STUDENT LIFE SERVES THE PUBLIC GOOD BY CREATING A DYNAMIC ENVIRONMENT THAT FOSTERS STUDENT LEARNING, INSPIRES ETHICAL AND CARING BEHAVIOR, CHAMPIONS RESPECT FOR DIFFERENCE, AND CULTIVATES SELF-AWARENESS AND WELLNESS.
This annual Student Life report for 2012-2013 presents a new Student Life mission statement, a three-year strategic plan, activities for the 2012 Presidential Debate, departmental restructurings, the BIG event, a campus of integrity award, a newly named Center for Advocacy, Prevention and Empowerment (CAPE) and the list goes on… Student Life programs, services and campaigns targeted for students and their success.

We acknowledge the help of many departments across campus 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 2012-2013 accomplishments and for contributing to our efforts.

In Pioneer Spirit,
Dr. Patricia S. Helton
Associate Provost for Student Life
MISSION statement

Student Life serves the public good by creating a dynamic environment that fosters student learning, inspires ethical and caring behavior, champions respect for difference, and cultivates self-awareness and wellness.

ORGANIZATIONAL chart
STRATEGIC PLAN 2013-2015

STRATEGIC PLAN PROCESS
In fall of 2013, Student Life began the process of developing the 2013-2015 Strategic Plan. The plan was created using an appreciative inquiry approach:

- **Strengths:** What can we build on?
- **Opportunities:** What are our stakeholders asking for?
- **Aspirations:** What do we care deeply about?
- **Results:** How do we know we are succeeding?

Student Life participated in a process that centers on Strengths, Opportunities, Aspirations and Results (SOAR). At the annual Student Life retreat in early August 2012 we discussed:

- **Strengths:** What can we build on?
- **Opportunities:** What are our stakeholders asking for?
- **Aspirations:** What do we care deeply about?
- **Results:** How do we know we are succeeding?

From this process we formed four SOAR Committees co-chaired by Senior Staff:

1. **Student Learning & Growth** – Mary Michael Hawkins & Jimmie Smith
2. **Inclusive Excellence** – Jacaranda Palmateer & Carrie Ponikvar
3. **Marketing, Communications & Outreach** – Elise Milnes Chester & Kristin Olson
4. **Facilities & Space** – Kent Lebsack & Chris Wera
STRATEGIC INITIATIVES

The SOAR Committees met September through November 2012 and identified ideas to address staff generated opportunities identified in the SOAR process. Each committee submitted a report of recommendations to the Executive Team in early December 2012.

From these reports the Executive Team identified five Strategic Initiatives:

<table>
<thead>
<tr>
<th>ASSESSMENT</th>
<th>Through comprehensive assessment, Student Life will build and sustain a robust culture of data-based planning and decision-making.</th>
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<tbody>
<tr>
<td>MARKETING BRANDING &amp; COMMUNICATIONS</td>
<td>Student Life will develop a comprehensive marketing and communications strategy to promote and educate students, faculty and staff about Student Life services, resources and programs.</td>
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<tr>
<td>INCLUSIVE EXCELLENCE</td>
<td>Student Life will respect all people, cultures and difference while actively addressing inequity and discrimination.</td>
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<tr>
<td>STUDENT GROWTH &amp; DEVELOPMENT</td>
<td>Student Life will educate and assist in the development and growth of self through mind, body and spirit.</td>
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<tr>
<td>SPACE/FACILITIES</td>
<td>Student Life will create processes for making the best use of current space &amp; facilities while also engage in appropriate planning for future needs.</td>
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Along with these 5 major initiatives, 13 Goals were established with approximately 35 SMART Actions to satisfy the Goals.

Academic Resources partnered with the Provost’s Office, Graduate Studies, Undergraduate Academic Programs, University Counsel, and Human Resources to establish a University Academic Accommodations policy to assist Faculty in working with students who need academic accommodations.
The Academic Resources team – Academic Advising & Discoveries Orientation (AADO), Disability Services Program (DSP), and the Learning Effectiveness Program (LEP), empowers students to take ownership of their education by partnering with faculty, staff, administrators, and families to create an inclusive learning environment and network of resources. Students learn how to (1) access campus resources to develop a network of support throughout campus that will help them transition into college and persist to graduation; and (2) explore how their identities and life experiences contribute to their growth and development.

2012-2013 Highlights

**Academic Advising & Discoveries Orientation**
- Developed Universally designed close-captioned videos which were made available to our constituents on our website, shown during Discoveries Orientation academic advising sessions, viewed by prospective students and families, used during faculty trainings, and several other university related events.
- Had over 9000 contacts from students, parents, families, and faculty during June 2012 through June 2013.
- Collaborated with campus partners to offer Transfer Tuesday’s as part of our Transfer Student Transition and Outreach program including Social Media and Your Future (Career), Study Abroad (International Education), and Stress Management (HCC).
- Streamlined the Discoveries Orientation schedule including a one-day registration to be implemented in fall 2013.

**Disability Services Program**
- Implemented ClockWork - a more user-friendly alternative testing system and a new model of the entire accommodation process that is more beneficial for students and faculty.
- Partnered with high administrative departments to establish a University Academic Accommodations policy that shows faculty how to work with students in the academic accommodation process.
- Worked to finalize the Assistive Technology (AT) lab and are planning for deliberate outreach to students about AT and Alternate Format Text (AFT) resources.

**Learning Effectiveness Program**
- Developed the Four Cornerstones of LEP Development: self-awareness, self-determination, accountability, and self-advocacy to help students better understand the meaning of these phrases, using a colorful, visual chart. Our survey results were stronger this year in questions related to students understanding and being able to advocate for themselves.
- Implementation of Study Nights, Social Nights, and Study Abroad Information Night: Many LEP students were not connecting on campus. Beginning winter quarter, LEP staff created and implemented Social and Study Nights. Both counselors and tutors were available to assist students. Due to the success, we continued with these activities during spring quarter adding a Study Abroad information night. We plan to continue with these events next year.
Driscoll Student Center and Student Activities partnered with Health Promotions and 20 other student organizations to plan and implement **The BIG event - DU’s largest late night event ever.**

28 events took place throughout the evening including: Laser Tag, Comedy Show, Film Screening, a painting class by Canvas and Cocktails, Midnight Breakfast, Karaoke, Food Trucks, DJ Dance, Video Gaming Competition, and Inflatable.

The event had over 1500 students in attendance.
Driscoll Student Center

- Penrose @ Driscoll and the UTS Computer Lab successfully transitioned out of the Student Center and into The Anderson Academic Commons – Spring Quarter 2013.
- Scheduled 4,537 meetings and events managed by Driscoll Student Center staff.
- Distributed 1488 (free or deeply discounted) tickets to DU students to attend events and attractions of local interest through the USG sponsored Explore Denver program.

Student Activities

- Negotiated a new contract with Keystone Resorts for the 2013 Winter Carnival. Increased attendance from 700 (2012) to close to 1200 and doubled scholarship applications, awarding over $7,000 to students for on-mountain festivities.
- Developed new partnerships with Amplitude Entertainment and the Ritchie Center to produce an arena concert and a outdoor music festival for 2,500 people. Financial partnership with Amplitude Entertainment allowed DUPB to bring in national acts including Mayer Hawthorne and The Head & The Heart.
- Partnered with Habitat for Humanity of the Mississippi Gulf Coast (HFHMGC) to send 11 undergraduate students on a service trip to Biloxi, MS. Students raised over $10,000 for this trip. DU participants devoted over 400 total hours to building community in the Gulf Coast area.

Student Conduct

- Led a Restorative Justice Conference (RJC) process, conducted trainings for community members and successfully completed 13 RJC processes.
- The Honor Code Advisory Council (HCAC) hosted a luncheon on campus to celebrate the recent Campus of Integrity Award, presented to the University of Denver by the Center for Academic Integrity. This award was presented to the University on behalf of the work being championed by the HCAC on our campus around integrity.

Student Outreach & Support

- Received 369 Pioneers CARE reports (up from 277 last year) regarding students who were of concern or in need of outreach. The Pioneers CARE cases included 648 Case Types (up from 417 last year). The top 3 reported areas were Academic Difficulty, Mental Health Issues and Unusual Behavior. We also had a spike in the Witness to an Incident and Death of a Fellow Student categories due to the high profile student deaths this year.
- Collaborated with Graduate Studies, Health & Counseling, and other support offices to finalize the Faculty & Staff Red Folder - an emergency file folder with resources and information on how to deal with students in distress and of concern. The folder will be distributed to all faculty and staff in the August of 2013, along with a letter describing how to best utilize the folder.
Launched the new Career Services website and have almost **tripled** the amount of web traffic from 10,798 visits (Mar 1 - July 1, 2012) to **28,710 visits** (Mar 1 - July 1, 2013.)
As an invested partner with faculty, staff, senior administration and employers, Career Services challenges students and alumni to make informed decisions about work and life. We strive to foster ethical and caring behavior while assisting individuals primarily through individualized services, with: self-assessment, job and internship search strategies and listings, self-marketing and accessing alumni, parent and employer volunteers through the Professional Network. Students and alumni are also invited to participate in events, workshops and programs throughout the year and utilize numerous resources available through Pioneer Careers and the website.

2012-2013 Highlights

Career Services Initiative

- Completed the first annual cycle of a comprehensive Graduate Employment Survey. Working with Admissions, University Advancement and MarComm to gather 1-5-10 year employment data.
- Instituted a Multi-Campus System (MSE) through Symplicity (Career Services software system) with automatic Banner interface providing DU students with a common and comprehensive jobs database which automatically updates student and alumni information via Banner.
- First University of Denver Employer Advisory Board met this spring providing valuable contacts, support and feedback on employer relations strategies and student job preparation.
- Pioneer Enterprise Program pilot, an innovative cross-disciplinary, experientially-based student consulting program, was launched thanks to a generous gift from a parent. The first project, creating a marketing plan for the City of Salemi, Sicily to promote American tourism in the region, was very successful. This program was in partnership with AHSS.
- Launched the new Career Services website and have almost tripled the amount of web traffic from 10,798 (Mar 1- July 1, 2012) to 28,710 visit (Mar 1 - July 1, 2013.)
- John Hill, Higher Education Evangelist from Linkedin, gave a presentation to DU students, alumni and staff on how to effectively use the Linkedin for networking and job hunting. DU is now a beta test site for their new higher education software.

University Career Center

- Career Services participated in Discoveries Orientation for the first time. The groups initially included were parents, undeclared students, transfer students and graduate students. Goal for is to include all students.
- Job and internship postings rose significantly—39% and 200% respectively.
- There was an increase of 28% in the number of unique individuals using career services.
- DU posted 761 internships in the University Career Action Network consortium database.
- A weekly “Hot Job and Internship Leads from DU Career Services” was launched resulting in a 79% increase in students and alumni logging into the Pioneer Careers database.
- Employers hosting on-campus information sessions increased by 152% (21 vs. 53).
- The partnership with AHSS, “The Liberal Arts Advantage,” helped to generate a 27% increase in use of Career Services by AHSS students.
- Career Services Facebook page was updated and re-launched, social media all expanded.
Sexual Assault Awareness Week attracted over 200 students to an internationally acclaimed speaker on preventing campus sexual assaults and nearly 300 students attended the Consent Carnival to learn skills to talk about sexual consent.
HEALTH & COUNSELING CENTER

Dr. Alan Kent, Executive Director

The mission of the Health and Counseling Center is to provide exceptional, inclusive, integrated health care. We promote student success and wellness through education, advocacy and outreach to the University of Denver community.

2012-2013 Highlights

• Treated a record number of students this year. 955 different individuals received counseling services and attended 4368 follow up counseling visits. 141 students were seen for crisis intervention. A total of 7,139 mental health appointments were completed this academic year. On the medical side, 10,620 visits were provided. This is slightly lower this year and was likely the result of less serious outbreak of flu on campus. Consistent with our goal of providing “exceptional” healthcare, 95% of our clients report that they are “satisfied/extremely satisfied” with our services. 88% of students who attended counseling report that their concern was addressed and 77% of students attending a medical visit reported that they obtained relief from their presenting problem. Lower “relief” percentages are to be expected for a medical visit since the problem may not be resolved until after the student completes a course of treatment.

• Health Services initiated an aggressive influenza education and prevention effort and vaccinated a record number of DU students, nearly 30% of the student body.

• The Counseling Center implemented DU’s first-ever online educational requirement about substance use, Alcohol Wise. The program was implemented in conjunction with Health Promotion and provided prevention and awareness to incoming freshman. Additionally, the Counseling Center collaborated with a group of campus partners to enhance and expand the education provided during Discoveries Orientation program called Life Outside the Classroom.

• Health Promotion staff and HyPE students hosted “Love, Sex, and Health Week” to promote sexual responsibility and STI/HIV testing. For the first time, HCC developed a collaboration with the Denver Health Department and a local HIV agency who provided free, on-campus screenings. In the course of the week, over 450 students participated in one or more of the various activities.

• The Counseling Center hired a new program director for GVESS - now known as Center for Advocacy Prevention and Empowerment (CAPE). In the past six months, she has reorganized and renamed the program, revitalized the service delivery, and created an entire new network of volunteers. The program has been successfully rebranded on campus and the program director has established a strong, positive, collaborative reputation.

• Implemented multiple initiatives related to Inclusive Excellence including provided language translation and telephone interpreter service to better meet the needs of our international population, facilitated multiple trainings for the Center for Multicultural Excellence and International and Student Scholar services, initiated a reading group to read and discuss books related to multicultural healthcare and collaborated with Human Resources to identify diverse recruitment resources to broaden the applicant pool for candidates applying to the HCC.

• Integrated a new Executive Director and established a new mission, vision, and strategic plan.
Resident Assistants completed over 225 educational programs and 675 social programs that focused on the needs of DU residents including: alcohol awareness, drugs, relationships, social justice, and sustainability.
Housing and Residential Education cultivates individuals and communities through creating and fostering growth-centered educational living environments. We provide students with clean, quiet facilities. We also embody dynamic change and innovation within our core values of Diversity and Social Justice, Sustainability, and Student and Staff support and development.

2012-2013 Highlights

• The Resident Assistants in all five residence halls completed over 225 educational programs and 675 social programs that focused on the needs of their residents. Programs included but were not limited to: alcohol awareness, drugs, relationships, social justice, and sustainability.
• Resident Director Khouri Markos worked to incorporate Inclusive Excellence into the residence halls for the 2013-2014 launch of GlobalRes - a themed living community for second year international and domestic students. Khouri’s proposal was based on hours of research, interviews with students, staff and other institutions with similar models and a comprehensive marketing plan for introducing the new floor to students. Programming for the community will be supported by a cultural mentor and will focus on developing meaningful intercultural relationships, awareness, and understanding.
• Facilitated the 10th annual “When you move out, don’t throw it out” move-out donation collection event. We worked with three non-profit organizations, with 32 volunteers within Student Life and across campus collecting furniture, books, school supplies, toiletries, and food.
• Provided E-Cycle Stations for recycling of batteries (over 250 pounds), plastic bags (10 huge garbage bags of plastic bags), cell phones, and ink cartridges (part of the SAC Benevolent Fund fund-raiser.
• Purchased, distributed, and assessed usage of shower timers, and implemented the “5-minute Shower” program.
• Developed an internal integrated facilities plan to improve long and short range planning.
• Created occupancy plans for the next three years which led to acquiring a new apartment complex for the 2014 academic year.
• Began the vendor selection process for a new database for occupancy, billing, and housing operations.
Engaged 67 parent volunteers throughout the 2012-2013 academic year, increasing visibility of the Parents Program by assisting families at Orientation and Homecoming.
Parent and Family Relations is committed to engaging parents and families as University of Denver community members through involvement in programming and volunteering, communication and outreach, research, information and support. We consider parents and families to be essential partners in student success and University development. We believe that by building strong relationships with parents and families, being intentional about valuing the diverse views of parents and families, and providing resources designed to meet the needs of families of students, we create a positive and healthy learning environment for University of Denver students and their families to enjoy for years to come.

2012-2013 Highlights

- Restructured Parent & Family Relations and rewrote Mission and Functions after a decrease in program staff in February 2013. The program will function with one Director and has joined the Campus Life cluster.
- Changed the department name from Parent Relations to Parent & Family Relations in April 2013; an inclusive title we believe will build a welcoming environment and create positive connections for the many family members and guardians our students rely on as their support system.
- Regained administrative oversight of Summer Sendoffs in April 2013. Parent Relations managed Sendoffs from 2001-2010, planning and executing 20 events on average during the summer months. The number of Sendoffs and attendees has dramatically decreased over 2011 and 2012. Parent & Family Relations will rebuild the program to realize its full potential beginning with summer 2013.
- Managed 780 total orders for Parent & Family Orientation and Parents Association Membership from June 1 - August 31, 2012, providing administrative support needed by Discoveries Orientation to execute a flawless parent check-in process on September 2nd, 2012 and resulting in 401 new members of the Parents Association and over $38,000 revenue for the Parents Program.
- 109 parent volunteers reported completing 985 calls to new families in July and August 2012 in the Parents Calling Parents program.
- Engaged 67 parent volunteers throughout 2012-2013, increasing visibility of the Parents Program by assisting families at Orientation and Homecoming and as a benefit of registering for Moms & Grandmoms Weekend, every attendee received a DU shield pin to increase brand awareness and build community.
RELIGIOUS & SPIRITUAL LIFE

The University Chaplain passionately advocates for the integration of religious, spiritual and ethical voices and values at the University of Denver. To that end, the Chaplain’s office nurtures the life of the heart and spirit, both individually and corporately; supports the integrity of each individual community member’s quest for truth, meaning, and belonging; celebrates the diversity of the world’s religious and spiritual traditions, especially as represented at DU; promotes meaningful encounters, engagement and understanding across lines of religious and disciplinary commitments; and challenges the community to translate its commitments into action.

2012-2013 Highlights

• Implemented the “Chaplain Gary -- the Man Beneath the Hat” campaign created from the market research facilitated by the Marketing Department at Daniels College of Business in 2011-2012. The marketing plan and campaign raised the Chaplain’s personal visibility; people from around campus now recognize the “hat” as a “brand”. We also ramped up our social media presence (both Facebook and Twitter) which has created greater presence throughout campus.
• Establishment of the “DU Interfaith Advocates”. While it has not initially represented all the major religious traditions on campus, it has succeeded in idea-generation and energy for interfaith programming. Two new events that we hosted included an Interfaith Fiesta in early February and a Conversation on Gay Unions in mid-May. Those who attended either were VERY appreciative of the group and its efforts.
• Successfully collaborated with on/off campus partners to welcome the authors (Tom DeWolf and Sharon Morgan ) of Gather at the Table - winner of the 2013 Phillis Wheatley Book Award for non-fiction, to the University. The event included several on campus public appearances of the authors, a class-room appearance, and an off-campus presentation. Total attendance of all events and presentations was well over 200 people. Relationships forged with off-campus partners (e.g., Denver Foundation, Regis University) were valuable, and could be massaged for future programs.