



OHIO
UNIVERSITY

Division of Student Affairs

Division of Student Affairs Annual Report 2019-20

Table of Contents

| | |
|--|----|
| Adaptations for COVID-19 Pandemic | 3 |
| Student Success & Transformation | 5 |
| Access and Inclusion | 7 |
| Leading Retention, Persistence, and Completion | 9 |
| Reimagine the Academic Enterprise | 11 |
| Discovery & Support of Vibrant Communities | 12 |
| Catalyze Strategic Enrollment Strategy for Lifelong Learning | 13 |
| Sustainable Academic Enterprise | 14 |
| Amplify Research, Scholarly Productivity and Creative Activity | 15 |
| Realize General Education Reform | 16 |
| Uniting the System: One OHIO Integration Initiative | 17 |
| Become a University of Digital Transformation | 18 |
| Build a Dynamic Budget Model and Rebalance Budgets | 19 |
| Reimagine Space Utilization and the University's Footprint | 20 |
| Elevate Marketing & Branding | 21 |
| Increase Alumni and Corporate Engagement and Coordination | 22 |

This report can also be viewed on the web at
www.ohio.edu/student-affairs/about-us/annual-report-2019-20

Adaptations for COVID-19 Pandemic

An overview of the adaptations that the Division of Student Affairs has made as a result of the COVID-19 pandemic.



Basic Needs

- Transition to availability of bi-weekly drive-up access to pre-packaged food from pantry available to students who remained in Athens.
- Unique donations from campus partners, Athens and alumni communities (funds, food, supplies, gift cards, etc.)
- Expanded the Emergency Microgrants program to collaborate with Advancement on targeted fundraising to address COVID-19 needs.
- Provided on-campus housing for students who could not leave campus.



Involvement

- Established virtual involvement website with hundreds of activities to do from home.
- Hosted over 200 graduating seniors for virtual senior toast graduation weekend.
- Student Senate held regular, virtual meetings on schedule and open to the public; elected interim officers until in-person classes resume.
- Student organizations pivoted to online platforms for continued engagement with members. Example: spiritual life organizations.



Well-being

- Launched new virtual resource for all Bobcats providing access and educational resources to promote wellness; health, self-care and connection.
- Adapted well-being resource page with education and recreation connections.
- New well-being focused social media channels.
- Virtual fitness offerings on Zoom and YouTube Live.
- Offered virtual, biweekly meetings for students in recovery from substance abuse (Health Promotion).
- Continued to offer Health Promotion workshops and resources to university partners virtually via Teams and Zoom.



Career Services

- Transitioned one-on-one services to online platform and promoting continued access to Handshake resource.
- Continue to offer career workshops by recording and presenting virtually.
- Offered virtual employer recruitment for Teacher Job Fair, exploring platforms for future virtual career fairs.



Mental Health

- Secured telehealth resource for students dealing with anxiety.
- Offered virtual program to help seniors process grief over loss of final semester.
- Survivors of sexual violence encouraged to access resources and support through teleadvocacy.
- Survivor Advocacy Program advocates continuing to offer meetings through secure online platform, use of white noise machines for confidentiality, etc.



Food

- Provided modified meal plans for students remaining on campus including meal delivery.
- Transitioned campus dining to an expedited pick-up procedure to abide by physical distancing protocols and safety procedures.
- Provided favorite culinary recipes and cooking tutorials for those pivoting to home cooking.
- Donated \$10,565 in food to Cat's Cupboard and Athens Food Rescue.



Housing

- Facilitated expedited move-out execution utilizing advanced scheduling to abide by physical distancing protocols.
- Continued engagement of residential students through the outreach of remote resident assistants and professional staff.
- Developed a remote call center supported by professional and student staff to ensure continuity of service during the pandemic.
- Successfully facilitated the student room selection process for the 2020-2021 academic year utilizing completely remote staff and procedures.



Communication

- Led development of short-term student and parent email publications providing institution updates and virtual resources. Example: support recommendations/tips for parents.
- Led initiation of university-wide wellness newsletter, student newsletter and corresponding wellness website.
- Transitioned content to cover immediate needs/concerns of students and families.
- Adapted messaging schedule and frequency.
- Division leadership hosted weekly virtual open forums to address employee concerns.



Social Media

- Adapted social media strategy to address audience concerns through frequent and active social listening.
- Provided opportunities for virtual celebration, including interactions with #MyOHIOmoment and five specific suggestions.



Student Responsibility

- Transitioned conduct meetings online.

- Communicated state guidelines and restrictions related to COVID-19 to students remaining on campus.



Campus & Community Service

- Created more than 3,000 fabric masks to ensure campus and regional employees had access to a face covering at work.
- Partnered with officials from the city of Athens and off-campus landlords to develop a coordinated move-out process for off-campus students.
- Supported CENSUS 2020 efforts by submitting eResponse for over 6,400 on campus students.

Student Success and Transformation

We will challenge and empower our students to discover knowledge in a collaborative learning environment that reaches across disciplines and into the broader community, preparing them to lead in an ever more connected world.



Resources

- Offered a drop-in coping and risk reduction skills clinic four days a week during fall semester to meet the increasing demand on counseling services.
- Provided an average of 300 virtual therapy and psychiatry sessions per week since spring break to past, continued and new patients dealing with mental health challenges in the wake of the pandemic.
- Provided support to 656 active student organizations totaling 17,371 in student membership across all interest areas.
- Organized weekly personal and professional workshops for members of the Greek community. Topics included health, safety, sustainable living, conflict, member apathy, post-college life, and academic success.
- 99% of students who participated in the community standards process reported feeling their rights were upheld in the conduct review process.
- Conducted one-on-one supervisor performance reviews and mentorship discussions with all 120+ conference and event student staff.



Prevention

- Collaborated with the Ross Griffin Memorial Foundation and Active Minds to host, "Send Silence Packing," a traveling nationwide suicide awareness program. Held on College Green, the installation displayed 1,100 backpacks representing college students that died by suicide.
- Delivered 224 Choices programs led by peer health educators to 2,700 first year students in the Learning Communities. The Choices program examines the intersections of alcohol, sexual assault, consent, and bystander intervention.
- Delivered 94 violence prevention programs to 3,921 individuals in both passive and active programming.
- Collaborated on an arts-based survivor-centered exhibit, Through the Survivor's Lens, highlighting the diversity of survivors of sexual assault experiences through the art of photography.



Leadership Development

- Implemented the Ohio University Leadership Endorsement certificate program. More than 2,700 students completed the foundation course.
- Engaged 2,624 students holding leadership positions across active student organizations.
- Implemented on-campus hall councils and leadership curriculum for hall council, tRAC, and NRHH executive board members, designed to provide intentional learning opportunities.

- Following the conduct review process, 96% of students reported that they better understand the impact of their behavior on the campus community, 100% were able to identify how to avoid violations of university policy in the future, and 93% reported better understanding expectations for their behavior.

Access and Inclusion

We will embody the purpose and promise of public higher education as an engine of social and economic mobility.



Audits and Assessments

- Conducted a division-wide staff climate survey, reviewed results, and developed recommendations for progress.
- Audited all student organization constitutions to ensure each contained a non-discrimination clause.
- Audited all survivor advocacy forms, documents, and website materials to assure language was inclusive of all gender identities.
- Conducted outreach with the ISFS and all international student organizations to identify unique needs regarding education and support for international student survivors of sexual violence.
- All staff completed the Diversity Awareness Profile (DAP) and training in order to set a more direct and behavioral-based personal equity and social justice goal.



Culture and Curriculum

- Every department developed an equity and social justice goal based on service delivery and/or professional development of staff.
- All 35 Convocation Center residence bathrooms were adapted to be single-user/gender-neutral.
- 82% of staff position descriptions were re-written to include a focus on equity and social justice.
- Facilitated student “Living Room Conversations,” with campus residents to create connections between people despite differences and identify areas of common ground and shared understanding.
- 69% of on-campus dining customers reported experiencing an inclusive environment and a sense of community in the 18 culinary venues.



Programming Success

- Hosted “IMPACT: Black Lives Matter,” a virtual open forum that saw over 100 participants across campus. The gathering provided an opportunity for students, faculty, and staff to speak openly regarding the impact of racial injustice.
- Career programs tracked a 5% increase in engagement with minority students.
- Planned, facilitated and hosted on-campus residential programming through five-campus wide events during Black History Month with a themed week titled, “Say It Loud: I’m Black and I’m Proud”
- Counselors partnered to facilitate programming including the LGBTQ+ online support group, Women’s Center’s “EmpowHER” for female identifying graduate students, OMSAR’s “Being Black in College,” “Preparing your Mind for Finals during Covid,” “Black Lives Matter” open forum for students, Multicultural Center’s “Minority Women,” and

HCOM's students of color panel discussion.

- Targeted recreation programming to female-identifying students including a spring break canoe trip over spring break and all-women strength training program, "Bobcat BarBelles."

Leading Retention, Persistence, and Completion

Student success is a primary focus of our University and reflects our core commitment: We expect every student who comes to our campuses to graduate in a timely manner. Improvement of student retention, persistence, and completion of degrees also allows us to fully realize the return on our increasingly significant pre-enrollment investment in recruitment and yield efforts.



Basic Needs

- Served over 400 students, with an average of five visits each, during fall semester through the Cats' Cupboard food pantry.
- Pivoted to by-appointment food pantry pick-up with pre-ordered items, feeding over 140 total students; 75 of which used the pantry on a regular basis. Students received an average of 50 lbs. of food every two weeks.
- Transitioned all mental health services to Telehealth virtual correspondence with student clients promptly following coronavirus changes to campus life.
- Tracked more than 100 additional survivors of sexual assault interactions compared to the previous year, serving the highest number of new and unique clients of any semester since established in 2016.
- Initiated a swipe donation program for students to give from their bank of on-campus meals to food insecure students.
- Donated campus dining food to the campus food pantry regularly.
- Expanded recreation referral partnership programs to include Campus Care and the Psychological and Social Work Clinic in addition to Counseling and Psychological Services. This referral program is intended to provide additional student support and resources aimed to increase campus involvement and relieve stress through physical activity.



Targeted Programs

- Tracked 90.6% retention and 62.3% graduation rates for student participating in the Margaret Boyd Scholars Program, compared to OHIO averages of 79-81% and 48-51%, respectively.
- Tracked 95% customer satisfaction ratings for dining atmosphere, 93% for customer service, and for 85% quality of food.
- Engaged under-represented student populations in Welcome Week activities specifically planned for them to make early and unique connections to OHIO.
- Executed a variety of high-impact programs for on-campus residents targeting the first seven weeks of classes in support of retention efforts.
- Adapted recreation programs to incorporate elements of well-being into group fitness, competitive sports, club sports, outdoor pursuits, student employee development and department new hires.



Employment Experience

- Employed over 3,000 students during the 2019-20 academic year.
- Enforced conference and events employee GPA checks and supervisor discussions when was a drastic change in GPA.
- Created a student employee advisory committee made up of recreation employees to collaborate and advocate for change to enhance employment experience.
- Hosted a leadership summit for recreation student employee leaders that focused on Diversity and Inclusion.



Academic Success

- Reached out to each on-campus student individually over the course of the first four weeks of the semester to assist with concerns that could impact their retention.
- Tracked GPA data from 22 residence halls with an average GPA of 3.0 or higher during the fall 2019 semester. 62% of all residence hall students achieved a 3.0 or higher during the fall 2019.
- Successfully executed the Fall 2019 Commencement ceremony, celebrating the graduation of over 900 Graduate and Undergraduate students.
- Contributed a total of \$8.12 million from housing and dining revenue toward scholarship funds for current students.

Reimagine the Academic Enterprise

The traditional model for structuring institutions of higher education has value but also is incomplete in its ability to meet the needs of students now and in the future. As a forward-thinking university, we will deeply redesign structure, process, and practice to increase our ability to deliver the career-ready leadership skills to meet the clear value expected by students.



- Collaborated to create Cin-VR behavioral intervention training for faculty, teaching assistants & graduate students on the topic of classroom management and delivered the training to 50 participants.
- Presented virtual outreach programs for the Ohio Business Continuity Planners, “How to Keep Supporting when Supporting Gets Tough,” and HCOM’s Area Health Education Center for professionals obtaining continuing education credits, “Self-Care for the Health-Care Professional in Times of Crisis.”
- Organized and facilitated the Kennedy Lecture Series and Frontiers in Science lecture series, including: Dr. Temple Grandin, Cory Richards, Brandon McMillan, and Julie Cohen. Each lecture was comprised of an academic engagement with Ohio University classes, and pre-reception lecture with Faculty and Students, and collective attendance of over 4,000 students, staff and community members.
- Provided 33 master classes and outreach programs and 12 community outreach programs in partnership with academic colleges and WOUB.
- Implemented two, three-week workshops focused on skill building for students needing support with anxiety, “Anxiety Toolbox,” or depression, “Getting Unstuck.” The workshops were reimaged and recorded in the spring to reach students remotely.
- Completed the Zur Institute for Telehealth Training, an intensive, 26 hour, CEU certification course for certification in telehealth therapy for all OHIO CPS staff.
- Completed the wilderness orientation program for first-year students. Participants reported increased confidence about starting college, difficult decision-making, and appreciation for personal relationships.
- Supported the Masters Level Dietetic Internship Program in the College of Health Sciences and Professions by providing experiential learning opportunities in dining operations and classroom instruction on financial management of a large food service operation.

Discovery & Support of Vibrant Communities

We will build on the distinctive strengths of our intellectual community by harnessing research and creative activity that directly connects to the needs and interests of our region, and position OHIO as a leader that drives national and global solutions.



- Worked with the following community partners to provide outreach educational and creative programs to Southeast Ohio: Passion Works, Arts West, the City of Athens, Stuarts Opera House, Athens City Schools, Meigs County Schools Southern Local School and Alexander Schools.
- Employed 16 Community Ambassadors to engage off-campus and commuter students in meaningful service experiences to benefit the broader community.
- Hosted Sonja Ardoin, Ph.D., for a series of discussions to engage the campus in conversations about supporting first-generation and Appalachian students.
- Hosted a site visit and continued participation in the National Association of Student Personnel Administrators (NASPA) Culture of Respect collaborative, a 2-year higher education program that leads to the creation of policies and programs that support survivors, prevent sexual violence and communicate that violence is unacceptable.
- Implemented, "The Body Project," a group-based prevention program designed to increase body acceptance and decrease risk factors for the development of eating disorders. To implement this program, staff and peer educators completed a 2-day training prior to prepare to facilitate group programs. OHIO is participating in the greater research study of the facilitation of body project interventions during the fall semester and remotely (1x) in the spring semester.
- Completed the 2019 Alcohol and Sexual Assault Diagnostic Inventory through Everfi. Terry Koons, Associate Director of Health Promotion, received the Impact Award from Everfi for his work on sustaining and expanding Alcohol and Drug education and prevention.

Catalyze Strategic Enrollment Strategy for Lifelong Learning

Our greatest opportunities for growth come from adult learners, part-time students, and more diverse populations. We will prepare our campus for the needs of a diverse student body. We must maintain acute awareness of the competitive landscape and be prepared to shift accordingly.



- Deployed comprehensive communication strategy for parents and current students, leveraging behavioral data to target email communications more effectively.
- Directed the institutional-wide job and internship database (Handshake) to customize trainings, resources, recruitment and job/internship opportunities for Ohio University students and alumni.
- Provided significant outreach to prospective first year students through collaboration with Admissions, University College, Communications and Marketing to define comprehensive and synergistic communications with first year students. Specific examples include handwritten postcards sent to students and individual engagements with every first-year student in July to ensure that students will arrive in August.

Sustainable Academic Enterprise

We will reimagine what it means to be a nationally-recognized, comprehensive public university through redesigning structures, reinventing systems, and breaking free of practices that fail to deliver value.



- Housing & Residence Life launched year one of a residential curriculum named the “Bobcat Living Experience”. In-hall staff implemented community plans including relationship building and intentional learning plans, designed to be flexible and individualized to meet the needs of residents.
- Four faculty in residence lived among and engaged with students outside the classroom. Educational efforts ranged from teaching conversational Spanish to leadership skill development.
- Taught five career and leadership-centered academic courses and one nationally recognized food operations management course.
- Provided certificate workshops to hundreds of academic courses.
- Implemented a reusable To-Go container program, keeping 335,115 food containers out of landfills.
- Increased local food spend by over three percent compared to FY19 (15.6% versus 12.5%).

Amplify Research, Scholarly Productivity and Creative Activity

Basic research that focuses on knowledge creation remains a vital foundation of our research activity. As we seek to increase research productivity across our campuses, we recognize that we have significant strength in applied research in many areas that inform the development of a vibrant community.



Academic Funding

- Awarded \$20,589 for Brain Based Career Development: Testing the impact of a career-coaching model by the 1804 Fund.
- Awarded \$49,122.60 from the Ohio Attorney General's Victims of Crime Assistance grant program to provide an additional survivor advocate to student survivors of interpersonal violence.



Publications

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- Bonadio, W., Bogard, A. Braden, L., Kiss, J., Knutson, K., Rembert, D., & Thomas, C., (2019). **How will shifting demographics impact the work of campus recreation?** NIRSA Know.

Realize General Education Reform

Changing national standards and expectations, growth of post-secondary dual enrollment opportunities and other transferred credit, and student expectations for streamlined enrollment processes are driving us to radically redesign our model.



- Redesigned specialized living communities to increase intentionality and connectivity to academic programs. Initiated collaboration with the Office of Experiential Learning for these experiences to count towards the OHIO Guarantee Plus and General Education Requirements.
- Participated in the Reimagining General Education Task Force, and successfully passed the revised BRICKS model in faculty senate spring 2020.

Uniting the System: One OHIO Integration Initiative

In addition to developing recommendations for a sustainable financial model, the study served a larger purpose: providing a road map for improving efficiency across all academic units and campuses. The initial work of the RHE Task Force was then expanded to include and unite all OHIO campuses and functions.



- Developed strategic partnership with RHE to train and oversee four regional career coaches.
- Lead and coordinate a university-wide employer relations work group consisting of administrative staff across the institution who regularly engage with employers who recruit students and alumni.
- Travelled to RHE campuses to provide training around addressing student misconduct and academic integrity as part of the One OHIO initiative.
- Collaborated with the Department of Collegiate Athletics to expand the embedded clinician position to provide therapy, mental health resources to student athletics, facilitate drop-in workshops, consult with coaches, and attend weekly team meetings for mental health check-ins.
- Embedded a new psychologist position in the Division of Diversity and Inclusion.
- Continued the counselor position in the Heritage College of Medicine (HCOM) providing therapy, participating on the HCOM taskforce and open forum program, and facilitating drop-in workshops.

Become a University of Digital Transformation

The digital world has created new business models and ways of working that were not possible or even imagined a decade ago. Universities that have invested in cutting-edge digital technology have made themselves more appealing to students and operationally more efficient.



- Developed website accessibility training in collaboration with OIT. The program, piloted with DOSA staff, is intended for all university employees with website editing permissions and aims to improve user accessibility experiences for Bobcats across all abilities and cultures.
- Researched, built, launched and promoted a dynamic virtual involvement site to connect prospective, current and future Bobcats as well as provide robust virtual entertainment ideas, games, and activities across age categories.
- Using the new student organization platform, Bobcat Connect, the Campus Involvement Center is now able to accurately track student engagement in student organizations. This year through Bobcat Connect student organizations registered 235 student organization events.
- Created a series of psychoeducational, mindfulness, guided meditation and informational videos to expand student access to online mental health resources.
- Tracked an increase in students' perceived connection to Ohio University by 13.5% after completion virtual group fitness programs.
- Transitioned thousands of student employees to online work, ensuring that any student who was promised a job for spring semester was offered and compensated for meaningful work.

Build a Dynamic Budget Model and Rebalance Budgets

As we move away from RCM, the University will implement a simplified, transparent hybrid model that is dynamic and focused on the future impacts of existing trends, enrollments, and investments. This streamlined model will provide more clarity about resource allocations to support strategic goals and ensure a sustainable financial future.



- Adjusted housing and culinary revenue expectations and reduced expenditures to ensure sustainable operations both today and into the future.
- Paused over 7 million in housing capital construction, in addition to other budgetary reductions, to offset the impact of \$10.8 million in housing refunds.
- Refunded just over \$8.3M from dining to students and suspended \$2.4M in capital investment as well as implementing several other budget reductions to minimize expenditures.
- Saved \$292,242 with opportunity-buy purchases, while maintaining a high-quality culinary program.
- Raised external food and retail sales by \$192,514, an increase of 37% over FY19.
- Streamlined food cost to 24.3%. The National Association of College and University Food Services (NACUFS) benchmarks 25.5% for schools OHIO's size and 26.2% for the most efficiently operated contract schools.

Reimagine Space Utilization and the University's Footprint

Our physical footprint is one of the highest expenses to the institution as it relates to capital and operational investment. Additionally, digital and technology needs are transforming the capital footprint and infrastructure needs of OHIO's students, faculty, and staff.



- Continued efforts to upgrade a variety of building systems to better serve students. Recent improvements include HVAC, plumbing, electrical, accessibility, and wireless technology.
- Reduced residence hall occupancy in light of changing enrollment projections. At least 7 facilities may be held offline for the 2020-2021 academic year, which allows reductions of RD positions, RA positions, custodial positions, and reduces utility usage by about half while buildings are not in use.
- Participated on the Space Planning Governance Committee, reviewing space requests and developing a blueprint for future space planning principles.
- Participated actively in the Farm to Ohio Working Group that has strengthened institutional and community collaboration for regional procurement.
- Partnered with Rural Action, Community Food Initiatives and the Food Studies program to acquire GAP certification for local farmers, collaborate on growing/usage compatibilities and adjust production procedures to give the university the capability to increase local spend. The first growing season resulted in ~\$15,000 of neighborhood local food purchases.
- Participated in the annual STARS sustainability reporting and revealed the following percentages on total annual purchases: ethically produced (11.5%), plant-based (22%), and from disadvantaged businesses (.25%).
- Repurposed one racquetball court into a cycling studio, and a multipurpose room into a specialized studio for F45 functional training in Ping Recreation Center.

Elevate Marketing & Branding

We will leverage the development of a comprehensive marketing and communications plan and clear brand message strategy to unite all campuses toward the goal of telling OHIO's story across the state and far beyond.



- Conducted design, writing, photography, social media and website trainings open to all division staff to improve visuals, eliminate jargon and maximize user-experience across all communication and marketing channels.
- Improved communication and marketing systems and efficiencies across all project areas to execute 1,011 design projects, publish 97 news articles, compile 56 newsletters, complete 45 photography projects and 6 video projects and draft program scripts for seven major events.
- Established visual consistency through the creation of design template materials for all revenue generating departments in the division.
- Researched, designed, built and deployed a robust wellness website to contain reliable content and resources designed to: help minimize disease transmission and manage chronic conditions; normalize self-care; promote fitness resources; and connect Bobcats by interest areas, identities and common challenges.
- Collaborated with UCM to produce videos for “Mental Health Mondays” to feature on OHIO’s Instagram stories and IGTV.
- Consolidated 69 division social media accounts down to 22 active handles, 7 of which are top university priorities: Student Life (3), Well-Being (2), Parents (2).

Increase Alumni and Corporate Engagement and Coordination

Recognizing that Ohio University's alumni are invaluable brand ambassadors who can enhance the institution's profile.



- Engaged alumni through targeted newsletters by involvement area.
- Hosted alumni events during Homecoming including the annual homecoming brunch honoring the second ever Housing & Residence Life Distinguished Alumnus Frank Robinson.
- Partnered with the Alumni Association and several academic colleges to design and implement a university wide mentoring infrastructure for alumni and students.
- Coordinated the dissemination of live streams for all Kennedy Lecture Series and Frontiers in Science Lecture Series events to increase virtual alumni engagement.
- Hosted inaugural Diversity First Luncheon with 20 companies.