Mission / Purpose
To enhance the educational experience of students by providing a wide range of extracurricular activities.

I. Goals and Student Learning Outcomes/Objectives, with Any Related Measures, Targets, Findings, and Action Plans

A. Goal: Raise retention through improved quality of residential life and extracurricular experience
   Raise student retention and graduation rates through enhanced academic support and student counseling and improved quality of residential life and extracurricular experience

1. Outcome: Strengthen leadership skills of students involved in Student Activities
   Students involved in Student Life activities will demonstrate strengthened leadership skills.

   a. Measure: Students will strengthen leadership skills
      Students completing the Student Activities Leadership Survey will indicate that they are satisfied that their leadership skills have improved because of their involvement in Student Activities.

      1. Achievement Target:
      70% will increase leadership skills.

      2. Findings (2012-2013) - Target: Met
      80% of students indicated an increase in leadership skills through involvement in Student Activities.

II. Goals and Other Outcomes/Objectives, with Any Related Measures, Targets, Findings, and Action Plans

A. Goal: Raise retention through improved quality of residential and extracurricular experience
   Raise student retention and graduation rates through enhanced academic support and student counseling and improved quality of residential life and extracurricular experience

1. Objective: Students will have the opportunity to participate in a variety of activities on campus
   Students will have the opportunity to participate in a variety of activities on campus

   a. Measure: Campus Activity Board will be satisfactory
      Students who complete the Student Life Survey will indicate that they are satisfied with the Campus Activities Board.

      1. Achievement Target:
      70% of students responding to the SLS will indicate satisfaction with the CAB.

      2. Findings (2012-2013) - Target: Met
      76% of students who responded to the SLS indicated satisfaction with the CAB.
b. Measure: **Students will be satisfied with clubs and organizations**
Students responding to the Student Life Survey will indicate satisfaction with the clubs and organizations on campus.

1. **Achievement Target:**
   70% will indicate satisfaction with clubs and organizations.

2. **Findings (2012-2013) - Target: Met**
   83% of students indicated satisfaction with clubs and organizations on the SLS.

c. Measure: **Students will be satisfied with fraternities and sororities on campus**
Students responding to the Student Life Survey will indicate satisfaction with the fraternities and sororities on campus.

1. **Achievement Target:**
   70% will indicate satisfaction with fraternities and sororities on campus.

2. **Findings (2012-2013) - Target: Met**
   74% of students indicated satisfaction with fraternities and sororities on the SLS.

d. Measure: **Students will be satisfied with the University Cinema.**
Students responding to the Student Life Survey will indicate satisfaction with the University Cinema.

1. **Achievement Target:**
   70% of the students that completed the Student Life Survey will indicate that they were satisfied with the University Cinema.

2. **Findings (2012-2013) - Target: Not Met**
   Results not available due to omission in the SLS.

3. **Action Plan:**
   **Add University Cinema Question**
   Staff will make this addition as well as revise questionnaire to better assess the Department of Student Life.
   **Established in Cycle:** 2011-2012
   **Implementation Status:** Planned
   **Priority:** High
   **Implementation Description:** Add question to the SLS
   **Responsible Person/Group:** Richard Hester/Jason Gardner
   **Implementation Notes:**
   9/16/2013 Due to survey creator, staff was not able to add University cinema question. However, this question will be added for the 2013-2014 survey.

2. Objective: **Students will have an opportunity to participate in a variety of intramural sports**
Students will have an opportunity to participate in a variety of intramural sports.

a. Measure: **Students will indicate satisfaction with intramural programs**
Students completing the Student Life Survey will indicate satisfaction with the intramural sports programs.

1. **Achievement Target:**
   70% will indicate satisfaction with the intramural programs.
2. Findings (2012-2013) - Target: Met
86% of students indicated satisfaction with the intramural programs.

3. Objective: Students will utilize the Student Union Building
The Student Union Building will provide students with a place to socialize and to participate in recreation and wellness activities.

a. Measure: Students will indicate satisfaction with SUB
Students completing the Student Life Survey will indicate satisfaction with the Student Union Building as a place to socialize.

1. Achievement Target:
70% will indicate satisfaction with SUB.

2. Findings (2012-2013) - Target: Met
84% of students indicated satisfaction with SUB.

b. Measure: Students will indicate satisfaction with the Fitness Center at the SUB
Students completing the Student Life Survey will indicate satisfaction with the Fitness Center at the SUB.

1. Achievement Target:
70% will indicate satisfaction with the Fitness Center at the SUB.

2. Findings (2012-2013) - Target: Met
90% of students indicated satisfaction with the Fitness Center at the SUB.

4. Objective: Foster the development of campus civility
Foster the development of campus civility

a. Measure: Campus civility will be noted among students
Students completing the Student Life Survey will indicate satisfaction with the behavior of other students on campus.

1. Achievement Target:
70% of students will indicate satisfaction with the behavior of other students

2. Findings (2012-2013) - Target: Met
76% of students indicated satisfaction with the behavior of other students.

III. Other Plans for Improvement

A. Build equipment storage shed at multi-purpose fields
Build equipment storage shed at multi-purpose fields
Established in Cycle: 2010-2011
Implementation Status: Planned
Priority: High
Implementation Description: Coordinate project with the Director of the Physical Plant
Responsible Person/Group: Jason Gardner; Luther Gremmels
Additional Resources Requested: Equipment = $7,000
Budget Amount Requested: $7,000.00 (recurring)
Implementation Notes: 9/16/2013 Funding for this project has not become available. However, this building is still...
needed.

B. Improve services provided by the Wellness Center
   Improve services provided by the Wellness Center
   Established in Cycle: 2010-2011
   Implementation Status: Finished
   Priority: High
   Implementation Description: Hire a full time fitness coordinator
   Responsible Person/Group: Jason Gardner; Luther Gremmels
   Additional Resources Requested: Salary = $24,000 Equipment/Supplies = $2,000
   Budget Amount Requested: $26,000.00 (recurring)
   Implementation Notes:
   9/16/2013 Full time fitness coordinator was hired, and the Fitness Center has been improved drastically. New equipment was purchased, and new classes are offered.

C. Purchase floor and mirrors for the group exercise room
   Purchase floor and mirrors for the group exercise room
   Established in Cycle: 2010-2011
   Implementation Status: Finished
   Priority: High
   Implementation Description: Coordinate the purchase with the Director of Purchasing
   Responsible Person/Group: Jason Gardner; Luther Gremmels
   Additional Resources Requested: Human Resources = $2,000 Equipment = $14,000
   Budget Amount Requested: $16,000.00 (recurring)
   Implementation Notes:
   9/16/2013 New floors and mirrors were purchased for the group exercise room.

D. Purchase new computer and software for the Campus Activities Board for marketing purposes
   Purchase new computer and software for the Campus Activities Board for marketing purposes
   Established in Cycle: 2010-2011
   Implementation Status: Planned
   Priority: High
   Implementation Description: Coordinate purchase with the Director of Student Life
   Responsible Person/Group: Jason Gardner; Luther Gremmels
   Additional Resources Requested: Equipment = $1,200
   Budget Amount Requested: $1,200.00 (recurring)
   Implementation Notes:
   9/16/2013 New computer and software are still needed for the Campus Activities Board. However, funds have not been available.

E. Renovations of the Tigers Den
   Renovation of the Tigers Den by adding carpet, tables and chairs, projector, screen, and sound system.
   Established in Cycle: 2012-2013
   Implementation Status: Finished
   Priority: High
   Responsible Person/Group: Richard Hester
   Budget Amount Requested: $20,000.00 (recurring)
   Implementation Notes:
   9/16/2013 The Tigers Den has been renovated fully.

F. SUB Lobby Furniture Replacement
Replace furniture, add charging stations, study stations, printing stations, and lamps

**Established in Cycle:** 2012-2013  
**Implementation Status:** Planned  
**Priority:** High  
**Implementation Description:** Will order supplies and arrange the new area.  
**Responsible Person/Group:** Jason Gardner/Richard Hester  
**Budget Amount Requested:** $40,000.00 (recurring)  
**Implementation Notes:**  
9/16/2013 SUB lobby furniture has not been replaced; however, this is still needed.

### G. UWA Band - Activities and Travel

The University of West Alabama Band travels to Higher Ed Day and Mardi Gras parade. The band hosts Honor Band on the campus of UWA.

**Established in Cycle:** 2012-2013  
**Implementation Status:** Planned  
**Priority:** High  
**Responsible Person/Group:** Danny Buckalew and Glenn Smith  
**Additional Resources Requested:** Activities Honor Band - 800.00  
Higher Ed Day – 3,500.00  
Mardi Gras - 8,500.00  
Total - 12,800.00  
**Budget Amount Requested:** $12,800.00 (recurring)

### H. UWA Band - Halftime Show

University of West Alabama Band will need supplies for halftime shows

**Established in Cycle:** 2012-2013  
**Implementation Status:** Planned  
**Priority:** High  
**Responsible Person/Group:** Danny Buckalew and Glenn Smith  
**Additional Resources Requested:** Guard Flags 20 sets - 3,000.00  
Guard Uniforms – 500.00  
Flag Poles - 20 sets - 200.00  
Dancer Props - 600.00  
Halftime Music - 2000.00  
Halftime Drill - 1500.00  
Field Props - 1000.00  
Total - 8,800.00  
**Budget Amount Requested:** $8,800.00 (recurring)

### I. UWA Band - Supplies

Supplies needed for the University of West Alabama Band

**Established in Cycle:** 2012-2013  
**Implementation Status:** Planned  
**Priority:** High  
**Responsible Person/Group:** Danny Buckalew and Glenn Smith  
**Additional Resources Requested:** Reeds A/R/B sax, Clarinet - 1300.00  
Valve oil/grease – 200.00  
Stands/Stage Music - 1000.00  
Total - 2,500.00  
**Budget Amount Requested:** $2,500.00 (recurring)

### J. UWA Band Instruments

The University of West Alabama Band will need to purchase new instruments

**Established in Cycle:** 2012-2013  
**Implementation Status:** Planned  
**Priority:** High  
**Responsible Person/Group:** Danny Buckalew and Glenn Smith  
**Additional Resources Requested:** Baritones - 2 - 2,500.00  
Various Cymbals - 600.00  
Drum Sticks and Mallets - 1,500.00  
Drum Heads - 1,500.00  
Repairs - 1,500.00  
Total – 7,600.00  
**Budget Amount Requested:** $7,600.00 (recurring)
IV. Analysis Questions and Analysis Answers

A. What specific strengths did your assessments show? (Strengths)
One of the primary strengths of Student Life is the overall satisfaction of students with Student Life and the activities held. Student Life offers a wide variety of programs to students. The Fitness Center and Intramural Sports continue to increase in popularity with students and have had much success in recent years.

B. What specific weaknesses or challenges did your assessments show? (Weaknesses)
The primary challenge of Student Life is funding. Limited funding hinders the staff’s ability to add more programs and activities that will attract a larger population of students.

C. What plans were implemented?
(1.) The Tigers Den was fully renovated. (2.) Students indicated overall satisfaction of Student Life on the Student Life Survey. (3.) New sound and digital projector was installed at the University cinema.

D. What plans were not implemented?
A storage shed or the SUB lobby furniture was not purchased. Also, the University Cinema was not assessed due to omission of question on survey.

E. How will assessment results be used for continuous improvement?
Student Life staff plan to take measures to improve the atmosphere and functionality of the Student Union Building. Student Life will continue to offer leadership opportunities for students to improve their leadership skills.

V. Annual Report Section Responses

A. Key Achievements
(1.) The Tigers Den was fully renovated. (2.) Students indicated overall satisfaction of Student Life on the Student Life Survey. (3.) New sound and digital projector was installed at the University cinema. (4.) UWA Cheerleaders won 2nd Runner-up at CheerLTD National Championships out of 15 other institutions.

B. Staff Achievements
Jason Gardner is a member of NIRSA national expo committee. Clint Jones is a member of the NIRSA flag-football national committee. Richard Hester is on the national board of the Blue Key Honor Society.

C. Public/Community Service
Pan-Hellenic members attended a hurricane relief work event in Tuscaloosa in April 2013. The IFC fraternity members helped clean up an overgrown cemetery alongside a group of Daughters of the American Revolution. SGA and the Greek council held food drives for the West Alabama Food pantry.
Department or Division: Student Life  
Chair or Director: Jason Gardner/Richard Hester  
Dean or Vice President: Mr. Danny Buckalew

**ANNUAL PLAN**

<table>
<thead>
<tr>
<th>Item</th>
<th>Approved</th>
<th>Remarks</th>
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<tbody>
<tr>
<td>Goals</td>
<td>YES</td>
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<tr>
<td>Outcomes/Objectives</td>
<td>YES</td>
<td></td>
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<tr>
<td>Measures</td>
<td>YES</td>
<td></td>
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<tr>
<td>Achievement Targets</td>
<td>YES</td>
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**Goals**
Goals are broad statements describing what the unit wants to accomplish. Goals relate to both the unit’s mission and the University’s mission. The goal(s) is stated as the University goal(s) a unit is attempting to meet.

**Outcomes/Objectives**
Outcomes and objectives are statements that describe in some detail what the unit plans to accomplish. Outcomes/objectives are associated with all applicable goals, strategic plans, standards, and institutional priorities.

**Measures**
Measures are statements to judge success in achieving the stated outcome or objective. Measures contain information on the type of evidence and assessment tool that a unit will use to verify if stated outcome/objective has been met.

**Achievement Targets**
Achievement targets are the thresholds that the measures must meet for the unit to determine that it has been successful in meeting its specified outcomes/objectives. Achievement targets are measurable statements.
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<tr>
<th>Item</th>
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<tbody>
<tr>
<td><strong>Findings</strong></td>
<td>YES</td>
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<tr>
<td>Findings are indications whether an outcome/objective was met or not. Findings are put into the system under each achievement target. Findings include an interpretation of results, possible uses of results, reflection on problems encountered, indicated improvements/changes and strengths or weakness.</td>
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<td><strong>Action Plans</strong></td>
<td>YES</td>
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<td>Action plans are detailed plans created by the unit to meet an outcome/objective that was only partially met or not met or to make improvement to those outcomes/objectives that were met but still need some strengthening. The plan includes a projected completion date, implementation description, responsible person(s)/group, resources required, and budget amount (if applicable).</td>
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<td>Action plans created in previous cycles have been updated with implementation notes.</td>
<td>YES</td>
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<td><strong>Annual Report</strong></td>
<td>YES</td>
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<tr>
<td>The Annual Report section contains information on key achievements, faculty and/or staff achievements, and community/public.</td>
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<td><strong>Analysis Report</strong></td>
<td>YES</td>
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<td>The unit has reflected on and created narratives for each of the following areas: specific strengths and progress made on outcomes/objectives, specific weaknesses or challenges, plans that were and were not implemented, and how assessment results will be used for continuous improvement.</td>
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Approved by: [Signature]  Date: 10/7/13

Received by OIE: [Signature]  Date: 10/10/13