

Student Affairs | Measuring Up

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**Salisbury University
Office of Student Affairs**

**Guerreri Student Union/Event Technical Services/Neighborhood Relations/Off-Campus
Housing Services/Commuter Services; Career Services/TRIO/The Center for Student
Involvement and Leadership (CSIL)/Student Organization Resource Center/the student
radio Station WXSU/the student newspaper The Flyer/Appropriations/Safe Ride/SOAP
Friday, August 25, 2022**

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EXECUTIVE SUMMARY

The 2021- 2022 annual report consist of a Departmental Overview (Section I: Vision, Mission, Goals, Scope of Practice, Student Learning Outcomes) for the following three areas; the Guerrieri Student Union, Event Technical Services and Neighborhood Relations. CSIL, Student Organization Resource Center, the student radio station WXSU, the student newspaper The Flyer, Appropriations, Safe Ride, SOAP, TRIO and Career Services report under the umbrella of the Assistant Vice President of Student Affairs but are reported separately under individual unit Annual Reports.

- The Guerrieri Student Union (GSU) supports the mission of the University by helping to create and sustain an ambience where all members of our community and students in particular are provided the opportunity, encouragement and support necessary to better realize their potential as individuals and scholars. The GSU provides myriad opportunities for students, as well as others, to realize the many dimensions of the University mission statement, including clarity of expression, cultural diversity, responsible citizenship, social interaction, leadership and community. Year in review accomplishments including, but not limited to facility improvements; maintenance/renovation projects; sustainability efforts; and programs and services.
- Event Technical Services supports the mission of the University by providing any audio-visual, live sound and lighting needs for events located on campus that are outside of the classroom or at designated off-campus areas. Event Technical Services supports events for Registered Student Organizations, official University offices and departments, and requests by off-campus groups through Conference Services. Year in review accomplishments including, but not limited to providing oversight for remote video streaming services for various venues on campus; technical equipment upgrades across campus because of aging technology and expanded our scope of services to include the Ward Museum and Downtown Salisbury.
- The City of Salisbury and the University are at the core, two separate institutions and municipalities yet share a mutual goal of leveraging resources and working together as one. Through intentional programs offered through the Office of Off-Campus Housing and Neighborhood Relations we realize a betterment of town/gown relations and the promotion of better relationships. Year in review accomplishments including, but not limited to a reduction in reported neighborhood complaints, and expansion of the Neighborhood Door Knocking Campaign, and the creation and implementation of the Off-Campus Living On-Line Transition Program.

A comprehensive summary in detail are included under Sections II through Sections VII as outlined in the table of contents.

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Section I: Department Overviews

Guerrieri Student Union

Vision: As an integral part of the educational mission of Salisbury University, the Student Union provides program support, services, facilities and amenities for students, faculty, staff, alumni and guests.

Mission: The Guerrieri Student Unions mission is to help create and sustain an ambience where all members of our community, and students in particular, are provided the opportunity, encouragement and support necessary to better realize their potential as individuals and scholars. The union provides myriad opportunities for students, as well as others, to realize the many dimensions of the University mission statement's core values of excellence, student-centeredness, learning, community, civic engagement and diversity.

Goals:

- Promote student engagement, leadership, learning, and success by supporting opportunities for participation and involvement in a diverse array of programs, activities, and employment.
- Foster interaction among University constituency groups and guests.
- Provide a safe, accessible, and welcoming environment for the campus community within a well-maintained facility.
- Exercise judicious management of financial, physical and natural resources.
- Support our campus partners located in the Student Union.
- Offer amenities that enhance campus life including dining options and a variety of services for the campus community.
- Assist patrons with excellent event services support including room reservations, event planning, and event production.
- Participate in on-going assessment and evaluation of services in an effort to best meet the ever-changing needs of the University community.
- Promote school spirit and pride in Salisbury University

Scope of Practice – Services Provided

- Guerrieri Student Union facilities include quick service restaurants; Chick Fil A; Cool Beans
- Schedulable meeting rooms
- Lounges
- Information Desk services
- Billiards, table tennis and other gaming equipment usage/rental
- Student Affairs Office's to include but are not limited to the Student Affairs Office; the Dean of Students; Career Services; Student Counseling Services; Disability Support Services; Multicultural Student Services; Orientation Transitions Office; Off- Campus Housing Services; the Neighborhood Relations office; Commuter Services; GSU Art Space; Center for Student Involvement and Leadership (CSIL); the student radio station WXSU; the student newspaper, *The Flyer*, and the Student Government Association, Appropriations, Safe Ride and SOAP.
- An automated teller machine (ATM) is conveniently located.

Student Learning Outcomes:

- The GSU will provide social, cultural and recreational opportunities.
- The student will be able to identify three or more services provided by the GSU.

- The student will have the opportunity to learn and practice leadership, social and civic responsibility, and interpersonal skills.

Event Technical Services

Vision: Our department shares a vision in providing audio-visual, live sound and lighting needs for events located on campus that are outside of the classroom or at designated off-campus venues.

Mission: The Office of Event Technical Services mission is to provide audio-visual, sound and lighting needs for events located on campus that are outside of the classroom or at designated off-campus venues while delivering exceptional customer service. As technology continues to improve and expand, Event Technical Services is working to stay at the forefront of these new technologies and find meaningful ways to incorporate them into our events for our clients. Event Technical Services works diligently to relate to our customers, whether faculty, staff, students or the community and understand their overall goals and objectives so that we can deliver professional events that live up to their expectations.

Goals:

- Provide excellent customer service relations through providing timely and high-quality AV services.
- Foster growth of student employees professionally and academically
- Stay abreast of current trends and advancements in the AV industry.
- Continue to seek opportunities for upgrades to campus venues. With priority being given to “eco-friendly” options.
- Support SU’s community relations via downtown events, cultural events and community attended events on campus.

Scope of Practice – Services Provided

- Sound and lighting production
- Archival recording
- Live event streaming

Student Learning Outcomes:

- The student will be able to identify services provided by the Event Technical Services department.
- The student will be able to access the services provided by the Event Technical Services department.
- The student who is employed by Event Technical Services will have the opportunity to learn and practice leadership, learn about organizational management, acquire technical skills, engage in social and civic responsibility and interpersonal skills.

Neighborhood Relations

Vision: As an integral part of the Salisbury University mission the office of Neighborhood Relations works to continually improve town/gown relationships.

Mission: The Office of Neighborhood Relations mission is to foster good relationships between neighbors and students by building common ground between students and community living and working together.

Goals:

- Effective communications among students, the university, permanent town residents, town leaders and local government
- Building an understanding of the history and culture of the university, students, faculty and staff, as well as the city and its residents, along with the physical aspects of the broader community and its capacities
- Build mutually beneficial partnerships and leveraging resources between the university, town residents, town leaders and local government

Scope of Practice – Services Provided

- Preparation and dissemination of information on events, programs, local ordinances, etc.
- Host programs and events to support good neighborhood relations
- Hosting regular meetings for all stakeholders to come together

Student Learning Outcomes:

- The student will be exposed to more meaningful engagement opportunities within the community
- The student will be made aware of the resources in the community.
- The student will be able to make more informed decisions through attendance and participation in outreach efforts.

Section II: Service Delivery

The following are examples of ways in which the Guerrieri Student Union, Event Technical Services and Neighborhood Relations is assisting Student Affairs with achieving its goals. Because of the nature of the examples, some duplication of accomplishments may be reported in other areas.

Goal 1: Student Affairs aims to foster safe, accessible and inclusive communities for undergraduate and graduate students.

1. The GSU coordinated more than 2,300 client reservations for events, conferences, meetings, practices and rehearsals in the building. For the 2022 fiscal year, the two highest booked rooms included the Founders Room (371 bookings, estimated attendance 3,126) and the Wicomico Room (341 bookings, estimated attendance 23,312).
2. The GSU Information Desk handled more than \$4,800 in discounted movie ticket sales. Total number of discounted movie tickets sold were 504.
3. The GSU Information Desk assisted Campus Health with the distribution of over 3,200 KN-95 masks and 4,193 take home test kits to the campus community.

4. The GSU Information Desk assisted students, faculty and staff with game rentals to include over 900 billiards game checkouts, over 300 table tennis checkouts, as well as gaming equipment checkouts.
5. Commuter Connections continues to host a weekly “Good Morning, Commuters” breakfast, an outreach effort targeting commuters in the Commuter Lounge in the GSU. Free coffee, tea, bagels and pastries are served. This year, there was an average attendance of 17 commuter students attending each morning.
6. GSU distribution tables generated more than \$1,700.00 in revenues with more than 172 rentals.

Goal 2: Student Affairs aims to educate students for campus, career, and life.

1. Neighborhood Relations Program – both the fall of 2021 and spring 2022 reduction in reported neighborhood complaints. It is important to note that a less than 1% of recidivism for the entire academic year.
2. The Interim Asst. Vice President served as Chair of the Neighborhood Relations Committee. Successfully executed the Neighborhood Door Knocking Campaign in fall 2021, through the use of student volunteers distributed door knocking materials in surrounding neighborhoods and apartment complexes to better educate our students about being good neighbors and making them more informed about city ordinances, rights and responsibilities and safety. We continue to see a mass reduction of neighborhood complaints both for the fall and spring semester.
3. The Asst. Vice President serves as Chair of the Neighborhood Compact Committee and provide strong leadership and management in support of many committee efforts, i.e. off-campus housing fairs, publications, exhibits, meetings and communications.
4. The Asst. Vice President served as Vice Chair of the Town Gown Committee and provided leadership in assisting with facilitating continuing good relationships within the local community, governmental agencies facilitated more than 30 Orientation 101 Sessions to families on transition issues and life as a commuter student/parent/family member.
5. The Facilities Coordinator of the GSU facilitated more than 14 Orientation 101 sessions to students on transition issues and life as a commuter student.
6. The Director of the GSU and Student Involvement facilitated more than 14 Orientation sessions for commuter parents on transition issues and life as a parent of a commuter.

Goal 3: Student Affairs aims to embrace innovation.

1. The GSU featured eight Fulton School art student’s month-long exhibits at the Guerrieri Student Union Art Space.

Goal 4: Student Affairs aims to motivate student affairs professionals to increase effectiveness and efficiency.

1. The GSU's three hydration stations continue to reduce the amount of plastic bottle waste, decrease carbon emissions and reduce water waste in support of sustainability at SU. Since they were installed in 2013, they have improved the environmental impact on the campus by eliminating waste from more than 235,113 disposable plastic bottles. Through this effort, the GSU supports the Student Affairs Strategic Plan goal to support sustainability at SU and implement plans to reduce waste and reuse materials.

Section III: Budget Allocations, Expenditures

July 1, 2021 – June 30, 2022 Allocations for GSU -330000

Budget Category	Allocation
01	\$152,883
02	\$169,312
03	\$269,580
Total	\$590,776

July 1, 2021 – June 30, 2022 Expenditures

Budget Category	Expenditures
01	\$109,612
02	\$131,321
03	\$231,714
Total	\$472,649

Comments related to budget decisions, concerns, cuts, reallocations, etc.

The GSU budget was reduced due to budget reductions along with the impact of minimum wage increases resulted in fewer 02 funds for SU undergraduate workers and a reduction of Information Desk service hours and one full-time administrative support staff person.

July 1, 2021 – June 30, 2022 Allocations for Event Tech - 360005

Budget Category	Allocation
01	\$171,960
02	\$113,718
03	\$64,973
Total	\$350,651

July 1, 2021 – June 30, 2022 Expenditures

Budget Category	Expenditures
01	\$166,042
02	\$85,448
03	\$72,173
Total	\$323,664

Comments related to budget decisions, concerns, cuts, reallocations, etc.

None

**July 1, 2021 – June 30, 2022
Allocations for Auditorium Services - 129042**

Budget Category	Allocation
01	\$0.00
02	\$0.00
03	\$2,377
Total	\$2,377

July 1, 2021 – June 30, 2022 Expenditures

Budget Category	Expenditures
01	\$0.00
02	\$0.00
03	\$601
Total	\$601

Comments related to budget decisions, concerns, cuts, reallocations, etc.

The budget reductions directly impacted the ability to support a Graduate Assistant for this area.

Section IV: Collaborations and Partnerships (Internal and External)⁴

Examples of Collaborations and Partnerships	Outcomes and Impact
<i>Example: County Public Schools Guidance Counselors</i>	Resource materials for helping high school students and families discuss mental health before college.
Interim Asst. V.P. committee participation	Anti-Racism Summit Committee; Provost Council; Safety Task Force; Leadership for Professional Development Committee and Assessment Committee; Move-in Planning Team Committee; Campus Campaign Committee; Town/Gown Council (Vice Chair); Neighborhood Relations Committee (Chair); Neighborhood Compact Committee (Chair); Community Outreach Peer-to-Peer Women’s Circle; Campus Operations Committee; Emergency Preparedness Committee; COVID-19 Protocols Committee; Strategic Planning & Assessment Committee
Facilities Coordinator provided leadership in preparing for Fall 2022 Opening Move-In Day – Staff Volunteers	The largest number of staff volunteers recruited in the history of staff volunteers to cover the parking lots for move-in day
Office of Diversity and Inclusion	Interim AVP Chaired the following searches: 1. Asst. Director Multicultural Services 2. Asst. Director, Diversity Education and Training 3. Director Multicultural Services

Orientation 101	Director GSU and Student Involvement and the GSU Facilities Coordinator collectively presented
Supported or provided leadership of CSIL & GSU Programs	Flock Party 2021 (1 st fall home football game), Good Moring Commuter Breakfast, Jay Copeland viewing parties and more for the SU campus and local community
Facilities Enhancements through the collaboration and partnership with the Art Department	New mural painted in 1 st floor hallway above new storage lockers for student organizations; organized installation of 8 student art exhibits
Event Technical Services Coordinator continue to serve on Staff Senate	Provided connection and representation for Student Affairs
GSU Facilities Coordinator served on the Coordinator for Student Life Search committee	Provided representation and input of GSU for a staff position that is crucial to the success of the GSU
GSU Facilities Coordinator served as chair of the GSU Open House committee, GSU Director of GSU and Student Involvement committee member	Provided leadership and organization for a new student engagement initiative to be executed in the fall 2022
GSU Facilities Coordinator served as a volunteer for the Undergraduate Research Conference	Participated and represented the division to show the divisions support of an academic initiative
GSU Facilities Coordinator collaboration with SGA	Assisted with the organization and execution of 3 Off-Campus Housing Fairs

Section V: A Summary of Achievements Related to Student Affairs Strategic Plan

*The following are examples of ways in which the Unit is assisting Student Affairs achieve its goals. Please use bullet or numerical formatting to provide examples of **significant** outcomes.*

Goal 1: EDUCATE Students for Campus, Career and Life

1. GSU Facilities Coordinator continue to train develop Information Desk Attendants and GSU and Scarborough Leadership Center building managers and Graduate Assistants for the GSU Office and Information Desk services teaching them life-long transferrable skills.
2. Revitalizing the Off-Campus Living On-Line Transition Program (Contains six education modules.)
3. The Asst. VP continued to serve as Chair of the Neighborhood Relations Committee. Provided leadership for the Neighborhood Door Knocking Campaign in the fall through the utilization of student volunteers, coordination with parameter apartment complexes in distribution of door knocking materials in an effort to better inform students living in this type of housing and street distribution was targeted toward problem areas. There was a significant reduction of neighborhood complaints both for the fall and spring semester.

4. The Facilities Coordinator of the GSU facilitated more than 20 Orientation 101 sessions to students on transition issues and life as a commuter student.
5. The Director of the GSU and Student Involvement facilitated more than 20 Orientation 101 sessions to family members on transition issues and life as a commuter student.

Goal 2: EMBRACE Innovation of the Salisbury University Experience

1. The GSU featured eight Fulton School art student's month-long exhibits at the Guerrieri Student Union Art Space.
2. Revitalization of the Off-Campus Living On-Line Transition Program (Contains six education modules.)
3. Event and Technical Services continued to provide leadership and oversight for a variety of technical projects including: (1) assisting in strategic planning and implementation of technology/equipment upgrades in the GSU and (2) designing and developing goals in co-operation with other departments on campus for effective remote venue video streaming services. Which we have been working in cooperation with IT to provide closed captioning on streaming services.
 - o Purchased two new mobile OWL systems to assist with enhancing meeting room spaces
 - o Installation of new projector system in the Fireside lounge for maximum entertainment

Goal 3: FOSTER Community

1. The Event Technical Services Coordinator continued to serve on Staff Senate to represent the division of student affairs.
2. Interim AVP provided leadership in fall 2021 Neighborhood Door Knocking Campaign. Had to be cancelled and rescheduled once the semester opened because of severe weather conditions. visited a variety of neighborhoods adjacent to Salisbury University's campus; utilization of graduate assistant and office assistant; unsure of how many streets were visited this year; approximately 52 streets visited last year; approximately 700 houses visited last year, unsure of the number of houses visited this year; over 2,500 door knockers distributed to 8 apartment complexes (University Park, University Village, University Orchard, The Gathering, Cedar Crossing (New Zoo), The Seasons (Old Zoo), Cynthia's Place, Sea Gull Village)
3. Revitalization of Neighborhood Complaint Program

Goal 4: PROVIDE Appropriate Programs, Spaces, and Resources for All Members of the Campus Community

1. Several renovation and revitalizing projects were coordinated throughout the GSU. Projects include:
 - o The relocation of Career Services and the Career Closet to the 2nd floor of the GSU;
 - o The relocation of the CSIL office suite to the vacated Career Services office suite;
 - o The creation of a Resource Center for all students in the newly created Registered Student Organization suite;
 - o The relocation of the Volunteer Center to the Registered Student Organization suite;
 - o Continued to enhance spaces in the GSU:
 - Repainting all area's that were relocated;
 - Painting of all handrails and stairwells in the facility
 - New furniture on the 1st floor corridor and 2nd floor seating area by the elevator

- New furniture ordered for the 1st floor Fireside Lounge (To be delivered in Sept. 2022)
 - Installed new storage lockers in the 1st floor corridor to better meet the needs of student clubs and organizations;
 - Art murals designed by SU art student in the 1st floor corridor over storage lockers;
 - New floor rugs purchased and installed at various locations throughout the facility as needed located;
 - Upgraded and/or installed new TV's in the Nanticoke A/B/C rooms and Manokin room to Smart TV's;
 - Purchased two mobile OWL systems to assist with enhancing meeting space;
 - Installation of new projector system in the Fireside lounge for maximum entertainment;
 - New restroom signs throughout GSU to accommodate ADA guidelines;
 - Incorporated arcade gaming equipment in gaming area on 1st floor;
 - Purchased new table cloth coverings to update image for events hosted in the GSU;
 - Continuing table resurfacing project in the GSU at no cost through services of Physical Plant
 - Replacement of improperly installed boarder carpet in Fireside Lounge;
 - conversion of conference room 211 to office 211 for the new Case Manager of Student Affairs;
 - Replaced blinds in Career Services suite;
 - Repair/maintenance of damaged divisible doors in Nanticoke meeting room
 - Interior/exterior window cleaning
 - Miscellaneous un-left facility maintenance projects outside of normal cleaning schedule, i.e. minor repairs to damaged walls, necessary carpet cleaning, necessary furniture cleaning, hard surface steps throughout building;
 - Leadership and collaboration with Physical Plant to address HVAC problem in Air Handler #7 (Counseling Center and GSU Office) – Project completed
 - Oversaw and organized the relocation of the following offices:
 - Assistant Dean for Student Conduct
 - Program Manager/Student Affairs
 - Director of Orientation, Transitions & Family Outreach and administrative support
2. Event Technical Services: (1) addressing best utilization of current budget limitations for high cost equipment upgrades; (2) continue furthering training of full-time staff and student employees; we have made progress and will continue to enhance the system we have in place (3) upgrading room technologies and aging inventory in many areas on campus; and (4) Event and Technical Services has more than doubled support for Off-Campus events, including locations in Down Town Salisbury as well as the Ward Museum.

Section VI: Measuring Up – Research, Assessment, and Evaluation

(1) Previous Year’s Goals and Outcomes

Department Goals	Outcomes
Previous year Annual Report not-completed. No data available.	

(2) Ongoing Student Learning Outcomes

Department’s Student Learning Outcomes	Mapped to University SLOs	Mapped to Division’s SLOs	Evidence of Learning
The GSU will provide social, cultural and recreational opportunities.		1.5; 2.4;	EBI Survey Data; SSI; NSSE, CAS Program Review
The student will be able to identify three or more services provided by the GSU.		3.2	EBI Survey Data; SSI; NSSE, CAS Program Review
The student will have the opportunity to learn and practice leadership, social and civic responsibility, and interpersonal skills.		1.1; 1.2; 1.3; 1.4; 1.5;2.1; 2.3; 2.5;	EBI; Student Employee Survey Data; NSSE, CAS Program Review
The student will be able to identify services provided by the Event Technical Services Department.		3.2	EBI; Student Employee Survey Data, CAS Program Review
The student will be able to access the services provided by the Event Technical Services Department.		3.2	EBI; Student Employee Survey Data, CAS Program Review
The student who is employed by the Event Technical Services Department will have the opportunity to learn and practice leadership, learn about organizational management, acquire technical skills, and interpersonal skills.		1.1; 1.3; 1.4; 1.5; 2.3; 4.1;	Student Employee Survey Data, CAS Program Review

The student will be exposed to more meaningful engagement opportunities within the community.		1.1; 1.2; 1.3; 1.5; 2.2; 2.4; 3.1; 3.2; 4.1; 4.2; 4.3; 4.6	SSI, Neighborhood Complaints Survey Data, CAS Program Review
The student will be made aware of the resources in the community.		1.1; 1.2; 1.3; 1.5; 2.2; 2.4; 3.1; 3.2; 4.1; 4.2; 4.3; 4.6	SSI; Neighborhood Complaints Survey Data, CAS Program Review
The student will be able to make more informed decisions through attendance and participation in outreach efforts.		1.1; 1.2; 1.3; 1.5; 2.2; 2.4; 3.1; 3.2; 4.1; 4.2; 4.3; 4.6	SSI, Neighborhood Complaints Survey Data, CAS Program Review

(3) Examples of Other Outcomes for Previous Year (e.g., programming)

- **Student Service**
 - a. Interim AVP will continue to serve on various committee's outlined in report earlier
 - b. Event Tech Coordinator will continue to serve on Staff Senate
 - c. Facilities Coordinator served as Chair for Coordinator of Student Life search committee

- **Enhance Presence and Footprint**
 - a. All staff participated with other university programs:
 1. Admitted Student Day
 2. New Student Welcome Tent
 3. Admissions Open Houses
 4. Provide volunteers for Folk Festival
 5. Employee Appreciation Day
 - b. Interim AVP attended multiple Powerful Connections Event

Section VII: Strategic Plan – Related Goals for 2021 – 2022 (Note: Base goals on University’s new 2020-2025 Strategic Plan)

The following goals are intended to be ambitious but attainable. Each goal can be linked to measurable outcomes and is consistent with strategic priorities, Student Affairs’ goals and expectations, and the university’s strategic plan.

Department Goal	Mapped to University Strategic Plan Goals	Mapped to Student Affairs Strategic Goals	Examples of Assessment Metrics
The GSU will provide social, cultural and recreational opportunities	3.5	1.1;1.4; 1.5; 2.1; 2.5; 3.3; 3.4; 3.5; 4.1; 4.3;	
The student will be able to identify three or more services provided by the GSU.		3.3; 3.5	

The student will have the opportunity to learn and practice leadership, social and civic responsibility, and interpersonal skills.	3.8	1.4; 2.1; 2.3; 2.3; 2.5; 3.3;3.5; 4.1	
The student will be able to identify services provided by the Event Technical Services Department.		3.1; 3.3; 4.3; 4.6;	
The student will be able to access the services provided by the Event Technical Services Department.		3.1; 3.3; 4.3; 4.6	
The student who is employed by the Event Technical Services Department will have the opportunity to learn and practice leadership, learn about organizational management, acquire technical skills, and interpersonal skills.	3.8	1.4; 2.1; 2.6; 3.3; 3.1; 4.1; 4.3; 4.6	
The student will be exposed to more meaningful engagement opportunities within the community.	3.3	1.5; 2.1; 2.2; 3.3; 3.5; 4.1; 4.4; 4.6;	
The student will be made aware of the resources in the community.	3.3	1.1; 1.5; 2.1; 2.2; 3.3; 3.5; 4.3; 4.6;	
The student will be able to make more informed decisions through attendance and participation in outreach efforts.	3.3	1.4; 1.5; 2.1; 2.2; 3.3; 3.5; 4.1; 4.3; 4.6	

APPENDICES, CHARTS, TABLES AND GRAPHS

Wells, Jennifer B. CAS Professional Standards for Higher Education. Washington, DC: Council for the Advancement of Standards in Higher Education Publications Editor, Ninth Edition. 2015.