**Mission Statement**
The Division of Student Affairs' mission is to collaborate with and engage our diverse students, faculty, staff, and community members regarding access, affordability, services, programming, and experiences that

- Improve recruitment, retention, persistence, and graduation rates
- Support students in defining and achieving their goals
- Foster safe, healthy, and fully inclusive environments that capitalize on our diversity
- Provide effective support and holistic development and leadership opportunities
- Empower students to be lifelong learners and ethical global citizens

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**Strategic Priorities**
1. Enhance recruitment and retention efforts to increase enrollment
2. Strengthen student-friendly operations and customer service
3. Improve diversity and inclusion efforts to provide a safe and inclusive environment for students
4. Align financial and human resources to operate more effectively and efficiently
5. Promote student development, engagement, and leadership
Priority #1

Enhance recruitment and retention efforts to increase enrollment

ADMISSIONS AND RECRUITMENT

• Increased the number of touch points with prospective students via phone, text, and email (personal invites to events, admitted but not enrolled, admitted but not registered for orientation, not admitted because of missing credentials, mailing of inquiry postcards, search pieces, completed requests for information, etc).
• Purchased an additional 24,000 ACT scores for seniors and juniors in Arkansas and Texas; uploaded new leads into the recruitment funnel, mailed search pieces and began e-mail communication.
• Began a partnership with a website profile, online marketing, and lead generator partner to gain additional leads in Arkansas and Texas.
• Contracting for digital marketing, lead generation, and geo-fencing strategies, increasing our digital and geo-fencing scope to include entire travel season (fairs and visits). This includes pop ads on Facebook, Amazon, Google, Yahoo, Snapchat, and other social media.

MILITARY STUDENT SUCCESS CENTER

Moved to enrollment management to more strategically focus on recruiting military-affiliated students. A detailed recruitment and retention plan was developed and only partially carried out due to budget constraints. Full budget will be provided in 2019-20 to better focus on recruitment and retention.

RECRUITING INTERNATIONAL STUDENTS

Student Affairs worked with several departments on campus to explore developing a partnership with Keystone, an online marketing company, to help us market the university to around six million potential international students in over 100 countries. Admissions, International Student Services, Graduate School, Intensive English Language Program, and Marketing are in discussions about partnering to underwrite the cost of this initiative, with plans to implement in 2019-20.

DISABILITY RESOURCE CENTER

In addition to the Stacy Willis Memorial Scholarship, another endowed scholarship has been funded that will benefit two students registered with the Disability Resource Center annually. This donation was provided by David and Johanna Threm. Dr. Threm worked in the Disability Resource Center twenty years ago. The Threm family’s gift along with the Stacy Willis Memorial Scholarship helps selected students meet their educational goals.

ASK DESK

• Developed student friendly handouts and tutorials for staff to better assist students.
• Developed and conducted drop deadline/reinstatement surveys for identifying the needs of our students so we can help more of them stay enrolled.
• Worked with student ambassadors to increase campus knowledge and awareness of resources.
DONAGHEY STUDENT CENTER

Staff of the Donaghey Student Center and Fitness Center host and coordinate many activities to help students plug in and help them retain, including:

• Intramural Sports hosted Fat Tuesday Games, including an NBA 2K Video Game Tournament, in collaboration with Dining Services.
• Battleship during Welcome Week in the Aquatics Center with Campus Living and the Student Experience Center
• Student Wellness Fair with Campus Wellness
• Hoop Wing Fest, a collaboration of Intramural Sports and Student Affairs Success Initiative

Fit/Well headed up several collaborations, including with:

• Student Activities Board to teach ‘Glow Yoga’ classes for them during UPC Week.
• UA Little Rock’s Alpha Kappa Alpha Sorority with its programing for AKA Week, using one of our fitness classes for their programming.
• Undergraduate Academic Advising by presenting at two of their ‘Getting Myself Together… Am I Ready For The Semester?’ series workshops.

Campus Recreation added new Kettlebell Clinic, Badminton, and Pickleball.

CHARLES W. DONALDSON SCHOLARS ACADEMY

CWDSA Kick-off recruitment event engaged and informed 300+ PCSSD high school students about the CWDSA program and its college pipeline to UA Little Rock, Philander Smith College, or UA Pulaski Technical College.

COUNSELING SERVICES

Over 60% of students taking the client satisfaction survey indicated that Counseling Services helped keep them enrolled in college.
Priority #2

**Strengthen student-friendly operations and customer service**

**CAMPUS LIVING**
Campus Living worked on all business operations and reviewed all contract policies to better streamline assignments.

Campus Living worked on lighting surveys and standards for placement of safety programming. New lighting was placed at the north end of East Hall and pack lighting was replaced on West Hall.

**DEAN OF STUDENTS**
UA Little Rock participates in the National Assessment of Student Conduct Adjudication Processes (NASCAP). Survey results on our conduct process were compared with 16 other postsecondary institutions. The 22 students who evaluated our conduct process rated it higher than our comparable institutions across almost all areas. Further, findings indicate that UA Little Rock’s student conduct system is functioning at a high level.

**STUDENT ORIENTATION AND TRANSITIONS**
Revamped Orientation website to be more user-friendly for new students and their guests.

In order to make orientation as student-friendly as possible, Student Orientation and Transitions organized Orientation Committee meetings with key partnerships across campus, including TAASC, Transfer Student Support Services, Bursar, CEHP Advising & Support Center, college representatives from all five colleges, and Athletics & Fan Experience.

**STUDENT EXPERIENCE CENTER**
The registered student organization funding allocation process was modified this year. Rather than allocating funds between two semesters, Student Experience Center staff reviewed budgets at the end of the spring semester and realized allocation for the academic year was more effective. This resulted in more student organizations applying for funding in 2019-2020, and greatly benefited several student organizations who have not received funds in the past.

The Student Experience Center has begun the process to move forms required for registered student organizations to a digital process to add ease to the process of registering events with the Student Experience Center.

“My freshman year being a part of CLC helped me tremendously. It brought me out of my shell and allowed me to make some great friends.”

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DISABILITY RESOURCE CENTER
Disability Resource Center is implementing a new information management system to help streamline the services offered to students. Accessible Information Management (AIM) is a database that is used by many disability resource offices on college campuses across the country. With AIM the DRC can simplify the processes for students, staff, and professors by improving integration with existing systems. For students, this update will make it easier to request accommodations, assistive technologies, and other services.

HEALTH SERVICES
Health Services launched E-prescribe which allows prescriptions to be electronically submitted to the patient’s pharmacy of choice. E-prescribe saves time as the prescription is normally ready when the patient arrives versus handing the pharmacist a paper prescription and waiting for it to be filled.

ADMISSIONS
Admissions is under new leadership, and the following improvements have been made on operations and customer service:
• Updated Standard Operating Procedures.
• Adjustments made to campus tour website to ensure ease of use.
• Implemented event surveys to receive constructive feedback from event attendees so we can continue to make improvements.
• Implemented full monthly staff meetings, which has greatly increased communication, collaboration, and cross-training in the department.
• Implemented weekly office manager staff meetings.
• Safe Zone training for staff is now a priority, with three signed up for the next session, with more planned for the spring. This will help create a more inclusive environment in the department for LGBTQ students and prospective students.

PRIORITIZING CUSTOMER SERVICE
Customer service training has been a priority for Student Affairs this year. Several departments conducted trainings for their staff and/or students, including Admissions, Ask Desk, Student Experience Center, Chancellor’s Leadership Corps, and Military Success Center. The groundwork has been laid to formalize this training and make it more broadly available in 2019-20. This will include the concept of service recovery, a term from the business world, that helps change a negative experience into a helpful one for our students and colleagues. Literature on service recovery suggests that it has a positive impact on satisfaction, recommendation intention, word-of-mouth, loyalty, image, and trust. The acronym LAST will be utilized to help us remember the four responses to provide for students or colleagues who have had a negative interaction on campus:
Listen - Apologize - Solve - Thank
Although responding in this way is second nature to many in Student Affairs, we realize that training along with specific case scenarios and practice is needed to get everyone on board to this way of thinking. Several staff members are going to be focused this year on developing and providing these trainings for the entire division to ensure consistency across units.

ASK DESK
Several Student Affairs departments pitched in at the Ask Desk area to answer phones and to direct students to appropriate areas for advising, enrollment, and/or financial aid and helping them log in to BOSS during the peak times before classes begin, including Counseling Services, Health Services, Campus Wellness, Student Orientation & Transitions, Study Abroad, Vice Chancellor for Student Affairs office, Admissions, and Vice Chancellor for Enrollment.

“A smile is the universal welcome.” – Max Eastman
Priority #3

Improve diversity and inclusion efforts to provide a safe and inclusive environment for students

THE DIVERSITY COUNCIL
The Diversity Council’s mission is to improve diversity, inclusion, equality, and global understanding within the campus community by promoting dialogue, providing information, and fostering respect for all students, faculty, and staff. The Council is a function of the university and reports to the Chancellor. Three members are from Student Affairs, including two in leadership positions: the Diversity Council Chair, and the Programming Committee Chair. Representation is from the Multicultural Center, Counseling Services, and the Vice Chancellor for Student Affairs office.

CAMPUS CLIMATE SURVEY
The Data Committee worked with the Survey Research Center on campus to send the Campus Diversity Survey to all university staff, faculty, and students in May. The results will be compared to the 2013 survey done by Diversity Council. Once the qualitative data is compiled and assessed, the Council plans to hold focus groups to drill deeper into some of the most pressing issues that arise. When results are ready they will be posted on ualr.edu/diversity.

DIVERSITY WEEK
Diversity Week is the signature event for the University’s Diversity Council. In March 2019, Diversity Week was comprised of 17 events that engage the campus on such topics as race, immigration, Native American music pioneers, LatinX Trivia, Safe Zone training, and tips for faculty working with students coming out as LGBTQ. These events included:

• Talking Black in America
• Before and Beyond Black Panther
• Diversity and inclusion in Little Rock nonprofits (Nonprofit Leadership Studies)
• Abolish private prisons (Bowen School of Law)
• Becoming American - Promise and Prejudice (Ottenheimer Library)
• LatinX Trivia (World Languages)
• Rumble: The Indians Who Rocked the World (Sequoyah National Research Center)
• Immigration panel (Bowen School of Law)
• Women’s History month leaders luncheon (Student Experience Center)
• Game on! Exploring diversity in video games (Rhetoric and Writing)
• Human Library
• WorldFest Food and Music Celebration (CLC, CWDSA, SASI, Student Experience Center)
STUDY ABROAD

For many students, taking a Study Abroad trip is their first time out of the country, or even on a plane, and it greatly broadens their perspectives on the world, and on the country in which they live. Students who study abroad learn about inclusion in new and helpful ways.

Study Abroad works diligently with scholarship programs and departments on campus to ensure that the information about participating is being shared to the entire UA Little Rock student population. Staff regularly do presentations with CLC, PEAW, CWDSA, and Orientation, and also lead international programming efforts on campus.

The Director of Study Abroad presented UA Little Rock at the NAFSA Region 3 conference by co-presenting on “Supporting Underrepresented Students in Study Abroad.”

STUDENT AFFAIRS SUCCESS INITIATIVES

• SASI collaborated with the Student Experience Center, the Chancellor’s Leadership Corps., and the Charles W. Donaldson Scholars Academy to co-host UA Little Rock Student Leadership Retreat.

• SASI collaborated with the Student Experience Center, the Chancellor’s Leadership Corps., the Charles W. Donaldson Scholars Academy, and Greek organizations to co-host a student award ceremony, UA Little Rock Student Leadership Ceremony. This event consolidated several end-of-the-year award ceremonies which allowed students to all come together and present academics, leadership, and Greek awards.

“Diversity is being invited to the party; inclusion is being asked to dance,”
Verna Myers

SAFE ZONE

Safe Zone training was provided four times this year for a total of 37 people trained. Of those, nine were Student Affairs staff. Safe Zone also provided informational tabling at two Discover Days events in Fall 2018 and four Orientation sessions in May and June 2019.

Several departments have all full-time staff Safe Zone trained, and they display the Safe Zone sticker in their offices signifying that their space is a safe place to talk about issues impacting the LGBTQ+ community. Every department has had at least someone go through the training.

MULTICULTURAL CENTER

The Multicultural Center sponsored or co-sponsored 11 events not tied to traditional cultural observances including student feedback / listening sessions, holocaust survivor lecture, racial attitudes conference, and diversity training for orientation leaders.

In addition, the Multicultural Center sponsored or co-sponsored events for Black History Month and Women’s History Month, partnering with the Diversity Council, Division of Student Affairs, and several academic units.

The MC has been successful in gaining traction with students and with the overall campus community and is being recognized as a resource with regard to diversity and inclusion.
Priority #4

Align financial and human resources to operate more effectively and efficiently

ADMISSIONS
Admissions has worked to operate more efficiently and effectively in the following ways:
- Hired and trained Associate Director of Admissions, Customer Service Representative and Admission Counselor.
- Operations Manager and Admission Counselors did Recruit Overview and Navigation training.
- New CRM, Recruit, was implemented and all staff trained in various capacities.
- One staff member participated in the NISTS (National Institute for the Study of Transfer Students) conference in Atlanta.
- One staff member participated in SACAC (Southern Association for College Admission Counseling) Summer Seminar; Memphis.
- Worked on streamlining the admission process, which assisted both staff and students.

DONAGHEY STUDENT CENTER
- Conference Services relocated to the DSC Administration Suite and merged with the information desk, allowing employees to serve the campus community with general information as well as event/space reservations and ID services in one location.
- DSC absorbed the physical and financial responsibilities of the Trojan Card office.
- Due to a reduction in full time custodial positions, have had to rearrange staff schedules in order to maintain cleanliness of the building.

COUNSELING SERVICES
Continued fundraising with approximately $6,000.00 given in cash and in-kind donations for the UA Little Rock Food Pantry and CS programming such as the Self Care Fair, Trojan Wars, and Out of the Darkness Campus Walk.

Donation Proposal – CS, in collaboration with the Office of Alumni and Development, completed a donation proposal in March 2019 to renovate and equip spaces for group therapy, mindfulness, and to add an additional intern office.

CAMPUS LIVING
For audit response all campus living business procedures were reviewed and collection of back dated rents were put into place. This also will result in the implementation of new housing software in Fall 2019.

DISABILITY RESOURCE CENTER
The DRC started the implementation of a new student database that will integrate with systems currently at UA Little Rock and will be more efficient in disseminating Faculty Notification Letters, acquiring specific information that could help the office be more proactive and better organized with registered students.
INTERNATIONAL STUDENT SERVICES
For recruitment purposes, ISS has developed a full electronic communication strategy that capitalizes on each student inquiry received to ensure that contact is maintained and prospective international students are prompted weekly to continue moving through the enrollment process. This communication strategy utilizes coordinated email campaigns, customer relationship management, and cohesion with all communication outlets including our website, social media, and print materials. This electronic communication campaign was also internally created by the ISS personnel without any cost to the institution.

The department has created a web-based student request system which made most procedures paperless. This was internally created by department personnel without any cost to the institution. This move became necessary after a number of staff changes and the loss of a full-time position within the last couple of years. The department is staffed lower than most other state institutions where the personnel are required to monitor, maintain, and report over 900 active immigration records under various immigration types. This new request system optimizes both staff and students’ time.

COUNSELING SERVICES
• Provided clinical training and placement to six intern students from the School of Social Work and Rehabilitation Counseling programs. These interns provided 375 counseling sessions for our students. To date, CS has hosted 33 clinical interns since fall 2009.
• Employee Assistance Program was provided office space and staff support two days per month to facilitate counseling appointments for faculty and staff.
• Purchased and hosted two live webinars for UA Little Rock professional personnel from Health Services and CS. The webinars provided cost effective educational value, professional development, and CEUs. Topics were clinical issues and treatment strategies for the LGBTQ community, and treating anxiety in the age of texting and social media.

HEALTH SERVICES
For the seventh year, Health Services partnered with the UA System Office and provided biometric screening for UA Little Rock employees. Screening included total cholesterol, HDL, LDL, triglycerides, glucose, BMI, and blood pressure. For employees with UMR health insurance, the screening was billed to UMR and Health Services received reimbursement. 148 employees completed the screening process. Approximately 225 attended the event.

Voluntary prostate cancer screening for faculty and staff was conducted on the same day as the biometric screening. Fifteen men were screened and educated on the warning signs of prostate cancer.
**TROJAN DAZE**

Trojan Daze is the annual welcome back week for all students that is both fun and entertaining! Trojan Daze is a collaborative effort of many departments across Student Affairs and the University, especially the Student Affairs Success Initiatives, Chancellor’s Leadership Corps, and Student Experience Center.

The fun began with Move-In Day, when dozens of campus volunteers descended on Campus Living to get students moved into their new homes. T-shirts and other giveaways were provided, as well as a cookout. We also provided snow cones, water, and Gatorade, as well as a place to cool off while moving. A farewell reception was held for the families before they said goodbye to their students.

New Student Convocation marked the beginning of freshman students’ journey as part of the class of 2023. The ceremony included comments from the Vice Chancellor for Student Affairs, the Provost, and the Chancellor, welcoming students to campus and helping set a vision for their future.

Trojan Wars was a fun event on that focuses on sex education and other important relationship issues. There were approximately 180 students in attendance to learn in an interactive, engaging, non-judgemental, and inclusive way on such topics as safer sex and abstinence, consent and communication, sexually transmitted infections, and maintaining healthy intimate relationships.

Movie nights, karaoke, student org fair, and a chance to love on some therapy pets were also part of the fun of Trojan Daze. Rec Night was loads of fun, with basketball, dodgeball, and plenty of food. Students got to Meet the Greeks, and mingle with members of UA Little Rock’s Fraternities and Sororities including some of the top student leaders on campus. They also got to meet military students and the staff of Military Student Success Center. There was also a live DJ, festive photo booth, games, and a block party.
ADMISSIONS

The department created a student ambassador program to assist with prospective student recruitment and engage current students in leadership roles within the University.

Admissions also invited and brought current UA Little Rock students on high school and college day visits in their hometown to assist with recruitment. This empowers current Trojans to help influence their former high school classmate to choose college and to come to UA Little Rock.

CAMPUS WELLNESS

In observance of Red Ribbon Week, Campus Wellness (part of Health Services) hosted several events throughout the week of October 22. Included was a game of Lightning Trivia which focused on drug abuse, a viewing of the movie “Written Off” which addressed the issue of opioid addiction, and a game of drug BINGO in the residence hall commons area. Approximately 50 students participated.

A new student wellness committee was formed. The committee consisted of 7 students (Wellness Ambassadors) all of whom played a role in planning, implementing, and evaluating programs and events for the UA Little Rock student population.

CHANCELLOR’S LEADERSHIP CORPS

Freshman scholars took a two-semester leadership development course. The focus is to help ensure students learn cultural awareness and diversity; self-awareness, self-care, and overall wellness; mapping out school and life goals; leadership development and values; communication, conflict management, and soft-skills; group collaboration and presentations; financial literacy; and career readiness.

In addition, freshman scholars completed over 3,000 hours of service learning in the 2018-2019 academic year.

The CLC Student Leaders completed approximately 30 hours of professional development training throughout the 2018-2019 academic year, which enabled them to serve as mentors to the freshman scholars.

The DRC piloted a peer-to-peer mentoring workshop series for students with learning disabilities related to reading in 2018. Two groups were formed and met once a week for six weeks. Participants shared their learning experiences and were able to gain better self-awareness, and learn about other technologies, study tips, and self-advocacy skills.

Another peer-to-peer mentoring group was established in the Spring of 2019 and there are plans to continue the workshops in the fall 2019 and expand the scope to include more students.
Student Advocate Awards

The Division of Student Affairs honored over 100 faculty and staff and more than 50 departments and programs on Thursday, May 2. The Student Advocate Awards Reception highlighted employees and departments who have been instrumental in helping a graduating student succeed. These student advocates were named in a survey by graduating students.

We appreciate everyone who shares our passion for student success!

Nawab Ali
May Atkins
Naeem Bajwa
William Baltosser
Amy Barnes
Joseph R. Bell
Amy Benton
Brian C. Berry
Abhijit Bhattacharyya
Kwasi Boateng
Sue Bowling
David Briscoe
Toni Brown
John Burgin
John Bush
Jamie Byrne-McCollum
Joyce Carter
Kevin Cates
April Chatham-Carpenter
Rosalie Cheatham
Marta Cieslak
Reed Claiborne
Jeffrey Condran
Sloan Davidson
Lenita Davis
Andrew Deiser
Stephanie Dhonau
Trakenya Dobbins
Gerald Driskill
Tim Edwards
Eric Wiebelhaus-Brahm
Sarah Beth Estes
Juliana Flinn
Mark Funk
Joe Giammo
Marc Glidden
James Golden
Stephen Grace
Greg Graham
John Hall
Richard Harper
Heidi Harris
Katie Helms
Kimya Herd
Yslan Hicks
Robert Hines
Laura Holland
Kalan Horton
Jennifer Hune
James Hurst
Caleb James
Lakeshia Jones
Donna Kelly
Barclay Key
Sung-kwan Kim
Mike Kirk
Tara Kittrell
Jason Kushner
John Kuykendall
James Levernier
Adriana Lopez-Ramirez
Kristin Mann
Joanne Matson
Kris McAbee
Mariofanna Milanova
Johanna Miller Lewis
Bradley Minnick
Steven Minsker
Brian Mitchell
Rohn Muse
Cindy Nahrwold
David Namir
Desarae Nelson
Kathy Oliverio
Rosalie Otters
Angela Paladino-Fairley
Yvette Palmer
Mary Parker
Stacy Pendergraft
Yoriko Perritt
Gigi Peters
Mia Phillips
Srikanth Pidugu
Elizabeth Pierce
Lundon Pinneo
Sarah Porter
Jess Porter
Bennie Prince
Chris Ray
Melissa Reeves
Sonny Rhodes
Ann Robinson
Keith Robinson
Chad Sanders
Robert Sanderson
Louis Scivally
Amber Smith
Bruce Smith
Shanel Smith
Lawrence Smith
AJ Smith
Janea Snyder
Jerry Stevenson
Rebecca Streett
Misty Stukenberg
William Suter
John Talburt
Tusty ten Bensel
Rachel Tennial
Avinash Thombre
Mike Tramel
Howard Turney
Michael Underwood
Jim Vander Putten
Laurie Vesco-Knight
Thomas Wallace
Jane Wayland
Karen Wisdom
Scott Woolbright
Richard Woolridge
Connie Wordlaw
Charles Wright
### Student Advocate Awards

#### Continued

#### Department Awards

| Department                        | First Year Experience | Greek Life | History | Interpreter Education program | MAC Lab | Management | Mass Communication Program | Math Department | MSW program | Nursing | Philosophy and Interdisciplinary Studies | Political Science | Psychology | Rhetoric and Writing | Ronald McNair Scholars | School of Education | School of Social Work | Society of Computing and Information Science | Student Affairs Success Initiatives | Student Experience Center | Student Government Association | Student Support Services | Talent Search and Educational Opportunity Center | TRIO Higher Education Access Programs | University Writing Center | Web Design and Development | World Languages |
|-----------------------------------|-----------------------|------------|---------|--------------------------------|---------|------------|----------------------------|-----------------|-------------|---------|------------------------------------------|---------------------|------------|-------------------------------|-------------------------------|----------------------|---------------------|--------------------------------|----------------------------------|------------------------|-----------------------------|-------------------------------------|--------------------------|
| Anthropology                     | First Year Experience | Greek Life | History | Interpreter Education program | MAC Lab | Management | Mass Communication Program | Math Department | MSW program | Nursing | Philosophy and Interdisciplinary Studies | Political Science | Psychology | Rhetoric and Writing | Ronald McNair Scholars | School of Education | School of Social Work | Society of Computing and Information Science | Student Affairs Success Initiatives | Student Experience Center | Student Government Association | Student Support Services | Talent Search and Educational Opportunity Center | TRIO Higher Education Access Programs | University Writing Center | Web Design and Development | World Languages |
“Being in the Charles W. Donaldson Summer Bridge Academy motivated me and showed me that I could do anything I put my mind to.”

“Disability Resource Center really helped me out. I don’t think that I could graduate without them. They supported my dreams and showed me that I can be a successful dyslexic learner.”

“CLC helped encourage me to keep my grades up while volunteering every semester to serve my community.”

“Counseling Services has been completely instrumental in helping me keep my mind focused on short-term as well as long-term goals. They helped me become a better person and I would not be doing as well as I am without their guidance and support. The entire staff in the Counseling Services office have been incredible and I appreciate each one of these individuals who have made me stronger and wiser and more capable of continuing my educational goals.”