

2009-2010 ANNUAL REPORT TEMPLATE

Department: ADULT AND COMMUTER STUDENT SERVICES, Joy R. Stout, Director

1. Please document results of strategies from your 2009-2010 Planning Document using the following template:

Goal	Strategies	Intended outcomes (those listed in the Planning Document)	Unintended/ Other outcomes (not listed in the Planning Document)	Evidence of whether or not outcomes were achieved*	How will your assessment data shape this strategy in the future?	How did this strategy support the Strategic Plan? The Vision for Students?	If you did not undertake the strategy please explain
<p><b>GOAL 1: Promote diversity among commuter students</b></p> <p><b>L 1: Promote diversity among commuter students</b></p>	<ul style="list-style-type: none"> <li>• Host multicultural potluck Multicultural Eating At Lunch (M.E.A.L.)</li> <li>• Recommend commuter student leaders for multicultural committees</li> <li>• Invite students from international and cultural student organizations to attend ASA and CSA meetings</li> <li>• Involve commuter student leaders in International New Student</li> </ul>	<ul style="list-style-type: none"> <li>• Students will practice respect for others and their differences</li> <li>• Commuter organizations (ASA/CSA) will plan collaborative events that promote diversity</li> <li>• Commuter student leaders will encourage other commuter students to attend multicultural events</li> </ul>	<p>Hosted a potluck but students brought traditional dishes</p>	<ul style="list-style-type: none"> <li>• <b>Student Feedback: The CSA President reported the following:</b> <ul style="list-style-type: none"> <li>○ She emailed and met with the Associate Dean of Minority Affairs twice to discuss the opportunity for commuter students to volunteer during the Multicultural Fair. It was agreed that the CSA would attend and “help out with anything necessary.” The CSA membership discussed setting up a booth representing</li> </ul> </li> </ul>	<p>ACSS will continue to:</p> <ul style="list-style-type: none"> <li>• Foster exchange of ideas and collaborations between the Commuter Student Association and Multicultural Affairs and the International Student Association</li> <li>• Seek opportunities for students to engage in activities and events that will enable commuter students to</li> </ul>	<ul style="list-style-type: none"> <li>• <b>U of M Strategic Plan Goal: Access and Diversity -</b> <ul style="list-style-type: none"> <li>○ Promoted a welcoming, respectful, intellectually stimulating campus environment</li> <li>○ Developed an inclusive and interactive community focusing on understanding and respect of individual and group differences</li> <li>○ Created opportunities for commuter and adult students to develop effective social change skills (Student Affairs Vision for Students)</li> </ul> </li> </ul>	

	Orientation			<p>one country but the organization's final consensus was that one specific country could not be chosen due to the immense diversity of the group.</p> <ul style="list-style-type: none"> <li>○ The CSA President also emailed the International Advisor to learn that the commuter students could provide students who ask, with carpool and bus information because they primarily lack personal transportation.</li> </ul> <p>● <b>Student Comments re: Multicultural Fair</b></p> <ul style="list-style-type: none"> <li>○ "My experience regarding the Multicultural Festival was absolutely magnificent! I really enjoyed interacting with people from different backgrounds and outlook on life. I got a chance to see a</li> </ul>	<p>understand others and their differences</p> <p>A diverse population of students will be identified and asked to bring a cultural dish</p>		
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				<p>small glimpse of the world through someone else's eyes. By me being a college student, of course, one of the most intriguing features was the food. It was delicious and so different. At first I was like, "I am not eating that", then, after I tried it, I said, "where can I buy that"! I fully support this event and its continuance in the future! It is a great way to learn something new from someone else other than you!"</p> <ul style="list-style-type: none"><li>○ "This event provided an opportunity for students to learn about other cultures and many of their customs."</li><li>● The department also made contact with the International Student Advisor who provided information regarding the current makeup of</li></ul>			
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				<p>the ISA membership. For the past six years the membership has been primarily comprised of US students who are interested in the “Study Abroad” opportunities.</p> <ul style="list-style-type: none"> <li>• Increased diversity among participants of ACSS events and activities</li> <li>• Commuter student Association members attended meetings of the Hispanic Student Association and encouraged their members to come to CSA meetings and events.</li> </ul>			
<p><b>GOAL 2: Expand our services to reach more commuter students (BHAG)</b></p>	<ul style="list-style-type: none"> <li>• Communicate electronically with ALL commuter students</li> <li>• Increase website link placement throughout the U of M web space</li> <li>• Collaborate with other campus departments (financial aid, admissions and academic advising) to be more aware of</li> </ul>	<ul style="list-style-type: none"> <li>• Students will define our departmental services</li> <li>• Students will tell others about our services</li> <li>• Students will use our services</li> <li>• Faculty and staff will discuss our services with students with whom they interact</li> <li>• Community businesses</li> </ul>	<ul style="list-style-type: none"> <li>• According to Messick Adult High School personnel the University Admissions and/or Recruitment Office did not participate in the Adult High School Recruitment Fair this year and as a result, Adult and Commuter Student Services did not attend the</li> </ul>	<ul style="list-style-type: none"> <li>• ACSS has not been granted permission to communicate electronically with ALL commuter students. However, we manage a database of approximately 3,900 students who have given us permission to contact them. This list has given us the opportunity to survey students regarding lockers, the ACSS name change and extending the closing hours of ACSS.</li> <li>• Increased ACSS website hits:</li> </ul>	<ul style="list-style-type: none"> <li>• The department will work to increase student awareness of our new location and hours of operation.</li> <li>• A marketing campaign plan must be developed to advertise our new location/space and conveniences via student</li> </ul>	<ul style="list-style-type: none"> <li>• <b>U of M Strategic Plan Goal: Campus Culture and Service Excellence -</b></li> </ul> <p>Collaborated with various departments across campus in an effort to improve service excellence, cooperation and communication</p>	

	<p>policies and changes that impact the recruitment, enrollment and retention of adult and commuter students</p> <ul style="list-style-type: none"> <li>• Connect and collaborate with apartment communities within a 2 mile radius of campus to reach commuter students living in those properties</li> <li>• Establish a “resimuter” identity at the Stratum on Highland apartments – The Director of ACSS met with Misty Hill, Property Manager of the Stratum on Highland Apartments. She was focused on increasing their occupancy rate and fostering the use of</li> </ul>	<p>will recognize the role and purpose of the Adult and Commuter Student Services department</p>	<p>fair.</p>	<ul style="list-style-type: none"> <li>○ Links added: Transfer and Articulation website</li> <li>○ Discussion is underway to get a featured link on the Admissions web site – results are pending</li> <li>○ The ACSS Director met with Vice Provost for Enrollment Services to discuss increasing the enrollment of adult students through stimulus funds and the Lumina Foundation and ways to encourage adult students to return to school.</li> <li>• Increased office usage statistics: <ul style="list-style-type: none"> <li>○ Due to the uncertainty of the move to the UC, there was a decrease in the total number of visits to the office and in the number of hits on our website</li> </ul> </li> <li>• Increased non-office contacts made</li> </ul>	<p>newspaper (Helmsman), ACSS website, fliers, signs, posters, social networking through Facebook and Twitter, etc.</p> <ul style="list-style-type: none"> <li>• Expand weekly office hours- Surveyed students spring 2010</li> </ul> <p>NOTE: Effective fall 2010 the ACSS Department will now open at 8:00 a.m. and close at 7:00 p.m. rather than close at 5:30 pm. Monday – Thursday</p>		
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	<p>their facility. I.e. media room and lounge space.</p> <ul style="list-style-type: none"> <li>• Work with area businesses that have student patrons to leave information about our office where students can pick up</li> <li>• Visit Messick Adult High School to speak with adult students about continuing their education at the University of Memphis (see unintended outcomes)</li> <li>• Collaborate with enrollment management to visit local businesses and discuss educational options and opportunities with their employees</li> </ul>			<p>through ASA and CSA</p> <ul style="list-style-type: none"> <li>• Increased community contacts and collaborations</li> <li>• Student seminar evaluations</li> </ul> <p><b>On Going Project:</b></p> <ul style="list-style-type: none"> <li>• Adult and Commuter Student Services continues to collaborate with financial aid, admissions and academic advising to award the Adult Student Scholarship, present information to parents and students and promote the adult student open house.</li> <li>• Referrals to advisors are made as deemed necessary.</li> <li>• Participate on committees related to the recruitment and enrollment of adult learners.</li> <li>• The ACSS Director currently serves on a sub- committee for determining how to serve the needs of returning adult students who are interested in completing a bachelor's degree.</li> </ul>			
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				<p>This committee includes partners from Enrollment Services/Admissions, Extended Programs/University College, and Undergraduate Programs/Transfer and Articulation office. This University partnership is still in its infancy stage. We are still identifying various ways to identify and recruit adult students.</p> <ul style="list-style-type: none"> <li>• We worked with Off Campus Partners (OCP) to identify and connect with several property managers within a two mile radius. The 09-10 report received from Off Campus Partners identifies at least 21 properties within a 2 mile radius of campus that are now connected to our website.</li> </ul> <p><b>Area Business Connections:</b></p> <p>Area businesses in the 38111 zip code area such as Garibaldi's, (Rob), Blue Coast Burrito (Betty Hawkins), Mason YMCA</p>			
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				(Sharon), Goodwill Industries Thrift Store, (Patty Knight), Tiger Book Store, (Bill Komulainen), RP Tracks (Jeff Potter) currently display Adult and Commuter Student Services information (ACSS brochures and Off-campus housing fliers) in their establishments for students to pick up and for other patrons who might be interested in returning to school.			
<b>GOAL 3: Promote awareness of Off Campus Housing website (generates revenue)</b>	<ul style="list-style-type: none"> <li>• Increase links to off campus housing website</li> <li>• Provide presentations regarding off campus housing website to the following: New Student Orientation participants, student organizations and campus departments</li> <li>• For the first time, ACSS presented off-campus housing information to students during New Student</li> </ul>	<ul style="list-style-type: none"> <li>• Students will use procedures for accessing and posting on the off campus housing website</li> <li>• Students will become familiar with how to use the off campus housing website</li> <li>• Faculty and staff will recognize the role of Adult and Commuter Student Services in providing off campus</li> </ul>	<ul style="list-style-type: none"> <li>• 1,009 users in 08-09 and 776 users in 09-10 – this decrease may be attributed to a decline in funding for advertising</li> </ul>	<ul style="list-style-type: none"> <li>• Increase in the number of registered users by 20% as compared to previous academic year (see unintended outcomes)</li> <li>• Hosted information tables at the downtown Law School, U of M Tiger Den and area colleges to promote awareness of off- campus housing website and off-campus housing information fair</li> <li>• Provided Off Campus Housing Information to new faculty and incoming graduate students at both the New Faculty and Graduate Student Orientations</li> </ul>	We will need to implement a marketing campaign to increase awareness and visibility of the off-campus housing website	<ul style="list-style-type: none"> <li>• <b>U of M Strategic Plan Goal: Student Success –</b> <ul style="list-style-type: none"> <li>○ Increased student learning regarding available housing off campus</li> <li>○ As students used the Off Campus Housing website as a resource, they were able to demonstrate autonomy and personal responsibility and developed self-efficacy (Student Affairs Vision for Students)</li> </ul> </li> </ul>	



	<p>Orientation (summer 2010)</p> <ul style="list-style-type: none"> <li>• Schedule information tables in various campus buildings with high student traffic</li> </ul>	housing information				<ul style="list-style-type: none"> <li>• <b>U of M Strategic Plan Goal: Partnerships –</b> <ul style="list-style-type: none"> <li>○ The Off Campus housing website served as a productive and sustainable community alliance between the University/Adult and Commuter Student Services, Off Campus Partners and the various private entities that list their properties on the site</li> <li>○ Student use of the Off campus housing website and message boards created an opportunity to establish a connection to the University community</li> </ul> </li> </ul>	
<p><b>GOAL 4: Offer students support in their academic, social and personal development</b></p>	<ul style="list-style-type: none"> <li>• Offer seminars related to lifelong learning (Stress Management, Staying Safe On and Off Campus,</li> </ul>	<ul style="list-style-type: none"> <li>• Commuter students will seek tutoring and computer assistance upon request/referral</li> <li>• Students will</li> </ul>		<ul style="list-style-type: none"> <li>• Student evaluations (both from workshops and from students who utilize ACSS services)</li> <li>• Verbal/written feedback <ul style="list-style-type: none"> <li>○ There were 19 sign-ins for</li> </ul> </li> </ul>	ACSS will implement an assessment tool to evaluate student usage of ACSS services.	<ul style="list-style-type: none"> <li>• <b>U of M Strategic Plan Goal: Student Success -</b> <ul style="list-style-type: none"> <li>○ Adult and Commuter students were able to make a connection to the University</li> </ul> </li> </ul>	

	<p>Personal Financial Management, Tiger Technology, etc.)</p> <ul style="list-style-type: none"> <li>• Make appropriate referrals to academic advising and tutoring resources</li> </ul>	<p>recall and apply steps to improve money management, stress management and personal safety</p>		<p>tutoring or tutoring referrals</p> <ul style="list-style-type: none"> <li>○ 101 students stated that they would incorporate safety tips into their daily routines</li> <li>○ Students stated that they would utilize breathing exercises and healthier eating habits to help manage their stress levels</li> </ul>		<p>community through referrals to campus resources</p> <ul style="list-style-type: none"> <li>○ The physical, psychological, interpersonal and spiritual well-being of students was enhanced through attendance at our monthly training seminars</li> <li>○ Monthly training seminars gave students knowledge and skills that promote appropriate self-efficacy in students</li> </ul>	
<p><b>GOAL 5: Create a comfortable and interactive learning environment in the new University Center for adult and commuter students</b></p>	<p>Provide lounge space for traditional and non-traditional commuter students</p>	<ul style="list-style-type: none"> <li>• Students will use the commuter lounge to relax, study and connect with other students</li> <li>• Commuter students will recognize the purpose and importance of the Adult and Commuter</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Relocation: Office services and space were limited:</b> <ul style="list-style-type: none"> <li>○ Due to the uncertainty of the UC moving date, there was a decrease in office visits and ACSS website hits</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Increased visits to the commuter lounge(s) – The number of <u>unique users</u> to the office increased from 309 in AY08-09 to 391 in AY 09-10 (Aug 09 – May 2010)</li> <li>• 34% (131) of students who signed in heard of us from a friend, relative or classmate.</li> <li>• Commuter students who utilized our</li> </ul>	<p>ACSS will implement an assessment tool to evaluate student usage of ACSS services.</p>	<ul style="list-style-type: none"> <li>• <b>U of M Strategic Plan Goal: Sense of Place/ Student Success -</b> <ul style="list-style-type: none"> <li>○ The Commuter Student Lounge provided a sense of place and promoted student success as more students learned about and used the lounge and the services provided by Adult and Commuter Student Services</li> </ul> </li> </ul>	<p>No assessment tool was created. ACSS will consult with the Director of Assessment</p>

		<p>Student Services department.</p> <ul style="list-style-type: none"> <li>• Students will persuade others to use the lounge</li> <li>• Students will believe that the University &amp; Student Affairs offers space and services for students who live off campus</li> </ul>	<ul style="list-style-type: none"> <li>○ Note: The Brister location was heavily advertised as “closed spring 2010”. After the UC move date was pushed back, we later reopened it for service.</li> </ul>	<p>services were featured on a U of M YouTube video in which they gave their testimonies about the positive impact Adult and Commuter Student Services has had on their experience at the U of M</p> <ul style="list-style-type: none"> <li>• Increased membership in the Adult Student Association (ASA) and Commuter Student Association (CSA)</li> <li>• Student evaluation responses (from students who utilize the services offered by our department)</li> </ul>		<ul style="list-style-type: none"> <li>○ Adult and commuter students developed a greater connection to the University community through involvement in the Commuter Student Association (CSA) and Adult Student Association (ASA)</li> </ul>	
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\*Evidence should include results from the assessment plan from your 2009-2010 Planning Document, along with any other data you would like to present - qualitative or quantitative (participation numbers, income generated, etc). If you did not complete the assessment plan outlined in your Planning Document, please explain. You should also include participant quotes here.

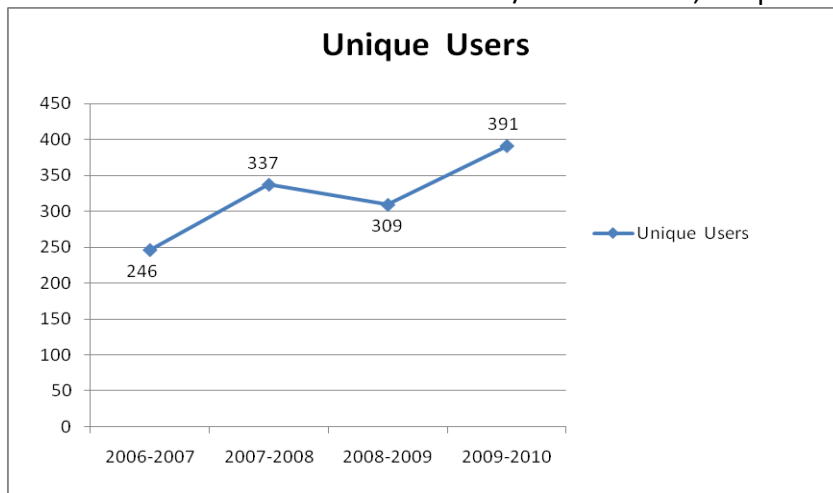
1 Please include results from programs/services not included in your 2009-2010 Planning Document below:

<b>Program/Service</b>	<b>Off Campus Housing Information Fair</b>
<b>Intended Outcomes</b>	<ul style="list-style-type: none"> <li>• Revenue will increase by 10%</li> <li>• Student attendance will increase by 20%</li> <li>• Vendor registration will increase by 10%</li> </ul>
<b>Evidence of whether or not outcomes were achieved</b>	<ul style="list-style-type: none"> <li>• Housing Fair revenue <b>increased 35%</b> (from \$10,000 in 2008-09 to \$13,500 in 2009-10)</li> <li>• Student attendance increased 33% (from 602 in 2008-09 to 801 in 2009-10)</li> <li>• Vendor registration increased 43% (from 21 in 2008-09 to 30 in 2009-10)</li> <li>• Vendor booth rental increased 26% (from 39 in 2008-09 to 49 in 2009-10)</li> </ul>
<b>How will your assessment data shape this program/service in the future?</b>	<ul style="list-style-type: none"> <li>• Continue to provide online payment method for vendor registration</li> <li>• Continue collaborations with community property managers</li> <li>• Continue to increase vendor registrations and revenue</li> </ul>

2 Report any additional data that demonstrates how your department supports the persistence and graduation of students. Tables or charts are appreciated.



3 What is your BHAG? List evidence that supports that you are making progress toward it.  
To increase individual ACSS office visits/contacts to 1,600 per academic year by 2012.



**4 List any awards or other notable accomplishments by the department, individual staff or students:**

- Scott Stephens, ASA President, was awarded the Harry Steele Leadership Award
- Lisa Martin, ASA Treasurer, was awarded a Woman of the Future Award
- Tatevik Minasyan, CSA President, was awarded a Woman of the Future Award

**5 Photos suitable for publication should be placed in YOUR O-Drive and notify Pat of the location.**