP. 100% of participants report that they would recommend RRC to incoming transfer students, that RRC will make their transition to college easier, that skills will make them a more successful student, and that after attending they feel a strong sense of connection to the TTU community.
- Benchmark 1.7 Support the implementation of STAMATS Division of Student Affairs Communication Plan. In support of the DSA STAMATS Communication Plan, ten (10) marketing pieces (New Student Orientation, Red Raider CAMP, Sumer Reading Program, Raider Welcome, Greek Life) were sent to all admitted first year and transfer students.

Goal 2: Human Resources & Infrastructure: Increase and use resources to recruit and retain quality staff and to support an optimal work environment (human resources, financial, and information technology).

- Benchmark 2.2 Identify and report professional staff development and training. Campus Life staff participated in Active Shooter Training and Scenarios with the Texas Tech Police Department.
- Benchmark 2.3 Identify and report professional staff development and training. Greek Life staff member was trained as a volunteer for his national organization on education for alcohol and hazing.
- Benchmark 2.4 Report increased quality and technology improvements. Assisted in the formation of a new department, Student Diversity Relations, by transitioning multicultural and diversity programming and services to the new area. This allowed for re-positioning of resources in CCL for sophomore and off campus student initiatives.
- Benchmark 2.5 Report increased quality and technology improvements. Participated in a pilot program of the student identification card reader system for tracking of resources and services.
- Benchmark 2.6 Report increased quality and technology improvements. Researched, trained staff, and implemented a new reporting and case management database called RiskAware Red Flag to be piloted in fall 2008.
- Benchmark 2.7 Report increase in degree-completion by professional and student staff. Eight (8) Campus Life professional and student staff members completed bachelor’s degrees or higher during 2007-2008.
• Benchmark 2.5 Identify and report student employment activities. Over 50 undergraduate and graduate students are employed annually, including student assistants, technology student assistant, Red Raider CAMP staff members, and New Student Orientation Double T Crew staff members.

• Benchmark 2.6 Meet or exceed the Annual State Charitable Campaign (SECC) goals. Center for Campus Life staff donated $2555.88 to the 2007 SECC Campaign, 55% higher than the goal.

• Benchmark 2.7 Report facility renovation, maintenance, and quality improvements. In conjunction with other Dean of Students areas, CCL completed research and analysis of information and trends related to the impact of anticipated University growth on participation rates, budgets, staffing, and facilities.

Goal 3: Undergraduate Teaching & Learning: Enhance the undergraduate, graduate, and professional student learning experience by implementing nationally recognized standards in all departments, facilities, programs, and services.

• Benchmark 3.1 Identify DSA programs that promote student learning. Greek Leadership, a 6-week, leadership course, has approximately 100 fraternity and sorority participants.

• Benchmark 3.1 Identify DSA programs that promote student learning. The 2007 Summer Reading Program Book Selection was A Hope in the Unseen by Ron Suskind. Both the author and the subject of the book, Cedric Jennings, travelled to campus in fall 2007 to visit classes and participate in Convocation.

• Benchmark 3.1 Identify DSA programs that promote student learning. 95% of Red Raider CAMP participants reported that they agree or strongly agree that the skills they learned at Red Raider CAMP will make them a more successful student at Texas Tech.


• Benchmark 3.1 Identify DSA programs that promote student learning. Forty-seven (47) Spirit Squad members achieved a fall 2007 cumulative GPA of 3.0.

• Benchmark 3.1 Identify DSA programs that promote student learning. 3355 fraternity and sorority members achieved a fall 2007 cumulative all-Greek GPA of 2.970, higher when compared to the all-undergraduate average.

Goal 4: Graduate and Professional Education: Enhance graduate and professional education opportunities.

Goal 5: Engagement: Provide scholarly outreach opportunities that contribute to student learning and benefit our local and campus communities.

• Benchmark 5.1 Increased number of programs and services that promote student engagement and involvement. Eighteen (18) students, three student organizations, and an academic course were recognized as the inaugural Raiders Who Rock. Raiders Who Rock exemplify the values promoted by The Foundation for a Better Life through their actions and service within the Lubbock and Texas Tech community. The partnership with The Foundation and President, Gary Dixon, is the first of its kind by a university and includes promotion of the values through a variety of campus outlets, including a Citibus wrap.

• Benchmark 5.2 Increased number of participants in programs and services that promote student engagement and involvement. Clay R. Warren Memorial Risk Management Retreat stimulated recent state legislation (Senate Bill 1138 and House Bill No. 2639) to provide risk management training to student organization. Held in the fall and spring, this year it expanded from fraternities and sororities to include general student organization and sports clubs.

• Benchmark 5.3 Number of programs and services that promote academic success. In partnership with the QEP Academic Integrity initiatives, CCL purchased and distributed STRIVE FOR HONOR bracelets during Raider Welcome and provided the Student Handbook and Managing Distressed Student brochures electronically for distribution on jump drives to all new faculty.

• Benchmark 5.4 Number of participants in programs and services that promote academic success. 95% of Freshman Red Raider CAMP participants and 100% of Transfer Red Raider CAMP participants report that they agree or strongly agree that the information they learned at RRC will make their transition to college easier.

• Benchmark 5.2 Increased number of participants in programs and services that promote student engagement and involvement. 81% of freshman and 76% of transfer New Student Orientation participants reported that NSO prepared them to know what to expect socially at Texas Tech.

• Benchmark 5.2 Increased number of participants in programs and services that promote student engagement and involvement. 87% of freshman and 84% of transfer New Student Orientation participants reported that NSO prepared them to attend Texas Tech in the fall.

• Benchmark 5.2 Increased number of participants in programs and services that promote student engagement and involvement. In order to support the University’s implementation of a fall break for 2009, the Greek Panellenic Council organized a task force to review fall recruitment and the scheduling changes needed to successfully transition to a shorter fall recruitment period.

• Benchmark 5.3 Number of programs and services that promote academic success. In partnership with the QEP Academic Integrity initiatives, CCL purchased and distributed STRIVE FOR HONOR bracelets during Raider Welcome and provided the Student Handbook and Managing Distressed Student brochures electronically for distribution on jump drives to all new faculty.

• Benchmark 5.4 Number of participants in programs and services that promote academic success. 95% of Freshman Red Raider CAMP participants and 100% of Transfer RRC participants report that they agree or strongly agree that the skills they learned at Red Raider CAMP will make them a more successful student at Texas Tech.

• Benchmark 5.4 Number of participants in programs and services that promote academic success. 80% of freshman and 84% of transfer New Student Orientation participants reported that NSO prepared them to know what to expect academically at Texas Tech.

• Benchmark 5.4 Number of participants in programs and services that promote academic success. 84% of freshman and 84% of transfer New Student Orientation participants reported that NSO taught them about the resources on campus that could help if they had academic concerns.

• Benchmark 5.4 Number of participants in programs and services that promote academic success. 75% of survey respondents reported that the Summer Reading Program met the following goals: 1) introduced students to academic life, 2) encouraged students to think critically about a certain topic or theme, 3) created a common experience, and 4) encouraged students to discuss cultural differences or issues of concern.

• Benchmark 5.4 Number of participants in programs and services that promote academic success. 89% of survey respondents felt that Convocation speakers were effective.

• Benchmark 5.4 Number of participants in programs and services that promote academic success. 89% of survey respondents
felt that Convocation met the following goals: to welcome new students, to introduce new students to academic expectations of the institution, and to address first year transitional issues.

- Benchmark 5.5 Number of programs and services that promote tradition and spirit. Texas Tech Spirit Squads (Cheerleaders, Pom Squad, Masked Rider, and Raider Red) provided more than 1500 hours of service at public appearances in order to engage the local and campus community in spirit and traditions.
- Benchmark 5.5 Number of programs and services that promote tradition and spirit. Coordinated the Division's support of the new sportsmanship and spirit campaign entitled Raider Power.
- Benchmark 5.5 Number of programs and services that promote tradition and spirit. The Masked Rider made a triumphant return to the Gator Bowl, where the tradition was born in 1954.
- Benchmark 5.5 Number of programs and services that promote tradition and spirit. Texas Tech Cheerleaders received 5th place in the Division 1A, NCA National Collegiate Cheerleading Competition.
- Benchmark 5.5 Number of programs and services that promote tradition and spirit. 96% of Freshman Red Raider CAMP participants and 100% of Transfer RRC participants report that they agree or strongly agree that after attending RRC they feel a strong sense of connection to the Texas Tech community.
- Benchmark 5.5 Number of programs and services that promote tradition and spirit. 88% of freshman and 82% of transfer New Student Orientation participants report that attending NSO gave them a sense of Red Raider pride.
- Benchmark 5.5 Number of programs and services that promote tradition and spirit. Texas Tech Cheerleaders and Pom Squad had arguably the most successful camp performance in TTU history at NCA/NDA Collegiate Spirit Camp held in August 2008 in Kansas. Both squads received full-paid national bids to the NCA/NDA Collegiate Spirit Competition held in 2009. Both squads were also awarded Most Collegiate Squad and Best All-Around Squad, 6 individual members were recognized as Collegiate All-Americans.

Goal 6: Partnerships: Build strategic partnerships and alliances with the local and campus community, including K-12, community colleges, and universities.

- Benchmark 6.2 Number of internal campus department or student organization academic, research, and service partnerships. Texas Tech University is experiencing an increase in the prevalence of student mental health issues and in the interest and desire for student wellness services on the college campus. A variety of initiatives have expanded and developed post-Virginia Tech: Assessment and Response Team, Managing Distressed Student brochure and presentation for faculty and staff, and a Case Manager position shared by Dean of Students and Student Counseling Center.
- Benchmark 6.2 Number of internal campus department or student organization academic, research, and service partnerships. Participated as a member of the inaugural Student Life Council, a group of Associate Deans from each college and other representatives to provide advisement on non-academic matters affecting student life, student success, and student learning.
- Benchmark 6.2 Number of internal campus department or student organization academic, research, and service partnerships. The First Year Raider Experience expanded to include a Transfer Connection, a collaborative collection of programs and services to assist transfer students in their transition to Texas Tech.
- Benchmark 6.2 Number of internal campus department or student organization academic, research, and service partnerships. The Masked Rider and Raider Red Advisory Committees oversee the administration and support of each spirit program with representatives from the Saddle Tramps, High Riders, Texas Tech Alumni Association, Athletic Department, Animal Science Department, and Student Government Association.
- Benchmark 6.2 Number of internal campus department or student organization academic, research, and service partnerships. Raider Welcome continues as a collaborative effort of Division, campus, and community agencies to provide more than 20 events to welcome new and returning students to the Texas tech campus.
- Benchmark 6.2 Number of internal campus department or student organization academic, research, and service partnerships. Risk management guidelines for student organizations were developed in collaboration with the Risk Management Task Force made up of representatives from a variety of University departments and student organizations.
- Benchmark 6.3 Number of external entity academic, research, and service partnerships. 15 students participated in the 2007-2008 Focus Lubbock class, a partnership with the Lubbock Chamber of Commerce, South Plains College, Lubbock Christian University, and Wayland Baptist University.
Section 2. Universal Quantitative Data

There are no Universal Quantitative Data for this area/unit.
Section 3a. Quantitative Information

There is No Area Specific Data in Calendar Year Section.
There is No Area Specific Data in Fall Section.
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<tbody>
<tr>
<td><strong>Goal 1: Access &amp; Diversity:</strong></td>
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<tr>
<td>Recruit, retain, and graduate a larger, more prepared student</td>
<td>Benchmark: Report the freshman to sophomore retention rate</td>
<td>Red Raider CAMP participants freshman to sophomore retention rates (attended previous summer)</td>
<td>92%</td>
<td>96%</td>
<td>88%</td>
<td>90%</td>
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<td><strong>Goal 3: Undergraduate Teaching and Learning</strong></td>
<td>Benchmark: Identify DSA Programs that promote student learning</td>
<td>All-Greek GPA (Fall)</td>
<td>2.866</td>
<td>2.870</td>
<td>2.96</td>
<td>2.951</td>
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<td></td>
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<td>All-Female Greek GPA (Fall)</td>
<td>3.075</td>
<td>3.053</td>
<td>3.13</td>
<td>3.126</td>
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<td></td>
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<td>All-Male Greek GPA (Fall)</td>
<td>2.623</td>
<td>2.67</td>
<td>2.74</td>
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<td></td>
<td></td>
<td>Spirit Squad GPA (Fall)</td>
<td>3.028</td>
<td>3.064</td>
<td>3.172</td>
<td>3.11</td>
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<td></td>
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<td>Red Raider CAMP Participants Average First Year GPA</td>
<td>2.7</td>
<td>2.9</td>
<td>3.0</td>
<td>3.0</td>
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<td><strong>Goal 4: Engagement</strong></td>
<td>Benchmark: Identify and report student engagement programs, services or facilities</td>
<td>Total Greek Membership (Fall Rosters)</td>
<td>3422</td>
<td>3376</td>
<td>3442</td>
<td>3141</td>
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<td></td>
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<td>Fraternity Membership (Fall Rosters)</td>
<td>1668</td>
<td>1658</td>
<td>1609</td>
<td>1383</td>
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<td></td>
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<td>Women Beginning Fall Greek Recruitment</td>
<td>773</td>
<td>675</td>
<td>657</td>
<td>698</td>
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<td></td>
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<td>Women Joining Sororities in Fall Recruitment (Bid Cards Submitted by Chapters)</td>
<td>595</td>
<td>544</td>
<td>528</td>
<td>561</td>
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<td></td>
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<td>Percentage (%) of Freshman</td>
<td>28.23</td>
<td>27.91</td>
<td>28.42</td>
<td>29.98</td>
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<td></td>
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<td>Men Beginning Fall Formal Rush</td>
<td>475</td>
<td>393</td>
<td>381</td>
<td>365</td>
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<td></td>
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<td>Men Joining Fraternities in Fall Formal Rush</td>
<td>383</td>
<td>345</td>
<td>289</td>
<td>317</td>
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<td>Men Joining as a Percentage (%) of Freshman</td>
<td>16.39</td>
<td>17.24</td>
<td>14.88</td>
<td>15.46</td>
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<td>Red Raider CAMP Participants (Freshman) Summer FY</td>
<td>578</td>
<td>467</td>
<td>549</td>
<td>459</td>
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<td></td>
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<td>Red Raider CAMP Participants (Transfer) Summer FY</td>
<td>28</td>
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<td></td>
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<td></td>
<td></td>
<td>Sorority Membership (Fall Rosters)</td>
<td>1754</td>
<td>1700</td>
<td>1633</td>
<td>1758</td>
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<td>Raider Welcome Participants (formerly Welcome Week) Summer FY</td>
<td>5430</td>
<td>3700</td>
<td>4315</td>
<td>5385</td>
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<td></td>
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<td>Convocation Participants (Fall)</td>
<td>1500</td>
<td>1000</td>
<td>850</td>
<td>1818</td>
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<td>Summer Reading Program (Books Purchased) Fall following summer</td>
<td>2000</td>
<td>1000</td>
<td>1646</td>
<td>1500</td>
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Section 3b. Qualitative Information.

- Benchmark 1.1 Increase numbers of students participating in freshman year experience. The Junction campus has been home to Red Raider CAMP since the program's beginning in 2001. It grew quickly in capacity in order to accommodate 120 participants at each camp, but this still limits summer participation to approximately 1000 students. In comparison, typically 6500 new freshman and transfer students attend Orientation on the Lubbock campus. The capacity of the Junction campus is limiting the growth of Red Raider CAMP.

- Benchmark 5.2 Increased number of participants in programs and services that promote student engagement and involvement. • All Panhellenic Sororities achieved Quota during Fall Formal Recruitment. This has not occurred at Texas Tech University since Formal Recruitment 2002. This is an excepted national standard as a measure of quality for a Greek Panhellenic system.
Commentary:
In order to recruit and retain students, CCL must leverage the activities that assessment shows are working to support these efforts. The limited capacity of Red Raider CAMP on the Junction campus must be evaluated. Furthermore, with a strained economy and focus on affordability, the requirement of a second participation fee for RRC limits participation, plus the additional travel costs. In addition, in August 2008/September 2009, New Student Orientation program and staff were transitioned from the Office of Admissions to the Center for Campus Life. Some NSO activities are reported in this assessment while the program operated in the Office of Admissions in 2007-2008. Assessments also indicate a need to focus efforts on sophomores and the transition of students off campus. While many programs exist to support students during their freshman year, there is often a decline in their engagement and connection in the second year and when they move off campus. Further, in order to support the University’s growth initiatives, there is a need to explore the support of student retention. The existing strategic plan, benchmarks, and assessments do not provide a framework to report these new and developing initiatives.

Implementation Plan:
A combined Red Raider CAMP and New Student Orientation will debut in summer 2009 as Red Raider Orientation with 11 sessions each able to accommodate 500 new students. Resources will be redirected to focus on sophomore and off campus initiatives. In conjunction with an expanded Student Life Council, CCL will lead University efforts on retention such as an early alert system for at-risk students and attendance tracking. The CCL strategic plan, benchmarks and assessments should be evaluated and changed to better reflect the office’s focus on student retention and transitions. ** New Student Orientation Historical Assessments May Need to Be Moved from Office of Admissions.