

2024

# Student Affairs

ANNUAL REPORT







## Letter from the Interim Vice President for Student Affairs

### **2023-2024 proved to be another transitional year for the Division of Student Affairs.**

Despite our best efforts and the very good work of a talented search committee, we did not secure a new vice president last spring. We began the work of searching again during Summer 2023, and then Dr. President Fiorentino announced his plan to retire after 40 years at West Chester University. As a division, we agreed that the new vice president would want to interview with the person they would be reporting to, so we paused the second search until Dr. Laurie Bernotsky was named the 16th President of West Chester University.

In the interim, the division completed some important work on defining our mission, vision, and goals. We felt it important to complete this work so our new VP would have a sense of who we are as a division. This effort engaged feedback from each member of the division. That feedback was collected by a drafting team who worked together to condense the thoughts of an entire division to the fitting statements you will see on the next page.

When I reflect on the 23-24 academic year, there are a few highlights that really stand out. First, our move-in and Welcome Week experience this year was the best I've seen at WCU. Our teams received compliments not only from students and their families as they navigated these processes, but also from our

neighbors in the Borough of West Chester who often feel the impact of the traffic these days bring to our campus. The second was the amazing Involvement Fair we hosted on a very hot September day. The Student Leadership and Involvement team focused on keeping participating students cool and hydrated. In addition, for the first time, we combined Homecoming with Family Weekend. We made this decision in support of our staff and to encourage safe celebrations. The theme of Homecoming this year was "There's No Place Like WCU" and featured Wizard of Oz references in the programming, marketing, and decorations.

In addition to lots of winning, three items of note occurred in Athletics this year that should be mentioned here: first, our long-time beloved Head Football Coach Bill Zwaan announced his retirement after 21 years with WCU football. Coach Zwaan leaves a legacy not only of being WCU's all-time winningest head coach, but also with his work with the Promise Program and the Ram Initiative, making WCU a more inclusive, welcoming, and supportive place for all WCU students. Coach Duke Greco was hired in January to take over the role as Head Coach, and his debut will be at the first home game on September 7, 2024, at noon. In the spring, our very own Ram Cheerleaders won a national championship in the Universal Cheerleaders Association Open All-Girl GameDay competition in Orlando, Florida. This accomplishment is underlined by the fact that this squad did not have a coach until August 28, 2023! Finally, WCU hosted the 2024 USA Gymnastics National Championship where WCU gymnast Jordan Coleman won the individual national championship for bars. Rams up!

This academic year was year two of our JED Campus efforts toward supporting student mental health and well-being. The focus this year was to implement the strategic plan created last year by the JED Foundation after getting to know our campus better. At our last status update with our JED consultant, we shared where we are with our implementation, and she responded that it was the best update she'd ever received. Kudos goes to several committees of very supportive professionals who are making it happen!

A highlight for the WCU community this year was our annual Ramboree! Held the week before final exams, students came in droves to Ram Park for rides, games, food trucks, and a good time with friends. After several years of trying, the weather was perfect, the stars aligned, and we were finally able to have a Ferris wheel at Ramboree.

The very best employee at West Chester University, Mr. Muddy Puddles, an embedded therapy dog, retired at the end of this academic year. Muddy provided cuddles, stress relief, and friendship to WCU students and employees from 2016 to 2024. He was the Counseling Center's first embedded therapy dog and leaves a loving legacy at WCU. I know everyone wishes him a relaxing retirement filled with lots of naps and treats.

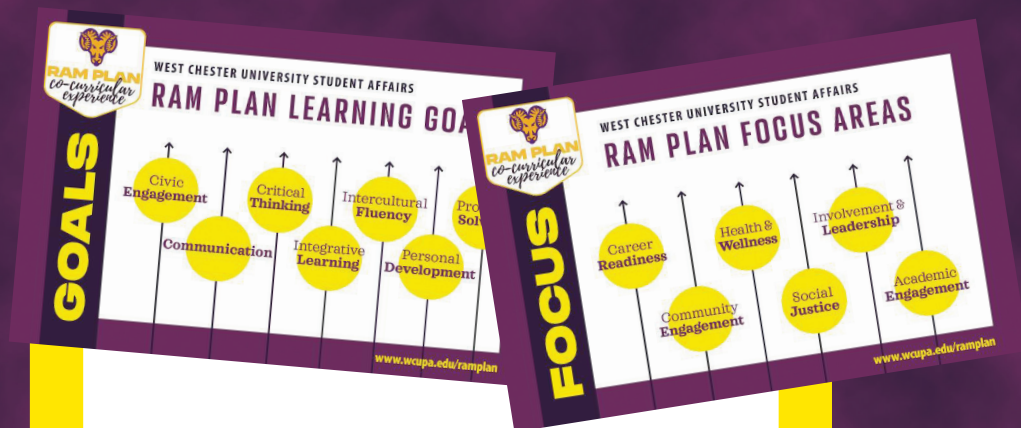
As I mentioned, Dr. Christopher Fiorentino announced his retirement this year after 41 years at WCU, and the division participated in several events to celebrate his legacy. Dr. Fiorentino was a good friend to Student Affairs during his tenure and was very supportive of the co-curricular work of the division. He also never failed to help families move into the residence halls on the first day of move-in, dance with Rammy at the Annual Gala, or be impressed at the awesome programming put on by the division.

The biggest division news of all is that this spring we hired a new Vice President for Student Affairs, Dr. Jasmine Buxton, who will begin her leadership of the division on July 1, 2024. Dr. Jazz, as she likes to be called, brings tremendous experience, wisdom, and enthusiasm to this role. It took us a while to identify our new Vice President, but Dr. Jazz was worth the wait.

Finally, I'd like to highlight the very gracious goodbye the division gave to me and Andria Young, the division's interim executive associate, as we prepare to leave Student Affairs upon Dr. Buxton's arrival to return to our roles in Academic Affairs. It feels lovely to be appreciated, and it feels even better to feel known. The going away event featured "Andria's Poppin' Popcorn Stand" in honor of Ms. Young's passion for popcorn, and in recognition of my Swiftie Status, the event was modeled after the Taylor Swift Eras Tour in honor of my Student Affairs Era. Thank you, colleagues, for welcoming us into your division and involving us in your good work. We will take back to Academic Affairs a deep appreciation for the important student development and learning that is always underway in this division. As I've said in other forums, I hope you will think of us as the division's best friends in Academic Affairs.

Most sincerely,

**Dr. Tabetha Adkins**  
Interim Vice President,  
Student Affairs



(2022–2024)

## About the Division

### Our Vision

The Division of Student Affairs aspires to empower students by promoting holistic growth through transformative experiences, inclusive excellence, and meaningful connections.

### Our Mission

West Chester University Division of Student Affairs is a community of educators that designs and facilitates opportunities that are central to the student experience.

### Our Goals:

The Division of Student Affairs aims to be GOLDEN:

- G**enerate co-curricular opportunities for intellectual curiosity and critical thinking to prepare for a life of learning
- O**ffer spaces to welcome respectful discourse and opportunities for controversy with civility
- L**ead a community that acknowledges and celebrates difference through accessible and high-quality resources and support services
- D**evelop opportunities to cultivate holistic well-being through self-realization and self-advocacy
- E**quip students with the skills and knowledge to lead with integrity and solve problems creatively
- N**urture strong relationships through collaboration, open communication, and a shared sense of belonging and pride





# Cross-Divisional Efforts

*The cross-divisional effort we want to recognize this year is the West Chester's First Initiative.*



One out of three students on the WCU campuses is the first in their family to attend college and we're excited to share that West Chester University received the First Forward institution designation again this year. We have maintained this designation since 2019. The West Chester's First initiative is led by a steering committee made up of individuals from across the university, including students. The committee consists of four subcommittees dedicated to marketing and promotions, social programs, educational programs, and assessing student needs. The group has accomplished many goals this year, including:

- Redesigning the website to be more user-friendly
- Creating a first-gen video
- Hosting opportunities for students to connect throughout the year
- Re-establishing a first-gen theme community opportunity for first-year students in Fall 2024

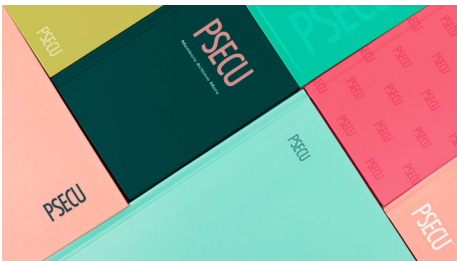
- Drafting a first-gen co-curriculum based on Yosso's Cultural Wealth model
- Developing and sharing educational programs for first-gen students

Two of our most popular social programs include First FryDay at Chickie's and Pete's during Welcome Week and First-Gen Graduation Photos in front of the Ram Statue at the end of the spring semester. Related to the co-curriculum, two new online modules were added to the Ram Plan called Demystifying Academic Titles and Finding a Mentor at WCU.

This year, the committee received a \$15,000 donation from the Justamere Foundation and a \$1,000 grant from the Center for First-generation Student Success to support first-gens and honor National First-generation College Celebration Day. Additionally, the committee researched scholarships that prioritize first-gen students and found six offered at WCU and three that are offered externally. Students can find this information on the new scholarships section of the West Chester's First website.

Thanks to everyone involved in supporting First-Generation Students at WCU!

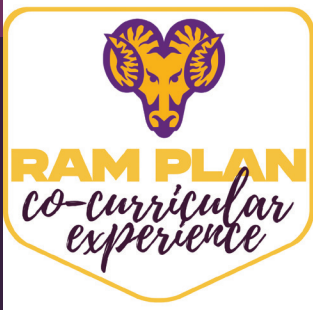
## PARTNER SPOTLIGHT



The external partner we would like to spotlight this year is PSECU, the Pennsylvania State Employees' Credit Union.

Amanda Woodworth, Community Manager at PSECU, became a Ram Plan partner and applicant and has recently come on board as the first Ram Plan Review Committee member from an organization external to WCU. She presented at the FYE retreat with our team and worked with Student Affairs to create several Ram Plan Programs including, Managing Money: Understanding Credit and Managing Money: Creating a Spending Plan. She is currently working with Amanda Thomas on another program called Managing Money: Credit Card Choices that will become available to students this summer. Our partnership with PSECU also helps ensure WCU's compliance with section 2302-A of the Pennsylvania School Code, designed to protect students from predatory credit card practices.





WEST CHESTER UNIVERSITY STUDENT AFFAIRS

# CO-CURRICULAR TRANSCRIPT

Entries by Year	2017	2018	2019	2020	2021	2022	2023	2024	Total
Spring	20	2	649	820	1,001	1,647	5,249	2,764	12,152
Summer	-	262	411	931	291	5,037	4,812	TBD	11,744
Fall	6	557	3,289	2,530	1,975	12,516	13,252	TBD	34,125
Winter	-	80	108	115	2,943	1,425	934	TBD	5,605
<b>Total</b>	<b>26</b>	<b>901</b>	<b>4,457</b>	<b>4,396</b>	<b>6,210</b>	<b>20,625</b>	<b>24,247</b>	<b>2,764</b>	<b>63,626</b>

\*Numbers represent unduplicated program entries on students/alumni transcripts as of 5/30/2024. These numbers may increase as departments finish adding programs to students' co-curricular transcripts for the academic year and summer. Credit for programs may also be added retroactively in specific cases.

# Strategic Initiatives

### Ram Plan: Co-curricular Transcript

The Ram Plan: Co-curricular Transcript initiative expanded in many exciting ways this year. Examples include increased program entries on students' transcripts, more programs offered overall and online, new partnerships across WCU, two conference presentations, more grant awards, and new information about graduation rates. A new WCU strategic plan also outlines critical next steps for the Ram Plan.

### Program Entries and Results

Over 24,000 students and alumni now have between 1 and 25 program entries on their co-curricular transcripts. This was the first year where there was enough data to explore graduation rates for students engaged in the Ram Plan. Results indicate that undergraduates who completed a Ram Plan program, on an average, had 9% higher six-year graduation rates than the overall cohort (81% vs. 72%). This analysis is based on the 2014-2017 fall cohorts of the first time, first year, full-time undergraduate degree seeking students.

### Program Offerings

Ram Plan programs are currently being developed and/or offered by 31 departments across five divisions and one cross-divisional

committee, West Chester's First. The Pennsylvania State Employees Credit Union is the first external organization to add their programs to the Ram Plan. As highlighted in our Their Managing Money Series will help ensure compliance with 2302-A of the Pennsylvania School Code. The Ram Plan online modules also grew to 21 with more underway, and 31 exciting programs have been added or revised to support students in navigating college, building competencies, and developing connections.

### New Ram Plan Programs

- 2024 Student Cybersecurity Awareness
- Introduction to the Cottrell Entrepreneurship Center
- Brief Alcohol Screening & Intervention
- Managing Money: Creating a Spending Plan
- Brief Cannabis Screening & Intervention
- Managing Money: Understanding Credit
- Captain's Leadership Advancement Series
- Navigating Class Absences
- CARE 101: Identifying Concerning Behaviors
- Navigating Digital Learning: D2L Assignment Folders

- Creating a Co-curricular Education Plan
- Navigating Digital Learning: Discussions
- Demystifying Academic Titles
- Navigating Digital Learning: GEP Portfolio Basics
- Finding a Mentor
- Navigating Digital Learning: Quizzes
- First-Gen Meet & Greet
- Outdoor Climbing
- Intermediate Hiking
- Panhellenic Council Sorority Counselor Training
- Introduction to Disabilities & Accommodations
- Rams Integrating Skills and Education Program
- Introduction to Experiential Learning
- Research Ethics Training (CITI)
- Introduction to Generative A.I.
- Seizure Recognition and First Aid
- Introduction to Hiking
- Sykes Union Building Tour
- Introduction to Rock Climbing
- Wellness Coaching
- Introduction to Standup Paddleboarding



### Review Committee Changes

The Ram Plan Review Committee members now include six members from Academic Affairs, six members from Student Affairs, and one external member. The review committee members' roles have expanded to include outreach to departments, mentoring applicants, and reviewing and responding to program applications and grant proposals.

### Grant Awards

Ram Plan Grants were awarded to the following individuals this year:

- \$9,840 – Kayla Walden, Campus Recreation, Intermediate Hiking
- \$2,693 - Lexie McCarthy, Off-Campus and Commuter Services, Commuter Success Day
- \$1,985 – Jayme Trogus, Wellness Promotion, Refresh Program: Strategies to Achieve Better Sleep
- \$1,100 - Catie Baxter, Wellness Promotion, BASICS, CASICS and Wellness Coaching programs
- \$ 500 – Amanda Thomas, West Chester's First Committee, First-Gen Meet & Greet

### Sharing Our Good Work

We were excited to be able to share WCU's good work on the Ram Plan at two professional conferences this year:

- Thomas, A. Frank, K., Keefe, L., Brittingham, L. & Zahour, L. Building and Sustaining a Co-curricular Transcript Panel Discussion. NASPA Region II Conference. Philadelphia, PA. 2024.
- Thomas, A., Trogus, J., Baxter, C. & Walden, K. Introducing the Ram Plan: Co-curricular Transcript. Pennsylvania State System of Higher Education Student Affairs Conference. Slippery Rock, PA. 2024.

### Next Steps

WCU's new strategic plan includes an initiative to explore promising practices in co-curricular advising and transitioning to a new co-curricular transcript platform. A small team has begun preliminary demos and is connecting with colleagues in the field who are familiar with co-curricular transcripts. We are now at a point where we can reach out to students who are not engaged in the Ram Plan and encourage them to do so. There is also a need for more marketing and communications across the university, particularly at the higher levels, and a need to focus on helping students understand how to utilize their Ram Plan to their benefit.







# Professional Development

## CONFERENCE PRESENTATIONS

Bijoux-Leist, J. (March 4, 2024). Conference presentation. Healing from Intergenerational Trauma in the Mist of Current Life Challenges. Association For Women in Psychology (AWP).

Daltry, R. & Cooper, M. (6/14/24). Suicide Risk Assessment in Young Adults. Pennsylvania Psychological Association's (PPA) 2024 Annual Conference. Lancaster, PA

Gould, B. (September 2023). Weathering the storm through connection and resiliency. Thirty-minute presentation at Association of Counseling Center Faculty (ACCF) fall meeting in State College, PA.

Gould, B. - Editor/reviewer, Journal of College Student Psychotherapy. July 2022- present.

Gould, B. - President, Association of Counseling Center Faculty (ACCF). Sept 2023- present.

Henao, F., Hinds, T. & Thomas, A. Innovative Programming for First-Generation Students. First Forward Northeast Regional Community Meeting. Virtual. 2024.

Keenan, L., Ingram, Y., Greene, Bexter, Daltry, R., & Harenberg, S. (2023). Validation and Clinical Utility of the PHQ-9 and CES-D Depression Screening in Collegiate Student-Athletes. Journal of Athletic Training, 58(10), 821-830.

OCCS - "Establishing a Sustainable Approach to Campus and Community Partnership" at International Town Gown Association Annual Conference in College Park, Maryland

Thomas, A. Hosting a Successful External Review. Pennsylvania State System of Higher Education Student Affairs Conference. Slippery Rock, PA. 2024.

Thomas, A. Frank, K., Keefe, L., Brittingham, L. & Zahour, L. Building and Sustaining a Co-curricular Transcript Panel Discussion. NASPA Region II Conference. Philadelphia, PA. 2024.

Thomas, A., Trogus, J., Baxter, C. & Walden, K. & Frank, K. Introducing the Ram Plan: Co-curricular Transcript. Pennsylvania State System of Higher Education Student Affairs Conference. Slippery Rock, PA. 2024.

Volk, K. W., Mehr, K. E., & Mills, J. A. (2024). Fear of Compassion and Big Five Personality Traits in College Students. Journal of College Student Mental Health, 38(2), 328-340. <https://doi.org/10.1080/87568225.2023.2181256>

## DEGREES OR CERTIFICATES EARNED DURING THE 2022-2023 ACADEMIC YEAR

Reilly, A. CITI Training

Thomas, A. CITI Training

Zahour, L. CITI Training

Trougs, Jayme. Doctor of Health, East Stroudsburg University, May 2024

## EXTERNAL GRANTS AWARDED

College and University Reproductive Health Vending Services, \$20,000, Jewish Healthcare Foundation.

First-Generation College Celebration Grant, \$1000, NASPA Center for First-Generation Student Success.

**It's On Us PA** Grant (Stephen Hopson of Fraternity and Sorority Life in collaboration with the Center for Women and Gender Equity), \$51,813, Pennsylvania Department of Education.

Reducing Underage Drinking and Dangerous Drinking. 2023-2024: \$19,040, PA Liquor Control Board.

PLCB Reducing Underage Drinking and Dangerous Drinking, \$48,415 for 2024-2026, PA Liquor Control Board.

# Assessment & Planning

## Ram Plan Accomplishments

The Ram Plan Review Committee proudly approved the 100th program application this year, adding the Institutional Review Board Committee's Human Research Ethics (CITI Training) to the program offerings. The committee, along with units within and outside of the University, worked to identify potential Ram Plan programs and mentor them through the process. Mentoring activities include talking with partners about programs that would be a good fit, developing program learning outcomes, content and assessment questions, identifying frameworks and social justice considerations that guide the program, and developing online modules in D2L.

Assessment and Planning leads the administration of the Ram Plan which includes announcing new programs, preparing online modules to go live, updating the catalog and education plans, responding to inquiries, sunsetting programs when needed, reviewing program entries, offering training to the Ram Plan Review Committee and individuals involved in adding programs to students' transcripts, and presenting the Ram Plan to various groups. This year, the office also worked with the Office of Institutional Research to explore the 6-year graduation rates for students who completed Ram Plan programs compared to the overall cohort.

## Data Governance Accomplishments

The Data Governance Committee, consisting of one large group, three subcommittees, and three chairs, met monthly and drafted a data governance policy that includes guiding principles, outlined data governance roles with associated responsibilities, created a data governance dashboard that will help the WCU community understand existing university data as well as the connections between the data in myWCU compared to RamPortal. Additionally, a subcommittee is now engaged in creating training materials to support the WCU community in data governance activities.

## West Chester's First Activities

As a tri-chair for West Chester's first, Assessment and Planning's role includes pulling together first-gen data across systems to ensure accurate student lists, submitting the application for WCU's First Forward designation, leading the first-gen co-curriculum work, developing educational programs, sharing resources with first-gen students, and supporting the committee. As part of the first-forward designation, Amanda Thomas, the Executive Director, has also attended and presented at meetings with individuals across the region who are leading first-gen initiatives.

*The mission of assessment and planning is to lead, direct and assist with strategic planning, co-curricular development, research and assessment for the Division of Student Affairs.*



Data Governance Tri-Chairs (Fall 2023)





## Assessment Activities

This year, Assessment and Planning hosted the external program review for the Off-Campus and Commuter Services office. This included a self-study report, a one-day virtual site visit with three external reviewers, a written report from the committee and follow-up conversations. The process utilized has been noted as very supportive for all groups involved, which led to a presentation on the topic at the 2024 PASSHE Student Affairs conference. Assessment and Planning has also been working on three new dashboards with the web team, maintaining a survey schedule for the division and broader university, supporting departments in their assessment and reporting initiatives, and is preparing to serve as a co-investigator for the Fall 2024 National College Health Assessment.



## Strategic Planning Highlights

In January, WCU launched a new strategic plan entitled *Reimagining Student Success: Building on WCU's Momentum*. The plan is focused on three goals: Enhancing Student Learning, Advancing DEI, and Fostering and Sustaining Community. Subcommittees were established to work on outcomes and initiatives for each goal. Individuals from the Division of Student Affairs who are serving on the subcommittees include Dr. Adriane Reilly, Amanda Thomas, Dr. B.K. Taylor, Dr. Jayme Trogus, Dr. Lisa Montgomery, and Dr. Sara Hinkle. Dr. Tabettha Adkins served as a steering committee co-chair for Enhanced Learning.

We have relied on the WCU strategic plan to serve as our guide and hope to develop a new strategic plan for the Division of Student Affairs after Dr. Buxton, our new VPSA, arrives. In support of that work, the division developed new vision, mission, and goals statements this academic year. In the meantime, our work clearly aligns with the current WCU strategic plan. This connection is evident in the Enhanced Learning Goal description which references co-curricular activities and students, faculty and staff as a community of educators. It is also evident in the outcomes and initiatives which include a co-curriculum, co-curricular activities, and co-curricular advising. Leadership would also be connected to the experiential learning portion of this priority area. The Student Affairs work around basic needs related to housing and student assistance, the JED Campus initiative related to health and wellness, shared leadership of the West Chester's First initiative, and Social Justice focus area in the Ram Plan all connect to the Advancing DEI priority area. The third priority, Fostering and Sustaining Community, is connected more broadly to the work of the Student Affairs field and to our initiatives around well-being, creating a sense of belonging, living learning communities, outdoor and off-campus events and activities, and most importantly, creating affirming environments.

# Athletics

**87%**  
ACADEMIC  
SUCCESS RATE\*

**76%**  
GRADUATION  
RATE\*

CUMULATIVE  
**GPA**  
HIGHER THAN  
STUDENT BODY\*



*The Department of Athletics prepares our student-athletes for life-long success by providing opportunities for them to excel in the classroom, in competition and in the community.*

## Student Athlete Success

The WCU Department of Athletics puts success off the field as a high priority for student-athletes. Many programs exist to assist varsity student-athletes in reaching their potential.

The Student-Athlete Success Program (SAS) contains six focus areas; Academic Success, Career Development, Community and Civic Engagement, Diversity and Inclusion, Leadership, and Wellness. Through partnering with various offices on campus, the SAS program offers different workshops and programs each semester for varsity student-athletes. Highlights include:

- Several "Ram's Let's Talk" sessions where student-athletes were able to discuss issues in a supportive space
- A Linked-In workshop facilitated by the Career Development Center
- Cooking classes and a CHOPPED Competition in partnership with the Department of Nutrition and the Sports Nutrition Club.
- a NARP life panel with three young alumni from three teams as well as the head football coach to discuss what life is like as a "non-athletic regular person." This was facilitated by the counseling center.
- in collaboration with the Wellness Promotion area, sessions were mandatory for first year students discussing the motivations and expectations of substance abuse among athletes paired with a THRIVE session that focused on building connections, setting boundaries, time management, goal setting, and stress.

The Student Athlete Advisory Committee (SAAC) is a leadership organization consisting of representatives from all 24 teams and the cheer team. The SAAC exists as the voice of the student-athletes to the administration and on campus. One of the goals of the SAAC is to raise money for the Make A Wish Foundation. Through several events including a Lip Sync Battle and a Week of Wishes, the SAAC raised \$4,200 for Make A Wish in 2023-2024.

Athletics celebrated National Girls and Women in Sport Day by welcoming 80 girls in grades 2-5 for several mini sport camps in the sports of Gymnastics, Field Hockey, Rugby,

and Tennis. In collaboration with this event four former WCU athletes from Gymnastics, Field Hockey, Rugby and Swimming came to the event as panelists to discuss their experiences as NCAA Women of the Year finalists. WCU has had a "Top 30" finalist for the Woman of the Year in four of the past five years.

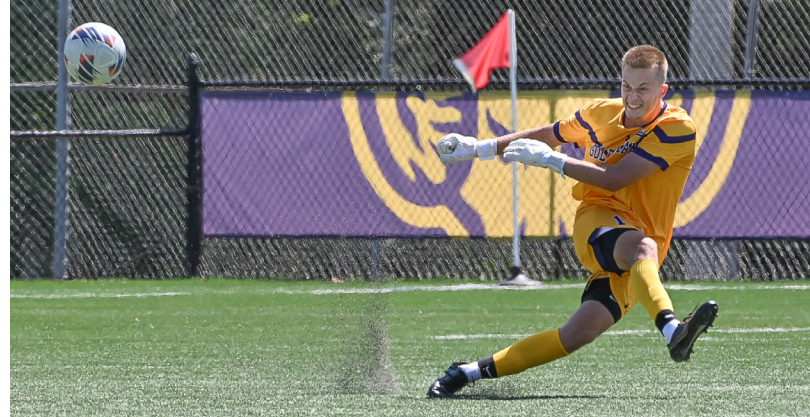
Athletics partnered with the Office of Student Leadership and Involvement to execute the Michael Horrocks Leadership Institute. Two Emerging Leaders Conference sessions reaching 84 student athletes were held. As well, a fall and a spring Captains Leadership Advancement Series taught 34 captains or potential captains conflict management and about leaving a legacy. Finally, The Academy, the top leadership program opportunity, graduated seven seniors. Next year will welcome 22 new members, growing the program to 45.

The WCU Sports Performance Team is a collaboration between Athletics, the Department of Kinesiology, the Counseling Center and The Department of Sports Medicine. Staff faculty in Athletic Training, Counseling, Strength and Conditioning, Sports Psychology, and Sports Nutrition work together to maximize student-athletes' athletic performance. This group works together to prepare students for competition through a holistic team approach.

The Academic Mentoring Program serviced 130 student-athletes each semester through half hour mentor meetings, required study hall and required tutoring sessions. Graduate Assistant mentors work with the student-athletes led by a faculty director. This program follows each student through the semester to assist with acclimating to college and/or assisting academically at-risk student-athletes.

The Academic Success Rate for all WCU student-athletes was 87%. Graduation rates (based on 5 years) for the 2016-2017 cohort of student-athletes was 76% versus the student body's rate of 72%. The four-year rate was 77% versus 75% respectively. Historically, when comparing student-athletes to the WCU students at large, the term and cumulative GPA of the student-athletes is almost always higher than the student body. There is an occasional exception. Note that due to the NCAA extending eligibility due to the COVID pandemic some student-athletes have taken advantage of the extra year to remain in school.





87% - ACADEMIC SUCCESS RATE

76% - GRADUATION RATE

CUMULATIVE GPA HIGHER THAN THE GENERAL STUDENT BODY – 3.276 VS. 3.171

#### ATHLETIC SUCCESS ON THE FIELD

##### TEAM SUCCESS

Overall (W-L-T) 238-146-9

Home Record (Hosted 181 home events, including nine postseason games) 116-53-3

Nine postseason games for WCU, included four home Tournaments with five neutral site games included

Conference record (PSAC, GEC, NIRA) 129-66-4

Postseason 22-11-3

Six PSAC Titles

Most since WCU won seven in 2018-19

Women's Lacrosse, Baseball, and Softball swept PSAC Titles-making WCU first PSAC school to win all three in same year in league history

Women's Lacrosse (26th overall; second consecutive), Women's Soccer (sixth overall; second consecutive), Men's Swimming (36th Overall; 25th in 26 years) and Women's Swimming (21st overall; 17th in 18 years) all repeated as PSAC Champions

Fourth in Dixon Trophy Standings

Seven NCAA Tournament appearances

Two Atlantic Regional Championship game appearances-Women's Soccer, Women's Lacrosse

Four National Finals site appearances-Men's Swimming, Women's Swimming, Women's Gymnastics, Cheerleading  
Cheerleading-Open All-Girl Game Day Division UCA National Champions

Jordan Coleman-USA Gymnastics Individual National Champion-Bars

##### SOCIAL MEDIA CAMPAIGNS

###### FACEBOOK

Reach-958.1K  
Interactions-114.4  
Net Follows 1411

###### INSTAGRAM

700 new followers  
Reach-112,637  
Interactions-63.1k

###### TWITTER

Impressions-1.8 million (1,834,062)  
New Followers-567

#### ATHLETIC SUCCESS IN THE CLASSROOM

450 WCU Athletic Director Academic Honor Roll recipients (min of 3.0 GPA; 447 in 2022-2023)

267 PSAC Academic Honor Roll recipients, (min GPA of 3.25; 260 in 2022-2023)

CSC Academic All-America (1)

Daniel Good (MSOC) 2nd Team

United Soccer Coaches Academic All-America (1)

Daniel Good (MSOC) 2nd Team

CSC Academic All-District (13)

Daniel Good (MSOC), Kaitlyn Houghey, Kiley Kergides, Julia Raybold (WSOC),

Jamie Byrne, Hailey Lewis (VB), Emily McAteer, Leah Johnson (WBB)

Mairead Hopkins, Katelyn Rittenbaugh, Grace Aguilar, Danielle Ciliberto (SOFT)

PhillySIDA Academic All-Area (11)

Daniel Good, Jack Dieffenderfer (MSOC), Kiley Kergides (WSOC)

Dalton Fink, Devin Metzger, Paul Demesy (MSWIM)

Keeley Durkin, Sophia Gerhart, McKenzie Hemingway, Mikayla Niness (WSWIM)

Leah Johnson (WBB)

PSAC Top Ten (1)

McKenzie Hemingway (WSWIM) – Winter Season

NFHCA Scholar of Distinction (3)

Alina Burger, Adriana Palombo, Isabelle Shute

NFHCA All-Academic Squad (11)

GEC Scholar Athlete List (21)

# Communications & Marketing

*Communications & Marketing for Student Affairs develops, implements and promotes the communications, marketing, and publications efforts for the Division of Student Affairs in order to effectively promote our programs and services to students and share our educational outcomes and story with key stakeholders.*

## ACCOMPLISHMENTS THIS YEAR

The Director of Communications and Marketing partnered with multiple departments across campus to provide communication services for students and the WCU community.

### Collaborations/Partnerships

- New Student Programs Welcome Week
- Homecoming & Family Weekend
- Ram Portal communications rollout
- Public Safety Campus Safety Day
- West Chester's First committee
- VPSA Search Committee co-chair
- Presidential Search Committee member
- President Fiorentino This is Your WCU student volunteer coordinator
- Muddy's Retirement Pawty
- Ramboree
- JED Campus



### Communications and marketing (social media accounts, newsletters, etc):

30 issues of Ram Roundup Student Newsletter: Total Impressions:29,879

57 issues of DOSA Developments Newsletter: 58.9% open rate



### SOCIAL MEDIA:

#### Facebook

@WCUPAStudentAffairs

Reach: 88.9K increase (898% increase from 2022-2023)

Interaction: 13.6K (1.4K% increase)

New followers: 350

Top content: Rose Parade Video: 26.9K views 838 shares

#### Instagram

@wcustuaaffairs

Reach: 20.7K (189.5% from 2022-2023)

Profile visits: 5.2K (484.4% increase)

Interaction: 5K 62.3%

New followers: 382

Top content: Muddy's Retirement Pawty

### This year Rammy became a part of the C&M department.

193 appearances (Dover NASCAR race, Presidential Gala, CTQA Beans & Queens, Downtown West Chester parades, multiple mascots birthday parties)

Members of the Rammy Team joined President Fiorentino and Dr. Adkins for a private welcome lunch in the fall semester to acknowledge their service as Rammy since their identities remain confidential to the University community for anonymity purposes.

A new Rammy suit was onboarded this year to refresh our mascot after 7 years with the original suit.

Highlight: Partnered with Alumni Engagement to host Rammy's Birthday Party over Alumni Weekend. 10 mascots from around the area joined and over 40 families attended.







*“Some of my favorite aspects of being Rammy is the campus involvement it’s provided me by being able to create connections with clubs, event requesters, coworkers, and students. Being the face of West Chester comes with a lot of responsibility, but I love the challenge! It makes me want to perform my job better. I love performing and I’m happy I can make a student, professor, alumni, or child’s day better just from one interaction.”*

— Rammy Team Senior Member



# Associate Vice President for Student Life and Dean of Students

## Denine M. Rocco

The work of the AVP and Dean of Students team has focused on creating a campus climate where all students feel like they matter and have a strong sense of belonging to our campus community. Staff have worked diligently to create spaces and touch points where all students feel valued, cared about, respected, and accepted.

The departments that comprise this unit —*Residence Life and Housing, Student Conduct, Off-Campus and Commuter Services* and beginning in mid-spring, *Dining Services* —spent a significant amount of time and attention on reviewing policies, processes, and procedures of departmental programs and services to underscore our commitment to cultivating a campus community that upholds equity and inclusion as our core values.

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## Dining

### Mission Statement

Promoting a sense of belonging and ensuring that each student feels heard and valued, we nourish a community where everyone has a place at the table.

### Accomplishments this year

We prioritized building campus-wide relationships and collaborations with various departments and fostering a more integrated and supportive community. These efforts have collectively enhanced the dining experience and strengthened our presence on campus.

### Programs

Our campus dining program has hosted impactful educational programs to engage and educate our students, faculty, and staff.

The Student Round Table Talk facilitated open dialogue, allowing students to provide valuable feedback on our services and programs while giving us a platform to listen, educate, and inform.

**Our Chef's Table events, and Community Outreach programs** addressed food insecurity issues and promoted community support.

**The Wellness Challenge** encouraged students to make healthy choices and engage in physical activity.

**Our Cultural Cuisine Series**, which collaborated with student organizations, showcased traditional dishes from various cultures, enriching the campus dining experience.

WCU Dining Services is committed to educating the campus community about health and wellness. Registered Dietitian Nora Abraham hosts nutrition education events in the Commons, using mealtimes as an opportunity for students to learn about creating a sustainable and health-conscious lifestyle. The nutrition team also partners with the Student Recreation Department to host events focusing on healthy post-workout snacks. Each event presents students with an interactive food experience and nutrition education, providing them with the tools to make health-centric choices in the dining hall and their daily lives. Finally, the nutrition team creates research-backed nutrition educational materials for social media.

### Collaborations/Partnerships

This year, our campus dining program has made significant strides in fostering collaboration and partnerships across the campus community. We actively engaged with students and staff through various events, promotions, and social media campaigns to raise awareness of our dining services and collect valuable feedback for continuous improvement.

One of the notable partnerships involved collaborating with the West Chester University student organization, the Muslim Student Association (MSA), to support the student community during Ramadan. This initiative aimed to provide two meals per week throughout the holy month, ensuring that students observing Ramadan had access to nutritious evening meals. This partnership addressed the students' immediate dietary needs. It fostered a sense of community and inclusivity on campus, highlighting the university's commitment to supporting its student body's diverse cultural and religious practices.



Our dining program collaborated closely with various university departments to organize engaging team-building events featuring activities like cupcake decorating and charcuterie board making. These interactive sessions provided a creative and enjoyable way for team members to bond and enhance their collaborative skills outside their typical work environment. Participants had the opportunity to express their artistic talents by designing intricate cupcakes and assembling visually appealing and delicious charcuterie boards. These events promoted camaraderie and teamwork and highlighted the university's dedication to fostering a supportive and dynamic community among its staff and faculty.

Additionally, Campus Chef Justin Grilli and Professor Anthony Grissilo hosted a unique culinary experience exploring the evolutionary importance of the five senses in cooking.

Our collaboration with the Office of Wellness Promotion helped disseminate nutrition and wellness information to students, with our nutrition team participating in the annual Health and Well-being Expo in Fall 2023.

These initiatives highlight our commitment to enhancing the campus dining experience through meaningful partnerships and community engagement.

**Communications and Marketing**

Students and catering customers can find engaging content and real-time announcements on all our social media accounts – Instagram/Facebook @wcdiningservices and TikTok @wcu\_diningservices. We saw tremendous strides in engagement and our community growth this past year. Across all our social media platforms during the 2023-2024 academic year:

**SPOTLIGHTS**

**Banana Day:** Our Dining team hosted various activities, including our annual Banana Day event in partnership with SAC. WCU Dining Services took over the Residential Quad and recruited all their Minions to throw one big party for their Golden Rams. Students got to have a dance party with the DJ while getting an array of fun designs painted on their faces. They were offered many banana-themed treats like Banana Whoopie Pies, Chocolate Chip Banana Cookies, and a Banana Split Bar, all prepared by our amazing New Street Catering team.

**Late Night Breakfast:** WCU Dining Services celebrated the end of the semester in grand style with our Late-Night Breakfast and Ice-Cream Social! Open to the entire West Chester University student body, the event was a culmination of the fantastic year we had. Students enjoyed one of their favorite meals, breakfast for dinner, followed by a visit to our Ice Cream Bar, which featured endless toppings. The night was a delightful success, showcasing our gratitude for the strong partnership with the Residence Housing and Life team, whose collaboration made this memorable evening possible.

**Presidential Gala:** The WCU Dining team proudly sponsored the 41st Annual Presidential Gala, marking its triumphant return to campus for the first time since 2018. This year's gala held special significance as it honored President Fiorentino's final gala as President of West Chester University. The event celebrated President Fiorentino's dedication and service, providing a memorable evening for all attendees and showcasing the exceptional efforts of the Dining Team in creating a fitting tribute for such a milestone occasion.

**16.41%**  
TOTAL  
COMMUNITY SIZE  
GROWTH

**90.6%**  
ENGAGEMENT GROWTH  
FROM PREVIOUS PERIOD

**10.66%**  
ENGAGEMENT RATE  
GROWTH FROM THE  
PREVIOUS PERIOD





# Off-Campus & Commuter Services



**Off-Campus and Commuter Services (OCCS) advocates for equitable access to curricular and co-curricular experiences and institutional resources, regardless of a student's place of residence. OCCS is committed to fostering an inclusive environment that connects off-campus and commuter students with the university and the larger West Chester area community through intentional engagement opportunities to support institutional retention and graduation goals.**

## Major Initiatives

2023-2024 was an academic year of partnerships for OCCS with the department forging new internal and external campus partners to support off-campus and commuter student engagement, retention, and success! Some critical partnership highlights are included below:

*"I signed up for Commuter Assistant because I wanted someone to help me acclimate to campus. My CA, Maria, really helped me feel comfortable on campus, and it was great having a friend to answer any questions I had!"*

**Welcome to the Borough** – With support from the West Chester Community Campus Committee, OCCS spearheaded WCU's first-ever Welcome Week program in the Borough of West Chester. With partners at the Chester County History Center, the Greater West Chester Chamber of Commerce, and the Business Improvement District, new and returning students were introduced to their new local community and its rich history before classes began on August 25, 2023.

**Commuter Discount Days**—To support commuter student belonging and affinity, OCCS developed a new partnership with Dining Services to provide monthly discounted lunches. Participation increased by 300% over the spring semester.

**OCCS Champion Program** – Partnerships with Academic Affairs colleagues are critical to commuter student academic support. To highlight faculty members and staff who go above and beyond to support commuter students, OCCS recognized over 30 members of the WCU community, representing each college.

**External Review** – In spring 2024, OCCS completed a comprehensive departmental self-study organized by the 2023 CAS Standards, specifically the "Post-Traditional and Commuter Student Programs and Services" guide and executed a program review chaired by Dr. Diane D'Arcangelo and two external experts in the off-campus and commuter services functional area to support the development of a three-five year strategic plan for the department.

**Commuter Assistant Program** – This year brought new improvements of the Commuter Assistant (CA) Program and new partnerships to support commuter student success and wellness through monthly lunch and learn programs in Sykes Student Union. Assessment indicated that 100% of program participants found meetings with their CA very helpful and all participants indicated they would recommend participation to incoming commuters at WCU.

**Move Out, Give Back** – The second-annual off-campus move-out drive resulted in 50 participating properties and over 200 pieces of furniture donated to the Community Warehouse Project, which furnishes homes for individuals and families who previously experienced homelessness and housing insecurity in Chester County.

*"I wanted to help first-year commuter students feel comfortable and engaged with WCU. I really love the connections I made. It feels good knowing that I helped my mentees feel like part of the community"*





# Residence Life & Housing

This year, major initiatives included implementing a department reorganization, focused attention to housing occupancy and database management, reimagining the living-learning experience, enhancing campus partnerships, supporting Resident Assistants, and creating operational efficiencies.

## Housing Operations & Occupancy Management

As of August 2023, move-in, residence hall occupancy was at 100.38% and maintained occupancy for the Spring semester at 95.73%. To further manage occupancy, Residence Life and Housing instituted several new processes to increase efficiency, ultimately contributing to student success and retention in the residence halls including the Housing Cancellation Process & Committee, the implementation of a well-organized Returning Student Selection Process, and several facilities upgrades and enhancements.

Returning Student Selection At-a-Glance	
Total # of applications submitted by the deadline	1,185
Total # of students who successfully selected a housing assignment	616
Total # of Students on the Request to House List who were not able to select during room selection	548
Total # of Students who submitted an application for the Request to House list after not participating in selection initially when the list opened on 2/29/2024	380
	810
As of 5/31/2024, total # of students who remain on the Request to House list	*Housing Selection Participants (328)
	*Non-Selection Participants (482)

As of 5/31/2024, Residence Life & Housing has made 201 offers to students from the Request to House list with a response rate of: 32.65% accepting the offer, 52.55% timing out on the offer, and 14.8% declining the offer.

## The Residential Experience as a Developmental Experience Engagement Highlights

RLH successfully implemented two cornerstone programs: RAMSparks and Rams Up Meet Ups (RUMU). RAMSparks aimed to establish initial connections with residents, allowing our team to build rapport and gather essential information about each resident's background, preferences, and interests. Over the course of the year, we conducted a total of 9,808 RAMSparks interactions, with 5,277 in the fall and 4,531 in the spring. Rams Up Meet Ups focus on deeper, intentional conversations with specific objectives related to fostering a sense of belonging, community integration, and easing the transition to WCU. 8,563 RUMU interactions were recorded; 4,318 in the Fall semester and 4,245 in the Spring semester. 78% of residential students were engaged by their Resident Assistant at least once, significantly enhancing their sense of belonging and support within the residential community.

*Residence Life and Housing strives to create a caring, vibrant, student-centered experience for resident students.*



Resident Engagement At-a-Glance Engagement Event Types	Number of Events
Dimensions of Wellness Substance Use (Alcohol and Cannabis), Mental Health, Sexual Health, Sleep, and Gratitude)	60
Explore Residential Leadership Series (cohosted EXPLORE Residential Leadership Series with Student Leadership & Involvement during the Spring 2024 semester in Tyson and Goshen Halls)	10
Engagement Activities	184
Floor Meetings	352
Alternative/Harm Reductions (programs during high-risk times like Homecoming, Halloween, and St. Patrick's Day after 9pm)	25
Total	631

Residence Life & Housing's Community Standards team has spent the past year focused on operational effectiveness in case management, resolution and community accountability. By addressing a wide range of conduct and policy violations, engaging in developmental conversations, and analyzing trends within our residential communities, we are continuously working towards creating a safer, more respectful, and supportive environment for all students.

Residence Life Community Standards At-a-Glance: Case Type	Case Count
Residence Life Policy Violations (low level policy violations such as candles, cooking, noise and guest policy violations)	338
Developmental Conversations (conversations related to disruptive community behavior)	44
Conduct Cases (violations of the Student Code of Conduct such as alcohol, drugs, and covered smoke detectors)	536
Total Conduct Cases Addressed by Residence Life & Housing	918

**Enhancing Strategic Campus Partnerships:**

**Public Safety:** Residence Life & Housing continues to enhance the partnership with Public Safety through programmatic efforts such as the RA Training Rita's Truck event, participation in Officer trainings and RA Training. Additionally, this year, both Residence Life & Housing and Public Safety moved to a central Sargeant-on-Call number and Residence Life Central Staff On-Call number. This has streamlined incident response between teams.

**WCU Dining:** Residence Life & Housing co-hosted several major student engagement events with WCU Dining: Thanksgiving Holiday Dinner, Winter Break Pancake Study Break and Spring Pancake Study break, engaging thousands of students by serving special meals throughout the course of the academic year.

**Facilities:** Forging a strong partnership with Facilites has led to many building upgrades which seek to improve the student experience.





## Facilities Projects At-a-Glance

<b>Fall 2024</b>	Goshen Hall pipe replacement
	Drains snaked in all four North Campus residence halls
	Green drains installed in all four North Campus Residence Halls
	Replaced hot water heater in College Arms
<b>Winter Break</b>	Deep cleaned common area kitchens
	Schmidt Hall lounge renovation
	Tyson Hall 4th floor men's shower stall renovation
	Installed electronic key boxes in all Residence Halls
<b>Spring 2024</b>	Installed card reader at every North Campus front desk
	Tyson Hall and Goshen Hall wall graphics
	Killinger Hall model showroom relocation
	Tyson Hall LED lighting upgrade in common areas
	Surplus carpet installed in Tyson Hall 120A

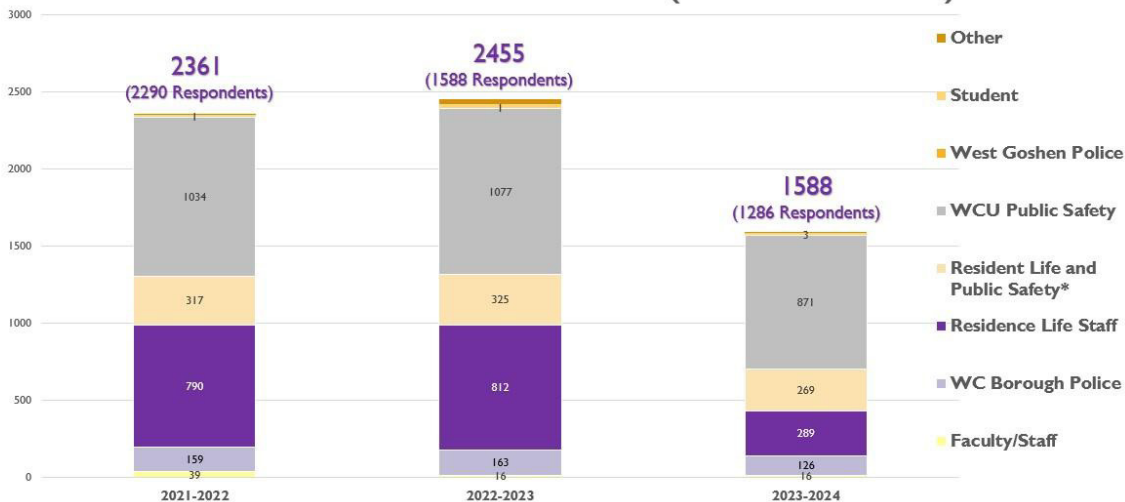
# Student Conduct

Student Conduct managed 1588 cases involving 1286 respondents. While 76% of cases are resolved with an initial conduct meeting, 7 formal University hearings were held, and 14 appeals were filed. This year, Residence Life Community Standards handled approximately 1,000 lower-level cases through policy meetings instead of initiating Student Conduct disciplinary cases, resulting in a decrease in student disciplinary cases.

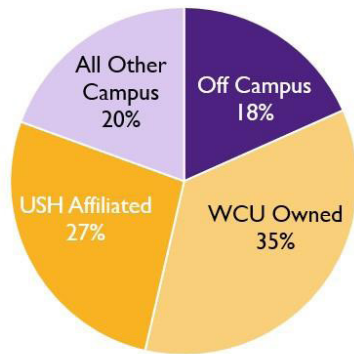
Student behavior is notably challenged on the Sunday before classes begin, during Homecoming, Halloween, the Tuesday/Wednesday before Thanksgiving, the Friday and Saturday of fall exams, and the Friday before Spring Break.

*The Office of Student Conduct maintains an educational environment through upholding community standards and fosters personal development by assisting individuals in evaluating decisions to promote learning and social responsibility. The Student Code of Conduct promotes high standards and expectations designed to foster and support an inclusive University community.*

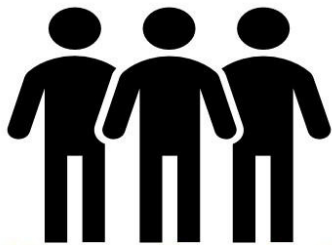
### Conduct Referrals Cases Per Year (All Roles Referred)



## Where Incidents Occurred 2023-24



75  
EMS  
Refusals  
and  
Transports



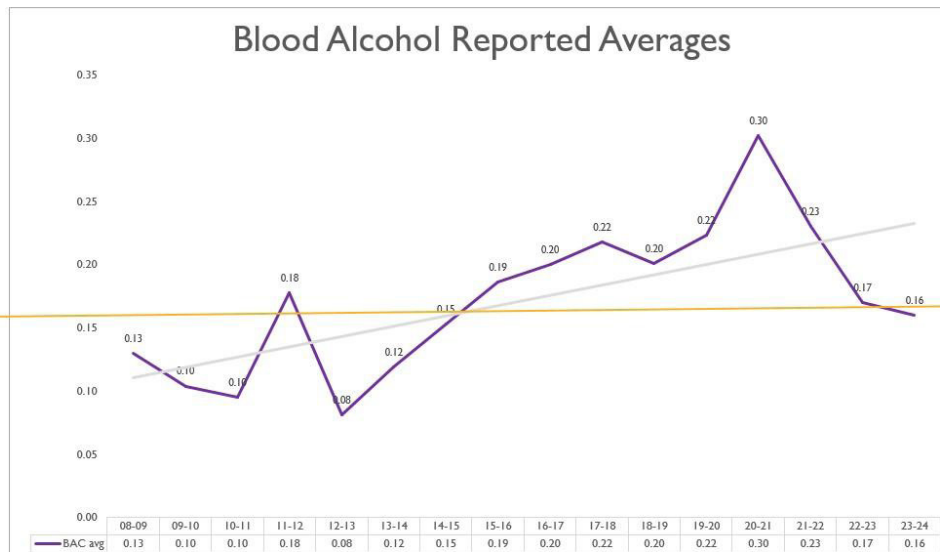
More than half  
are First Year  
Students

62% On-  
Campus  
Residence



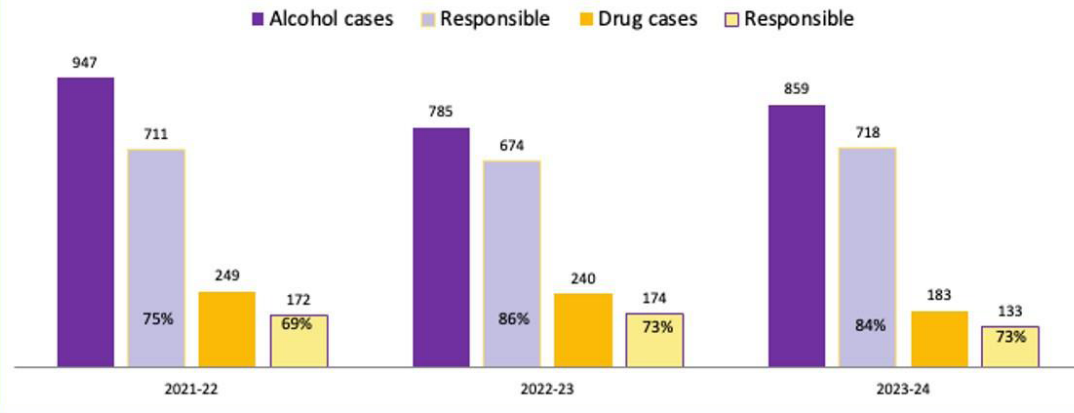
Mandated  
ATOD  
Assessment

Educational  
Assignments





### Total Alcohol and Drug Charges and Responsibility



Students found responsible for alcohol averages 75% responsibility and drugs average 60% over the last 5 years.

### Top Violations for the Past Three Years

2021-2022 (Responsible/Total Violations)	2022-2023 (Responsible/Total Violations)	2023-2024 (Responsible/Total Violations)
18E. Non-Adherence to Courtesy/Quiet Hours (538/629)	7C. Underage Alcohol (463/544)	07C. Underage Alcohol (515/626)
7C. Underage Alcohol (519/716)	24. Violation of Criminal/Civil Statutes (340/388)	24. Violation of Criminal/Civil Statutes (287/350)
24. Violation of Criminal/Civil Statutes (363/398)	18E. Non-Adherence to Courtesy/Quiet Hours (280/328)	18E. Non-Adherence to Courtesy/Quiet Hours (150/187)
18A. Non-Adherence to the Guest Visitation Policy (324/370)	18A. Non-Adherence to the Guest Visitation Policy (145/177)	18A. Non-Adherence to the Guest Visitation Policy (124/163)
27b. Failing to Comply with Safety Precaution Requirements (185/225)	14A. Disruptive Conduct (142/182)	07E. Public Intoxication (133/157)

This year, major disciplinary actions were down significantly. These higher-level cases require sophisticated skill-based responses typically provided by the central Student Conduct Office staff. To facilitate all due process protections, the office carefully manages correspondence (4,537 emailed letters) in addition to postal mail with tremendous results. 88% of conduct correspondence is read within 1.4 days and cases adjudicated in 16 days.

Major Sanctions issued	2022-23	2023-24
Interim Disciplinary Suspension	11	9
Disciplinary Suspension	15	9
Disciplinary Expulsion	9	0

Most frequent Sanction Conditions Issued	
Decisions about Drinking Workshop	186
Sphere of Influence Assignment	158
Compliance with Counseling Recommendations	129
On Campus Drug/Alcohol Assessment	119
eCHECKUP Alcohol	117
Decision Making Exercise and Reflection	83
Reflection for Residential Community Violations	80
Reflection for Noise and Destructive Behavior	76
Loss of Guest Privileges	55
Housing Plan in the Event of a Loss of Housing	54
eCHECKUP Cannabis	47
Career Impact Interview	45
BASICS (Brief Alcohol Screening for College Students)	36

## Correspondence

**4,537**  
Emailed Letters Sent

**88%**  
Read Rate

**1165**  
Text Reminders

Average Picked Up in 1.4 days

**56**  
Letters sent to  
Athletic Coaches



**595**  
Letters to Parents  
for Alcohol and Drug  
Related Issues

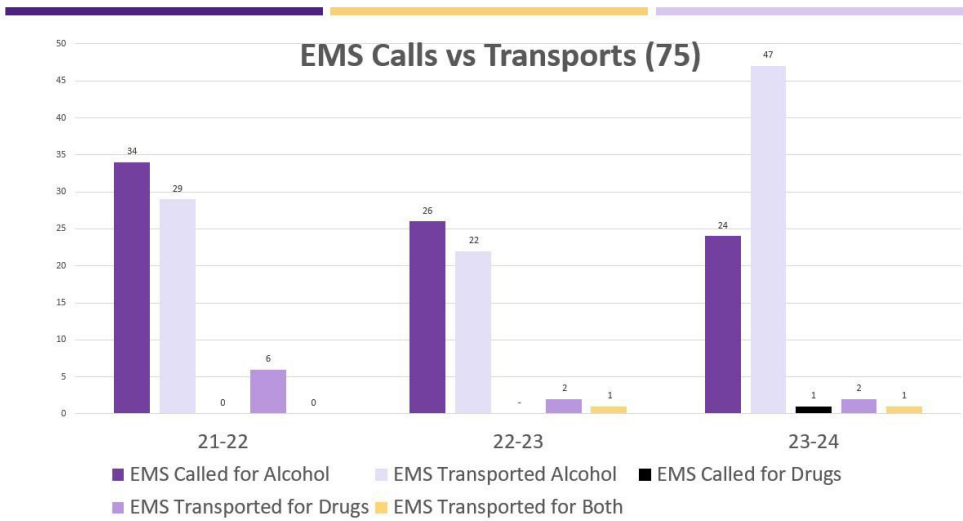


## Collaborations/Partnerships

Student Conduct works continually with the Department of Public Safety to address alcohol and drug use on and off campus. The Wellness Center and Counseling Center are both engaged when problematic use is identified.

This year reported blood alcohol levels indicate that at a BAC of .16, individuals may exhibit signs of being “sloppy drunk,” experiencing nausea and feeling unwell. Among those tested with breathalyzers by the Borough of West Chester and WCU Police:

- 47 individuals required EMS transport.
- An additional 25 people refused EMS transport despite calls.
- On-campus BAC ranged from .008 to .348.
- Off-campus BAC ranged from .121 to .37 (level of surgical anesthesia)
- The Borough’s EMS involvement is not specified.



A total of 98 Dean Certifications were completed for employers, other universities, courts, students, and the Global Engagement Office to ensure a student is in good standing.

## DEAN CERTIFICATIONS (2023-2024)



- Educational Transfers 40
- Subpoenas 5
- Study Abroad 21
- Employment 19
- Personal Record requests 13

**98**

## Student Feedback

The team maintained professionalism and successfully facilitated the desired learning outcomes. Out of 102 surveyed students regarding the student conduct process:

- 84% were newcomers to the process.
- 98% either strongly or somewhat agreed that the options for resolving their case were fully explained.
- 96% agreed with their chosen resolution.
- 97% felt they could communicate their thoughts about the incident.
- 94-95% found their conduct officer unbiased and fair.
- 97% found the instructions for completing their disciplinary sanctions clear.
- 87% found the process educational.
- 27% utilized a Policy and Process Advisor.



## Software Administration

Student Conduct serves as the software administrator for eight offices and 79 individuals, managing 11 case types through Maxient.

Case Type	Reported Incidents (Number of File IDs)	Involved Parties (Number of Unique Case Numbers)
CARE Team	314	311
Conduct	1582	772
Dean of Students	10	7
ODEI	103	48
Records Request	100	100
Residential Life	1119	635
Student Assistance	644	640
TIX Employees	11	5
TIX Students	280	131
TIX/Student Conduct	8	3
Wellness	96	96
<b>TOTALS</b>	<b>4269</b>	<b>2749</b>



**Dr. Sara Hinkle**

The Student Engagement unit is focused on engaging and supporting students and their families outside of the classroom. This is accomplished by fostering a strong community of student organizations that appeals to students' diverse interests; providing activities and traditions that promote fun, affinity, spirit, and substance-free alternatives; offering a wide array of leadership opportunities that promote the development of career readiness competencies; and providing intentional communication and advocacy for students and their families.

The unit experienced transition and change again this year. The Spirit and Traditions department was reorganized, with Rammy team support transitioning out of the unit and traditions shifting to Student Activities. Additionally, the director of Parent and Family Relations and Student Ombuds transferred to this unit, joining Fraternity and Sorority Life, Student Leadership and Involvement, and Sykes Union and Student Activities.

Amid this reorganization, we were able to fill key leadership positions in the unit. Cara Jenkins was hired as the director of Student Leadership and Involvement, having served as the interim director for the previous year. As Cara had vacated the role of director of Fraternity and Sorority Life, Amber Decker Haynes came on board as the new director.

Some of the key initiatives the unit advanced this year included the creation of a University Event Policy and resource website in partnership with colleagues from University Affairs; the continuation of the Student Event Review Committee, which provides support for student organization events through cross-departmental communication and coordination; and the creation of a new plan for the Homecoming tailgate event that emphasizes safety while maintaining tradition.

# Assistant Vice President for Student Engagement

## Fraternity & Sorority Life

### Accomplishments This Year

- \$81,916.77 raised for various philanthropies in Fall 23 semester
- +640 hours of community service in the Fall 23 semester
- +\$50,000 raised for various philanthropies in the Spring 24 semester
- +3,000 hours of community service in the Spring 24 semester
- The community continues to prioritize academic achievement with our community GPA above the all-campus GPA

### Programs

The Office of Fraternity and Sorority Life and the Fraternal Programming Board hosted WeCU Greek!, a Welcome Week event in Ram Park. FSL community members engaged with new and returning students to educate them about the options of involvement within the community while enjoying some water ice and music. Rammy made an appearance as well!



*To engage fraternity and sorority members in a commitment to their values, shared governance, and advancing the common good through a diverse learning environment that builds a lifelong affinity to West Chester University and the fraternal community.*



### The Fraternal Programming Board (FPB)

hosted a community-wide town clean up event. Over 150 students from all four councils worked together for this community service initiative to clean up around the West Chester Community.

The Panhellenic Council hosted a CPR certification class with Good Fellowship Emergency Medical Services.

The National Pan-Hellenic Council and the Multicultural Greek Council awarded the annual Student Success Scholarship during the 2024 RAMPAGE Showcase in partnership with the WCU Black Alumni Chapter.

### Collaborations/Partnerships

Anti-Racism Curriculum: In partnership with The Harbor Institute, the Office of Fraternity and Sorority Life worked to progress our curriculum through professional staff training and consultation, and the development of an updated educational orientation for potential new members. Thanks to the grant provided from the Division of Diversity, Equity, and Inclusion, this project's development has continued to be successful for the FSL community.

In partnership with The Center for Trans and Queer Advocacy, the Panhellenic Council has created an affinity space for LGBTQ+ members. The space is dedicated to community building and fostering cross-chapter and cross-council relationships.

Associate Director, Stephen Hopson, helped write the It's On Us PA grant and is listed as a co-investigator. The grant creates a paid peer educator program for Interfraternity Council members to be trained and facilitate sexual assault prevention programs to the community.

The Interfraternity Council and Panhellenic Council partnered with the Center for Women and Gender Equity for a month of educational program in October surrounding sexual assault prevention. The month of programs included a relationship red flag/green flag campaign, educational speakers, and a case study competition.



### Awards

Northeast Greek Leadership Association Award for Greek Leader of Distinction:  
**Matthew Tarvas**

Northeast Greek Leadership Association (NGLA) Amy Voita Impact Award:  
**Risk Reduction**

North American Interfraternity Conference (NIC) Outstanding IFC President:  
**Matthew Tarvas**

### Data and Assessment

The Office of Fraternity and Sorority Life conducted a survey for the FSL community related to sense of belonging at WCU. We had 338 students complete the survey out of our total population of over 1500 students.

**85%** of all participants reported that being a member of a fraternity or sorority has had a positive impact on their decision to stay at WCU and persist to graduation.

**90%** of all participants reported that being a member of a fraternity or sorority has increased their sense of belonging at WCU.

**Over 93%** of Black, Latin, and Multicultural participants reported an increased sense of belonging at WCU since becoming a member.

**647** total new members joined the community in the 2023-2024 academic year

#### Fall 23 Academic snapshot: (group/membership #/ S24 semester GPA/cumulative GPA)

All Fraternity/Sorority	1432 (11.2%)	3.195	3.241
All Fraternity	591 (11.3%)	2.935	3.047
All Sorority	841 (11.1%)	3.377	3.377
All New Members	169	3.002	3.130

#### Spring 2024 Academic snapshot: (group/membership #/ S24 semester GPA/cumulative GPA)

All Fraternity/Sorority	1716	3.112	3.240
All Fraternity	681	2.885	3.055
All Sorority	1027	3.258	3.359
All New Members	478	2.995	3.128





*“I really appreciate your help and answering my questions so quickly.”* — WCU Student

### Major Initiatives/Changes

Development of the Ram Fam Summer Education Series for Families

Hosting of Parent, Family, and Student Supporter Receptions at New Student Orientation

Creation of partnerships with WCU Bound and Office of Admissions – supporting potential new WCU students

### FAMILY WEEKEND

The Office of Parent & Family Relations hosted a very successful Family Weekend (Friday, September 23 – Sunday, September 25th). There were over 3,000 guests on campus throughout the weekend enjoying various festivities and activities planned. The list of events is included below:

#### Family Weekend Events

Shabbat Dinner

Off Campus Housing Fair

WCU Block Party

Planetarium shows

Explore Longwood Gardens

WCU Football game

Historical walking tours of campus

Entertainment and sweet treats on the academic quad

WCU Live Concert featuring Comedian Jay Pharoah

Ram Family Brunch in our SECC cafeteria

Future Rams Story and Craft Time

Ram Fam Pickleball Tournament

Additional Activities Sponsored by the Local Community During Family Weekend:

American Helicopter Museum

Escape Room – West Chester

West Chester Artisan Exchange

Longwood Gardens

### FAMILY ASSISTANCE

Number of family member interactions (2023): 1,156

Phone calls: 478

Emails: 678

### Types of Concerns:

Housing

Academic situations

Student assistance concerns

Financial matters

Student accommodation/access

Student engagement

Freedom of speech

### Number of student interactions: 2023: 840

Phone calls: 168

Emails: 672

Visitors: 15

### Types of Concerns:

Academic/classroom

Housing

Financial concerns

Mental health

Student accommodations

Engagement

Roommate conflicts

### RAM FAM CENTRAL

Ram Fam Central is the main communication vehicle for our WCU families. Each year, we strongly encourage our families to sign up for this newsletter, so they don't miss any important information. There are currently over 50,227 people (signed up for Ram Fam Central with just over 7,000 new sign ups on this platform as of June 2024. Here are some additional statistics from the 2023-2024 academic year.

### Top Posts/Announcements on the Ram Fam Central Platform:

FAFSA Deadline

Register – Accepted Students Day

Save the Date - Accepted Students Day

Family Weekend

Enrollment Checklist

Next Steps – Admitted Students

Internship & Job Resources

Housing Updates – 2024/2025

Apply for Housing – 2024/2025

# Parent & Family Relations & Student Ombuds

*West Chester University's Office of Parent and Family Relations supports the mission and vision of the University and the Division of Student Affairs by recognizing our WCU community of educators includes parents and families, as we share a common goal of fostering student learning, development, and success. This mission is also supported through the work conducted by the Student Ombuds who works directly with WCU students that are navigating various situations and require guidance on next steps.*

*“I'd like to sincerely thank you for “hearing” me about the concerns/issues in general. I truly appreciate your approachable patience and prompt resolve for action in finding the next steps”.*

— Family Member/Student Supporter



# Student Leadership & Involvement

*The mission of the Office of Student Leadership and Involvement is to provide WCU students with transformative learning opportunities that prepare them to be active global citizens through involvement in student organizations, intentional programming, and interpersonal interactions.*

## HIGHLIGHTS

Nine students served as Leadership Consultants this year. The role of the Leadership Consultant is critical to the support of the overall student organization community and to student engagement and development. LCs are members of a student organization called Leadership Development and Empowerment (LEAD).

**Special Event Advising Policy** – in continued support to reduce risks for multi-layered student organization events. In its second year, 126 forms were submitted, and a review of the policy and process will inform improvements in the coming year.

**Student Government Association Advising** – continued the role of SGA Advisor and major developments occurred in the Council of Organizations, Elections, Finance Treasurer Trainings and review of budget request process.

**Recognition & Re-registration** – LEAD supported 21 new student organizations in completing the Student Government Association recognition process and 219 student organizations in completing the re-registration process.

**Co-curricular Programs** – Twenty-eight programs were offered this year (see table at right).

SLI Programs	By the Numbers
<b>Annual Leadership Awards</b>	41 students and organizations recognized in 29 award categories, 200 attendees, 204 nominations, four additional departmental collaborators
<b>Involvement Fair</b>	221 student organizations, 22 campus departments and partners, and 3,000 attendees
<b>Virtual Involvement Fair</b>	114 groups participated and 665 students attended
<b>Michael Horrocks Institute for Varsity Athletics</b>	75 total students
<b>Sports Club Leadership Series</b>	3-week series in collaboration with Campus Recreation, 53 students participated
<b>Student Government Association Treasurer Training</b>	171 students from 206 SGA-funded student organizations
<b>Charge Into Involvement at WCU</b>	10 orientation sessions offered; 2,440 students had the program added to their Ram Plan
<b>Preparing for the Involvement Fair</b>	959 students had asynchronous program added to their Ram Plan
<b>Fall SGA Town Hall</b>	161 students, faculty, and staff attended
<b>Motivating the Middle – National Keynote Speaker TJ Sullivan</b>	Supported by State Farm – 127 students attended to motivate their club members
<b>LEAD Programs: Advanced Financial Management, Organization Leadership 1.0, Elevate Your Organization, &amp; Leading with Empathy</b>	53 students attended between the four programs
<b>Pack the Pantry</b>	Collaboration with CCESI. 19 student organizations participated and donated 5967 items to the pantry.
<b>Officer Training</b>	253 student organization leaders attended to be trained for their new roles
<b>EXPLORE Residential Leadership Series</b>	This is a relaunch of the collaboration with Residence Life and Housing. 4-week series in Tyson and Goshen Hall. 30 students completed the series.
<b>College of Arts and Humanities Mini Involvement Fair</b>	Collaboration with CAH – 19 students checked into the event and various clubs that fall under the CAH were in attendance.
<b>Better Together Days</b>	Collaborated with Interfaith Action Team – 110 students participated, and 18 organizations participated in tabling
<b>New and Forming Organization Banquet</b>	14 new organizations honored for forming that academic year by LCs and SLI.
<b>Advisor Appreciation</b>	25 advisors stopped by the SECC to pick up special gifts celebrating and thanking them
<b>Student Leader Appreciation</b>	150 students attended to be celebrated with ice cream on Ram Park!
<b>SLI x SGA Student Issues Roundtable</b>	Collaborated with SGA to gather student feedback. 135 students attended.
<b>MOE: Multicultural Organization Expo</b>	14 student organizations participated
<b>SGA Budget Q &amp; A Training</b>	216 student organizations completed asynchronously

317 student organizations 244 :SGA organizations 41 ,honor societies 32 ,Greek-letter organizations.





### Major Initiatives

Sykes Union and Student Activities engaged in a variety of programs and initiatives through the course of year that put student learning, student success, cross campus collaboration, and ongoing focus on creating vibrant campus community first. Major accomplishments include facility improvements, multifaceted collaborations, and student programs.

### Facility Improvements

With collaboration of students, the former Copy Center on the 2nd floor of Sykes Union was converted to a new enclosed prayer and meditation space and enhanced with new storage, lighting, artwork, and lounge seating. The space also benefited from updated carpeting that extended to the entire second floor common areas and entire third floor, replacing carpet that was at least 20 years old. Additional improvements to facilities included the updating of the audio-visual system and new LED stage lighting in the Theater, replacement of lighting to LED light fixtures in the Sykes Ballroom, Ground Floor, and Third Floor, and updating the patio furniture. Finally, Sykes Union took on the role of managing Spirit and Tradition rental items and invested in a new storage shed and process for managing these items that are designed to bring WCU spirit to campus events.

### Collaborations

Cross campus collaborations were a hallmark of the department's work this year. Two new murals were created on the 2nd floor of

Sykes Union. The first was a partnership with Daniela Johannes, Director of the Latino/a/x Communities Conference with the installation of a mural painted by renowned Chilean artist and activist Alejandro "Mono" Gonzalez. This corresponded with Hispanic Heritage Month and the mural serves as an educational monument that honors the heritage of WCU's Latinx community. A second mural was created by Indigenous Lenape Artist Ben Miller and was a collaboration between the department and Heather Wholey, Professor of Anthropology and Chairperson Department of Anthropology and Sociology. Ben Miller's work is the first in an installment across Pennsylvania and his visit included guest lectures in classes and involvement from students during the installation. The final collaboration to note was a program where student activities co-sponsored Be Bold, Be Brave! Critical Conversations about All Things Barbie. The program was held in collaboration with Women's and Gender Studies, the Center for Women and Gender Equity (CWGE), the Dowdy Multicultural Center, and the College of Arts and Humanities as a part of the Women's and Gender Studies Collection. A discussion and book signing of Dr. Emily Aguiló-Pérez's book *An American Icon in Puerto Rico* was followed by a screening of *Barbie the movie*.

### Programs

Sykes Union and Student Activities and Family and Parent Relations professional staff co-chaired the committee who hosted the combined "There's No Place Like WCU – Homecoming and Family Weekend 2023" from September 29 through October 1. Some highlighted events included:

# Sykes Union & Student Activities

*Sykes Union and Student Activities creates vibrant campus community through excellent programs and services.*





**Student Activities Council, a student organization advised by Sykes Union and Student Activities staff, held**

**Rams After Hours:** Emerald City Lights Friday, September 29th with 224 students and 113 family members in attendance.

**WCU Wicked Block Party** Saturday, September 30th with 419 students and 530 family members in attendance.

**Love is Love Week** is an annual celebration hosted by the Student Activities Council (SAC) in collaboration with the Center for Trans and Queer Advocacy (CTQA), the Center for Women and Gender Equity (CWGE), WCU's Sexuality and Gender Alliance (SAGA) that happens the week of Valentine's Day to celebrate love, those in the LGBTQ+ community, and communities of other cultures. Events hosted include friendship blanket making, queer sexy bingo, and a drag show to close the week off

with a total of 300 attendees. Love is Love Week won the Best Cultural Event Marketing Award at the National Association for Campus Activities (NACA) 2023 Mid Atlantic Regional Conference in Syracuse, NY.

The culminating event of Ramboree was held on May 3, 2024, and was an opportunity to bring together the entire WCU community and celebrate the end of the academic year. This year included a Ferris Wheel and other carnival rides and games, novelties, food trucks, and live music from the WCUR Discovery Stage. This year's event saw 3,180 in attendance and supported by a committee of professional and student staff from the Division of Student Affairs and Public Relations and Marketing.

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### BY THE NUMBERS

3264 events for Sykes Union and SECC Ballroom spaces from July 2023 – April 2024 (2116 from student organizations; 1039 from university departments; 34 from external groups)

9,918 students attended events hosted by Student Activities Council (SAC) and Rams After Hours (RAH). RAH events saw 2,127 with other SAC events seeing 7,791.

Attendees rated their satisfaction of SAC's events an average of 8.62 out of 10 across 26 events, with the highest-rated events being the NYC Trip, the Washington Nationals Trip, and Paws and Poses yoga event

Over 8,300 attendees attended SAC's events

On average, 98.9% of attendees found SAC's events accessible, and 97.54% found them inclusive

Over 1/3 of students who attended SAC's events were first-year students, the biggest academic group

Over 1/4 of students who attended SAC's events did not live on campus

Paraprofessional (Student Employee) Team supported by Sykes Union:

28 Building Managers

5 Social Media & Graphic Designers

16 students on the Student Activities Council

### Other

Student Activities Council was awarded the following at the National Association of Campus Activities (NACA) Regional Conference

Awards: Most Spirited

Awards: Best Cultural Event Marketing- Love is Love Week 2023

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# Assistant Vice President for Health & Wellness

**Dr. B.K. Taylor**

The Office of the Assistant Vice President for Health and Wellness is proud to advocate for the health, wellness, and well-being of all students, staff, and faculty. This office encompasses four departments: Campus Recreation, Counseling & Psychological Services, Student Health Services, and Wellness Promotion. Addi-

tionally, it includes two agencies: the Campus Assessment, Response, and Education (CARE) Team and Student Assistance. These departments and agencies work together to enhance the health and wellness of our community, coordinating efforts across the campus.

The vision of Health and Wellness is built on four pillars: Leadership, Diversity, Equity, and Inclusion (DEI), Wellness, and Well-being. Through this vision, the Health and Wellness team strives to achieve comprehensive well-being for everyone.



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## YEAR IN REVIEW

Campus Recreation has had a busy and exciting academic year. Our department has seen participation increase across the board with daily visits, program participation, and special events. Campus Recreation's primary goal for this year was to expand our collaborations across campus and to increase engagement within the campus community. These collaborations included:

**The Human Resources** department provided fitness classes for a PASSHE-wide HR conference which focused on wellbeing for higher education employees.

**Wellness Promotion** conducted multiple wellbeing events including movement and meditation, yin yoga, sleep restoration education, and de-stress dog yoga for finals week.

**DCAP** developed and piloted a sensory friendly series of group fitness classes with headphones for optional music and education on Autism Awareness. We plan to incorporate these classes into our regular schedule for Fall 2024.

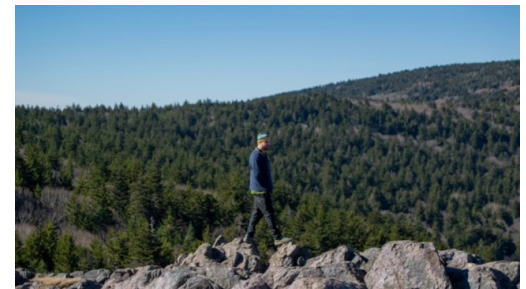
**Center for Women and Gender Equity** offered trauma awareness yoga classes for healing and trauma education and resources.

**Aramark** offered monthly tabling with food samples and education on protein, hydration, healthier swaps, and carbohydrates as fuel.

**The Exercise is Medicine club** created a video on student inclusivity for first time students who are apprehensive to engage in activities at the Rec Center.

**The Admissions Department** hosted 4 Open Houses for potential and incoming students.

**The Career Development Center** hosted 2 Career Fairs with over 140 employers.



## Program Highlights

### Intramurals

2023-24 - 1,669 unique participants, 3,058 total participants

2023-24 - 7 leagues, 319 teams, 808 games

### Group Fitness

2023-24 - 1,718 unique participants, 11,700 total participants

2023-24 - 17 classes, 927 sessions

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## CAMPUS RECREATION BY THE NUMBERS

### General Highlights

188 student employees

7 Graduate Assistants

6 Professional Staff

22 new Matrix Spin Bikes

50 New sets of Dumbbells

### Sport Clubs

2023-24 - 1,102 total participants, 30 sport clubs

Club Baseball winning the National Championship in the National Club Baseball Association (NCBA)

Club Men's Lacrosse finishing 2nd in National Championships

### Outdoor Adventure Pursuits

2023-24 - 211 total participants, 12 trips

# Campus Recreation

*Campus Recreation engages the West Chester University community through co-curricular experiences by providing diverse programs to inspire lifelong health and wellness.*

# Counseling and Psychological Services

*The mission of the Department of Counseling and Psychological Services (The Counseling Center) is to promote the optimal health of all currently enrolled WCU students through the provision of quality and culturally competent mental health services and education for the campus community.*



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## SCHOLARLY ACCOMPLISHMENTS THIS YEAR

Bijoux-Leist, J. (March 4, 2024). Conference presentation. Healing from Intergenerational Trauma in the Mist of Current Life Challenges. Association For Women in Psychology (AWP).

Daltry, R. & Cooper, M. (6/14/24). Suicide Risk Assessment in Young Adults. Pennsylvania Psychological Association's (PPA) 2024 Annual Conference. Lancaster, PA

Gould, B. (September 2023). Weathering the storm through connection and resiliency. Thirty-minute presentation at Association of Counseling Center Faculty (ACCF) fall meeting in State College, PA.

Gould, B. - Editor/reviewer, Journal of College Student Psychotherapy. July 2022- present.

Gould, B. - President, Association of Counseling Center Faculty (ACCF). Sept 2023- present.

Keenan, L., Ingram, Y., Greene, B., Daltry, R., & Harenberg, S. (2023). Validation and Clinical Utility of the PHQ-9 and CES-D Depression Screening in Collegiate Student-Athletes. Journal of Athletic Training, 58(10), 821-830.

Volk, K. W., Mehr, K. E., & Mills, J. A. (2024). Fear of Compassion and Big Five Personality Traits in College Students. Journal of College Student Mental Health, 38(2), 328-340. <https://doi.org/10.1080/87568225.2023.2181256>

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## PROGRAMS

The Counseling Center has three main outreach programs – the Humanity Resilience Project, WCU Cares, and our Dog Therapy program. The Humanity Resilience Project's goal is to build student's resilience through building community and connection. Its tagline is "Connect not Compare." A total of 1,142 students participated in Humanity & Resilience Programming (i.e., Dine & Discuss; Speed Connecting event) this year. WCU Cares teaches community members how to identify distress, respond to students in distress, and refer these students to resources. We trained 225 community members this year. The Dog Therapy program is our most popular program and has had about 2,791 students interact. This year, our original Embedded Therapy Dog, Muddy Puddles, retired.

### Collaborations/Partnerships

The Counseling Center partners with Wellness Promotion every Fall for Check Up from the Neck Up week, which involves programming

to increase awareness and education around mental health. We have our CUFTNU Screening Event and screened 230 students this year.

### Data (office visits, website usage, program attendance, reasons for visits)

From August 28th, 2023 – May 10th, 2024, 882 unique students (both new and returning) used 5,962 counseling sessions (5,549 individual therapy sessions and 413 group therapy sessions) in the Counseling Center. Of these students, 67.6% identified as cis-women, 26.0% identified as cis-men, 2.5% identified as nonbinary, 0.5% identified as transgender women, and 0.5% identified as transgender men. Additionally, 16.5% of students identified as African American/Black, 3.0% identified as Asian-American, 4.2% identified as Hispanic/Latinx, 5.4% identified as Multiracial, and 67.5% identified as White. Approximately 30% of students identified within the LGBTQ+ community. In addition to clinical services, the Counseling Center also provided 78 psychoeducational outreach programs to 3,420 students.



# Student Care Team

## Highlights

Student Assistance in the Office of the Assistant Vice President for Health and Wellness (AVPHW) is a service provided to students to assist them when they need to miss three or more class days due to illness, personal, or family emergencies. A formal absence letter is circulated to professors verifying the absence. Students are highly encouraged to contact their professors for academic guidance regarding missed work due to their absence.

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## BY THE NUMBERS

In the 2023-2024 academic year, the CARE Team and Student Assistance assessed and responded to about 929 unique cases. The CARE referral form was submitted 329 times, and 574 absence notification forms were reviewed. Our busiest months were September, October, and February, with our top areas of concern consisting of mental health (210), depression (46), suicidal ideation (36), and anxiety (36). Student assistance supported most students through general illnesses (195) and death of family members or friends (82).

## Campus Partnerships

The CARE Team established a tier of partners called CARE Key Campus Partners to aid in student outreach and consultation. In addition, the office built new partnerships with the Registrar and Financial Aid to assist students identified as distressed as part of an academic or financial review process. The CARE Team additionally brought the Academic Support & Advocacy (ASA) Center onto the team to streamline academic and behavioral support. Our Student Assistance program expanded collaborations with Student Health

Services and Athletics to support students navigating illnesses, injuries, and class absences by streamlining faculty notification.

## Initiatives

To increase student privacy and operations, CARE Support Services acquired a new office space in Ruby Jones Hall ground floor, allowing for two private offices and a common suite. The office engaged in robust programming, professional development, and training. Two RamPlan co-curricular programs were developed for students called Navigating Class Absences and CARE 101: Identifying Concerning Behaviors. The CARE Team and AVPHW office engaged in over 221 hours (about 1 and a half weeks) of professional development through the National Association for Behavioral Intervention and Threat Assessment (NABITA) through their annual conference and non-clinical assessment certifications such as the Violence Risk Assessment of the Written Word (VRAWW), Structured Interview for Violence Risk Assessment (SIVRA-35), and Risk Rubric Certification. Twelve total training programs were provided to West Chester students, faculty, and staff to educate them on CARE referral processes, identifying concerning behaviors, and supporting students through class absences.

To better assess the CARE referral process and student support structures, two Qualtrics assessments were created to obtain referrer and student feedback. The team also worked on the NABITA Standards for Behavioral Intervention Teams to enhance structural and process elements and increase our quality of service and assessments. The CARE mission statement was revised, and the team is in development of finalizing a non-clinical mandated assessment policy to assess the well-being and safety of students who demonstrate behaviors that could be a risk to self or others.

*The mission of the Campus Assessment Response and Education (CARE) Team is to promote a safe and supportive environment while balancing the needs of the individual with the safety of the community. We are dedicated to proactively addressing concerning or potentially harmful behaviors both on and off campus and empowering students to succeed both personally and professionally. Our commitment extends to proactively addressing risk from early intervention to assessing the risk of violence. We empower members of our community through education and outreach to feel confident supporting students' health, wellness, and well-being. By upholding the highest standards of professionalism, integrity, and privacy, we strive to foster a culture of care and make a positive impact in the lives of those we serve.*

# Student Health Services

*West Chester University Student Health Services provides personalized and accessible high-quality healthcare services and educational resources to support student success.*

## Initiatives

This year, our team provided care for 6,360 student appointments, 463 more appointments than 2023. We dispensed 4,262 medications to 3,990 students, processed 6,019 lab tests, and administered 277 tuberculin skin tests. We maintained our public health priority of assessing and monitoring communicable diseases in collaboration with Chester County Health Department.

This academic year, SHS added allergen immunotherapy (allergy shots) to our compliment of services for WCU students. This provided the opportunity for students to remain on campus without traveling to an offsite provider's office.

Several SHS employees celebrated service milestones (Lenore Joyce – 25 years, Kathy Mundy – 20 years, Brittany Schugsta – 10 years; & Cheri Turnquest – 10 years). **During Nurses' Week in May, Judd Strauss, SHS Director, received Top Nurse Student Health Services from Main Line Today magazine.**

## Community Engagement

This academic year, SHS partnered with the Office of Wellness Promotion to continue our Naloxone (Narcan) distribution on campus. 1548 boxes of Narcan were distributed across campus. We were excited to also offer educational classes to our community this past spring. Students, staff, and faculty took advantage of these trainings. Narcan is also available with every Automatic External Defibrillator (AED) on campus.

We continued our commitment to connect with other departments, collaborating with the Office of Wellness Promotion, Department of Nursing, and Men & Women's Tennis Team. SHS began monthly events to connect with students across campus, which was received with positive interactions, especially our "Make Your Own First Aid Kit" event.

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## DIVERSITY & INCLUSION

SHS increased our partnership with various groups across campus, especially the LGBTQIA+ Caucus and Center for Trans and Queer Advocacy. We initiated a focus group on healthcare on campus. SHS increased our visibility for the LGBTQIA+ students by having a more welcoming environment indicating that they were welcome at SHS.

SHS implemented depression screenings for student appointments. This allows us to continue the focus on mental health while treating the students for their primary reason seeking treatment. We have collaborated with the Counseling Center on this project to better serve our students.

## Learning & Professional Development

This year the medical staff participated in the winter and spring Southeastern Pennsylvania College Healthcare Association conferences. Staff completed annual competencies and education throughout the year to ensure SHS provides the best possible care for students.

## Sustainability

SHS continued to provide free at-home COVID-19 tests to our community. With the assistance of Information Services & Technology, SHS switched our operations to all laptops and consolidated our printing services. SHS eliminated 17 computer workstations, 26 individual printers, and 20 Dymo label printers. We also implemented our conversion to a new electronic medical record, PyraMED, which has the capability of creating an integrated service at WCU.

## Accomplishments this year

**A Recovery Ally Training** for faculty and staff was created and delivered twice during the spring semester with 11 attendees trained.

**1,296 doses of Narcan** were distributed through 10 campus distribution sites and seven training programs. A training program was developed for Narcan education to be delivered on campus through a peer-to-peer format.

**Peer educators** hosted weekly BeWell Huts on campus, engaging hundreds of students in educational activities focusing on topics including substance use, mental health, physical health, and well-being.

**A Mindful Rams** four-week email program was developed and implemented to provide the campus community with information and resources to practice mindfulness. 196 individuals participated in one of the two sessions provided.

**Three new RamPlan programs** were approved this year including wellness coaching, BASICS, and CASICS. Two RamPlan grant awards were received including \$1,100 to purchase items to support the newly approved programs as well as \$1,985 to support the Refresh Sleep program, a previously approved RamPlan program.

**Presentations** were made by department staff at professional conferences including the PLCB annual meeting and the PASSHE Student Affairs Conference.

**Jayme Trogus, director**, completed the Doctor of Health Sciences program at East Stroudsburg University in May 2024.

## Resources

**503 Ram Boxes** were disseminated this year, connecting students with resources and

materials on topics including sexual health, stress, mindful movement, self-care, and gratitude.

## Collaborations/Partnerships:

**The Health and Wellness team launched Student Health and Wellness Advisory Council (Council)** to provide students with a voice on health and wellness initiatives. Fourteen students were selected as members of the Council and five Council meetings were held.

**The peer educators hosted monthly Dimensions of Wellness activities** in every residence hall this year focusing on topics including alcohol, cannabis, gratitude, sleep, mental health, and sexual health.

**A peer-to-peer facilitation guide for resident assistants (RA's) and commuter assistants (CA's)** about substance use was created and training was provided to students delivering these conversations.

**The second annual Student Health and Well-Being Expo, "Health & Well-Being Across the Board,"** took place on November 8, 2023, in the SECC. This event is a partnership between the College of Health Sciences and Wellness Promotion. The Expo included 26 interactive activities and events provided by students supported by faculty and staff in researching, creating, and implementing an activity of their choice. Sixty-one students completed a post-event evaluation with hundreds participating in the event. The College of Health Sciences provided mini-grants awards to student vendors this year to implement their Expo activity.

**Let's Talk About Sex**, a sexual health event, was hosted in partnership with Student Health Services, with additional participation by the Counseling Center, CWGE, CTWA, CCES, and ODEI with 41 students checked in on RamConnect.



# Wellness Promotion



*The Office of Wellness Promotion engages students in opportunities to cultivate sustainable skills in health and well-being.*



**Wellness Promotion and staff and students from Athletics** attended the DII NCAA Apple Institute on February 23-25, 2024, in Orlando Florida. The team of participants are currently working on an action plan, with the early stages focusing on increasing knowledge about the impact of substance use on athletic performance.

**Graduate student appreciation kits** were created and disseminated to 200 graduate students in April on the Philadelphia, Exton, the graduate center, and the main campus to recognize and show gratitude for graduate students in partnership with graduate studies.

**The assistant director and director led JED initiative subcommittees** (social connection and help-seeking behavior and identifying students at risk) with representatives from across campus. Both groups are working with their committees on the initiatives identified in the JED strategic plan as not currently being met by the university and making recommendations to progress efforts forward.

**The associate director** supported the development and finalization of the Division of Student Affairs' mission, vision, and values as a member of the volunteer team offering leadership to these key pieces of the division.

**The director of Wellness Promotion** completed their doctoral program internship with the Office of Human Resources during the fall and spring semesters this year to further study employee well-being initiatives. Included in the internship was a benchmarking study of employee well-being programs, facilitating well-being programs for managers and employees; attending training opportunities; and making recommendations for direction moving forward to support employee wellness and well-being at WCU, including work aligning with the WCU Strategic Plan.

## AWARDS AND GRANTS

The peer educators were selected as the third-place winner of the Drug Enforcement Agencies Red Ribbon Week prevention video contest and were recognized at the NASPA Strategies conference in January. This award includes a \$1,000 stipend to use towards prevention activities on campus.

**Reducing Underage Drinking and Dangerous Drinking. 2023-2024:** \$19,040, PA Liquor Control Board.

**PLCB Reducing Underage Drinking and Dangerous Drinking, \$48,415** for 2024-2026, PA Liquor Control Board.

**Data** (office visits, website usage, program attendance, reasons for visits)

**BASICS:** 36 completed

**CASICS:** 6 completed

**Wellness Coaching:** 12 completed

**Decisions About Drinking:** 19 workshops; 208 students registered; 181 attended

**Choices About Cannabis:** 10 workshops; 35 students registered; 27 attended

**Voice Your Values:** 10 workshops; 24 students registered; 10 attended

## COMMUNICATIONS AND MARKETING (SOCIAL MEDIA ACCOUNTS, NEWSLETTERS, ETC)

135 social media posts were disseminated from department accounts reaching 42,404 accounts.





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UNIVERSITY



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