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The year in review

Student Affairs at the University of Oklahoma is a collection of people, programs, activities and services that complete the university experience for OU students.

Three primary goals directed the activities of 1,459 people within the divisions’ 13 departments:

1. Provide programs, activities and services that strengthen the educational environment for learning.
2. Support and encourage students in the achievement of their educational and career goals and objectives.
3. Enhance the sense of community and the overall quality of campus life.

In the face of shrinking budgets, the division has seen significant growth in the programs and services provided by each department. This was accomplished through strong teamwork, collaboration, creative leadership and a commitment to providing the best possible university experience for OU students.

Assessment continued to determine effectiveness of these activities and departments continued to align the investment of resources appropriately.

Serving a student body more diverse than at any other time in its history, Student Affairs’ programs celebrated that diversity and significantly contributed to OU’s rich learning environment.

The key to success for each student is the successful completion of a degree. Recognizing this, the division supported retention initiatives that created a safe, supportive environment.

Last year, Student Affairs employed 1,026 students with total student payroll of $3,574,069. Student payroll dollars are critical for students who must work while they are completing their degree. Twenty-seven of the divisions’ 433 non-student staff also taught academic classes.

SafeRide, OU’s free, no-questions-asked, safe ride home for OU students grew again this year. Operating Thursday, Friday and Saturday nights from 10 p.m. to 3 a.m., the program provided 14,225 safe rides home to OU students.

This report provides a snapshot of the past year’s activities in each of the departments of Student Affairs.

The units and people comprising Student Affairs provided meaningful and quality service to and educational experiences for OU students in all of their uniqueness. Quality personnel, breadth of programming, facilities, training and distribution of resources create both the primary opportunities as well as challenges for the division.

Clarke A. Stroud
University Vice President for Student Affairs
and Dean of Students
2009-2010
The mission of Career Services is to enhance the career development of students by teaching career planning and job search skills and by facilitating the exchange of information among students, alumni, faculty, administrators, and employers. Career Services plays a significant role in supporting the academic mission of the University, providing information and resources related to the success of students after graduation. These services provide a link between the University and the organizations that hire OU graduates, an important component in the institution’s development efforts.

Throughout the past year the staff of Career Services provided programs and services that assisted students in understanding individual capabilities, interests, and collegiate experiences as they relate to jobs and careers. Staff supported students in the development of the skills they need to prepare for the future and provided services to assist students as they explored career fields and made the transition from the University to the next step in their career progression. By the end of last year, the number of students registered with Career Services had increased 50 percent since implementing free registration three years ago.

Career Services focused on staying abreast of changes in technology to promote and deliver services to students, alumni, colleges and employers. This included providing information about choosing a major or career, applying to graduate school, job search assistance, current job market trends and entry level salaries through the department’s Web site, HIREsooner.com. Regular e-mail communication provided students and alumni information about full-time employment, internship and co-op opportunities.

The economic slowdown, which began during the first part of 2008, continued through 2010. That slowdown resulted in a decline in college recruiting nationwide. OU, however, was fortunate to be in an area of the US that did not experience the effects of the slowdown to the extent felt on the east and west coasts. While there was a decline in recruiting activity during the year, it was not at the percentage seen at other college campuses.

Career Services continued to successfully deliver the message that internships and cooperative education are important avenues for students to gain valuable experience before graduation. Each year, an increasing number of students maintain résumés in the OU online résumé books. This service connects employers with students interested in internship or co-op opportunities.
did you know?
Career Services provides the career planning and job search function for every college on the main campus, The University of Oklahoma – Tulsa campus and the College of Law. Services are available to both current students and alumni.

Career Services hosts or cohosts 11 career fairs each year which are attended by more than 700 organizations and 4,000 students.

More than 5,000 organizations recruit OU students through online interviewing, online job postings and career fairs provided by Career Services.

Career Services critiques more than 5,000 résumés each year for students and alumni.

Career Services conducts more than 100 workshops for approximately 1,400 students each year. Topics include conducting a job search, applying to graduate school, and career exploration.

Career Services career advisers met individually with 3,668 students to provide job search and career-related advice.

Career Services staff spoke to 5,252 students in 136 presentations to classes, clubs and organizations.

Career Services coordinates more than 6,000 on-campus interviews each year.

More than 4,000 jobs for students and alumni are posted each year to the Career Services online job board.

Through the federal government “Call to Serve” program, OU committed to assisting students and alumni to find and apply for federal government jobs. Career Services leads that effort by presenting workshops on how to apply for federal government jobs and developed a federal government section on the department Web site.

Career Services is free for all students. Last year over 7,300 students activated their HIRESooner page to apply for jobs and internships, uploaded their résumé to the OU online résumé books, accessed the OU Career Mentoring Program, researched employers and or applied for on-campus interviews.

Career Services teaches career planning/job search classes each semester in the Price College of Business, College of Engineering, and the College of Arts & Sciences.

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disability resource center

The Disability Resource Center (Center) provides comprehensive disability resource management for students, faculty, and staff with disabilities on the university’s three campuses, and the OU High School. The activities of the Center are consistent with OU’s mission to provide the best possible educational experience through excellence in teaching, research, and creative activity to state and society. The Center provides individualized resources that support its mission of encouraging full participation and equal educational opportunities for students, faculty and staff with disabilities.

The Center’s staff works to create an inclusive and welcoming environment for all students. Liaisons are also in place for all the University of Oklahoma Health Sciences Center and OU – Tulsa to foster excellence in the accommodation process and to improve recruitment, transition, retention, and graduation of students with disabilities.

Resources available to the university community include emphasis on both
architectural and programmatic access. Staff members meet regularly with the OU Architectural and Engineering and Facilities Management teams to consult on accessibility standards for all new construction projects and alterations.

Programmatically, the Center offers a range of resources, all of which can be individually tailored to meet specific individual disability needs. Some of the programmatic resources and services available to the university community include advocacy, interpreter and captioning, note taking, alternative testing, alternative print formats, readers and scribes, library research assistance, priority enrollment and faculty notification of requested accommodations. Additionally, adaptive computer labs, skill development tutoring, facilitating accommodation request to outside entities, employment accommodation, educational seminars and consultation on disability issues are offered by the Center.

The Center’s staff creates an inclusive and welcoming environment for all students.

A comprehensive Web site emphasizes the resources for each of the three OU campuses. The site offers resources for educators such as “Tools for Enabling Faculty to Teach Students with Disabilities.” These faculty development online training programs offer tips for teaching students with learning disabilities, students who are blind or have low vision, and students who are deaf or hard of hearing. Resources are continuously added to the Web site for educators. The Disability Resource Center Web site also hosts a Federal Educational Rights and Privacy Act (FERPA) tutorial that is available to all OU employees to foster compliance and understanding of student privacy issues.

Last year, Center staff effectively delivered accommodations to approximately 500 students with disabilities. A new Web-based program for students to request accommodations made this process simple and convenient. Norman campus students and OU – Tulsa students enrolled in Norman campus programs, now have 24-hour-a-day availability to a program that populates their semester schedule and allows them to request accommodations specific to each class. After approval of the accommodations, staff communicate the accommodations to faculty members so that accommodations can be implemented early in the semester.

Additionally a brochure and a Fact Book inclusive of all three campuses helped to provide information to students about the accommodation process.

The Center conducted a number of assessments during the past academic year that provided valuable information to better understand the population while continuously improving services.

The Center evaluates individuals based upon ability rather than disability. Individuals requesting accommodation must submit appropriate documentation and then staff work with the individual to provide reasonable accommodations, selecting from equally effective and appropriate accommodations. Resources are often developed in response to expressed needs. Individuals using the Center’s resources are encouraged to discuss any unmet needs with the staff. The creation of an inclusive environment is a shared responsibility and through collaboration with others in the university community the Disability Resource Center has access to the talents and capabilities of the entire campus.
OU Health Services (OUHS) completed another successful year with several new programs and initiatives that enhanced the high quality medical care, counseling services and health promotion programs the campus community has come to expect from the department.

New Externally Funded Programs
   OU Health Services currently coordinates two externally funded programs totaling roughly $750,000.

   The first project, a $250,000 2-year grant from the Department of Education, Office of Safe and Drug-Free Schools, serves sanctioned students and has the potential to add to the current literature related to alcohol use by college students.

   The second project, a $500,000 5-year Merrick Foundation grant entitled “Healthy Sooners,” addresses nutrition, physical activity, alcohol misuse and smoking cessation. Initiatives began this past spring with a highly visible flash mob on the South Oval. The Healthy Sooners Web site, which will provide comprehensive program materials for each component of the grant, will launch fall 2010. This project provides effective collaboration opportunities throughout Student Affairs’ departments, including Recreational Services.

Clinic Activities
   OU Health Services enhanced the quality of clinical services provided to the university community through these new services and initiatives.

   • Implemented a state of the art digital X-ray system. This new technology improves campus health care by allowing the
Counseling Activities

A significant focus for Counseling and Testing Services has been to assist the campus in the identification and provision of services for distressed students, faculty and staff.

• Served as an important component of the University’s Threat Assessment and Review Committee providing assessment, consultation and counseling support.
• Developed a new brochure focusing on the assessment and referral of distressed students. Distributed this past fall, this brochure provides faculty and staff with important guidance for dealing with individuals in crisis.
• With the support of the J.I.L.L. Campaign, developed an in-house consultation series to better identify and monitor distressed students, faculty and staff to ensure these cases are properly managed.
• Continued providing gatekeeper training programs for the campus community. Programs teach identification and communication skills for dealing with individuals in crisis.
• Coordinated a tri-campus consultation series to assess and monitor mental health issues for the Norman campus, OUHSC and OU – Tulsa.

Health Promotion and Prevention:

• Convened a Norman-campus pandemic committee to develop a response plan in the event of a regional or national pandemic illness.
• Coordinated the Norman campus pandemic plan with the OUHSC campus through on-going collaboration and phone consultations.
• Provided flu clinics for the general influenza vaccine and the H1N1 vaccine. These clinics distributed thousands of immunizations to the campus community.
• Assisted the campus by providing hand sanitizer and other prevention materials during the peak of the H1N1 period.
• Obtained health risk assessment data on nearly all first-year students. This data which will continue to be collected in future years, will provide both important assessment information about the impact of programs as well as assist in identifying future campus needs.
• Fifteen trained peer educators provided interactive alcohol education programming to approximately 3,700 first-year students during the first six-weeks of the fall semester.
The Henderson Scholars Program (HSP) focuses on the academics, service and health of a cohort of 120 students.

Last year, the class achieved a 3.47 cumulative grade point average, completed 1,758 hours of community service and raised $5,224 for an annual holiday dinner which supports local families in need.

A new donor, Hille Foundation, gave the Henderson Scholars Program (HSP) a gift of $13,000 and The Williams Foundation continued their support of the program with a gift of $5,000 which supported the annual retreat.

Retreat

The annual retreat in the fall featured two prominent community leaders. Dr. George Henderson outlined a history of his tenure at OU and life in Norman, focusing on the importance of racial diversity. Dr. LaQueta Wright followed with a presentation on the importance of diversity on a college campus.

OUHS directs a nationally accredited, highly competitive, doctoral counseling internship program. Each year the program graduates 5 doctoral interns from various universities across the country.

OUHS is nationally accredited with the Accreditation Association of Ambulatory Healthcare, the same accrediting body that accredits the Mayo Clinic.

OUHS conducts a patient satisfaction survey two times each year. This survey has consistently reflected high patient satisfaction (an average of 95 percent or higher) with the services provided by the center.

OUHS provides thousands of free flu shots to students each year.

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Assessment demonstrated high satisfaction for all aspects of the retreat.

“Sweatin’ For Success”

“Sweatin’ for Success” promoted healthy living and the connection of healthy living to academic success. A presentation on healthy eating also provided information on how to prepare affordable healthy meals for late night study sessions. Recreational Services taught a Zumba Fitness® class to focus on the importance of exercise as a component to a healthy college lifestyle.

Think Tank

Scholars manned a table in the Oklahoma Memorial Union each Wednesday to seek student input on the HSP Web site and familiarize the OU community with the Henderson Scholars Program.

Scholars sponsored a Black History Month game and awarded prizes while teaching students about important figures in Black History. Scholars also raised and donated money to the Norman Red Cross for Haitian Relief, created a slide show of influential Oklahoma Women and founded the Sylvia Lewis Leadership Scholarship fund in honor of Women’s History Month.

Sooner Saturday

Scholars participated in Sooner Saturday and provided prospective students with information about HSP. Information available to prospective students included printed materials about the program and a media presentation.

Holiday Project Family Dinner

HSP hosted a holiday dinner for seven underprivileged families and raised the money to pay for the event. Scholars assisted in establishing criteria to select the participating families and planned all aspects of the event.

Community Service Program

Scholars completed community service in the Oklahoma City metro area and Norman, participating in the Big Event and Sooner Saturday, serving as Irving Middle School mentors, volunteering in the National Society of Black Engineers A Walk for Education and participating in Higher Education Day at the State Capitol.

Fundraising

In addition to the Holiday Projects Family Dinner, HSP focused on maintaining existing donors and developing new ones.

Scholars Recognition/Awards Banquet

HSP concluded the year with the annual awards banquet which honored scholars for academic performance and community service. The Freshman of the Year award recognized the top freshman scholar’s participation in HSP programs, community service dedication and academic success. HSP staff and students recognized the Hille Foundation for sponsorship and support of the program.

did you know?

Approximately 190 OU students have participated in the Henderson Scholars Program since the inception of the program in 2001.

The Henderson Scholars Program consists of National Achievement Scholars, National Merit Scholars, National Hispanic Scholars, and Regents Scholars.

More than 50 percent of graduating Scholars have or will be attaining a graduate degree from universities across the country.

Henderson Scholars Program boasts a 94 percent retention rate.

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This past year was one of growth and positive change for Housing and Food Services (H&FS). Student input from both Educational Benchmarking, Inc. (EBI) and The National Association of College and University Food Services (NACUPS) assessment surveys confirmed improvements.

Housing and Food Services financial performance exceeded expectations. Tight fiscal controls, careful review and oversight of Facilities Management work orders and charges provided the greatest savings.

**Residence Life**

Assessment demonstrated increased student satisfaction with the residence halls’ experience. Resident Advisers (RAs) continued to be the backbone of the residence halls and the additional support of four new graduate student Resident Directors (RDs) strengthened this commitment. A new position, International Student Coordinator, more fully engaged international students and increased the number of international students living in the residence halls.

Two new positions assisted a strong existing professional staff to provide quality living experiences for residents. A new liaison between Food Services staff and Residence Life staff worked with both residence life and food service staffs to create special event menus and execute successful events. A new staff member for programming at Kraettli Apartments provided events and programs to Kraettli residents.

**Housing Operations**

Housing Operations completed the year with a reinvigorated team of staff who shared the goal of providing outstanding customer service.

The assignment process continued to improve. The collections process also improved and will improve even further as the Banner conversion moves forward. Housing contracts may now be completed online which improved the overall customer experience and the quality of the data collection.

**Food Services**

Dining Services completed an eventful and successful year involving the wide spectrum of university events and functions ranging from athletic events to President’s Associate dinners.

**Residential Dining**

Residential Dining made headlines both regionally and nationally with the opening of the newly remodeled Couch Restaurants. The $10 million dollar renovation created a platform from which 14 stand-alone restaurant concepts operate and provide high quality food and a wide menu selection under one roof. The remodel was featured in the November edition of Sooner magazine and in the June issue of a national food service publication, Food Service Management. Couch Restaurants was also selected as a national award winner for Best Renovation 2009-2010. Couch Restaurants has quickly become a favorite student recruiting tool for campus tours.

The Director of Residential Dining, Frank Henry, was selected for the Regents Award for his outstanding service to OU. Frank’s leadership and the dedication of his team made it possible to open and successfully operate Couch Restaurants.
Meal plan participation increased significantly due to the quality dining programs offered at Couch Restaurants and across campus. In the EBI Rankings for spring 2010, OU Residential Dining was in the top five of 282 other college and university resident dining programs surveyed.

**Retail Dining**

Retail operations had an outstanding year with four operations having particularly significant impact and financial turnaround. Crossroads tripled menu variety with new signature sandwiches and combination plates. A new menu system more effectively communicates new offerings and specials. The Laughing Tomato continued to develop into a main line restaurant concept. A new Farmer’s Market every Friday during the fall and spring semesters featured locally grown produce and locally produced products. Samples and recipes for customers created a learning environment.

Starbucks in the Union saw significant financial improvement as a result of increased sales.

The Student Union Food Court at the OU Health Science Center grew sales 25 percent over last year. A new satellite operation of the HSC Food Court at the Physicians Building, is due to open fall 2010. This operation, Dave’s Place, will deliver a high quality and much needed food service to the visitors and employees of OUHSC.

The OU Cancer Institute selected Housing and Food Services to operate food service at the Institute. OU Food Services’ leadership designed an operation that will deliver home-style entrees that cater to patients, patients’ families and to the staff of the facility. The Healthy Hearth, scheduled to open next summer, will be a key element in providing comfort and aiding in the healing process at the OU Cancer Institute.

Overall, the Retail Dining Management Team worked to better understand the business and manage expenses effectively. This increased attention to details increased efficiencies and reduced costs.

**University Catering**

Over the course of last year, OU Catering worked to upgrade services and service styles, including new serving jackets, contemporary food presentation styles and seasonal events. Changes have been well received by customers. A new Customer Relations Manager will work to increase catering sales through better outreach to the OU community, pre-selling catered events and other food service-related events specific to the customer’s needs and making catering a more approachable service.

**OU Concessions**

In June, OU Athletics selected H&FS to be the concessions provider. This in-house operation will keep an estimated $3.2 million in concessions revenue over five years on campus and will benefit OU Athletics and its customers, OU Housing & Food Services and the university as a whole. H&FS retained the existing concessions management staff to operate the concession venues.

**Facilities**

Managing the facilities budget is essential to H&FS’s success. Developing a comprehensive facilities review and maintenance program allowed management to closely track work and expenditures. Using this system, H&FS decreased overtime by $80,000, temporary labor by $120,000 and Housing Maintenance Team purchases by $30,000.

Other facilities improvements included new furniture and total renovation for some Kraettli apartments, refreshing three Traditions East buildings, adding water stations in each residence center, coffee brewers in all of the study lounges and new carpet and paint in DLB Hall.
Accounting
H&FS Accounting worked with students and full-time staff to provide services and reports that allowed the individual areas to accomplish goals.
The Financial and Internal Control Oversight Committee continued to look at business practices, audit cash operations and in general keep the department compliant with accounting and audit procedures.

Information Technology
H&FS IT provided Wayfinder information boards in each residence areas that improved the safety of students and summer camp participants, and installed a new wireless network service at Kraettli which offers quick, fast connection to the OU network.
Additionally, H&FS IT continued developing the Housing Director assignment system, worked with OUIT to expand the Micros cash register system to the HSC campus and began the process of expanding Micros into the football stadium and Lloyd Noble Center as part of the new concessions contract.

Assessment demonstrated increased student satisfaction with the residence halls’ experience.

A new web portal for Residence Life allows RAs and professional staff to fill out and retrieve forms online. Kraettli residents can now do a pre-lease contract and make payments online.

Sooner Suites / Summer Camps
Attendance at summer camps increased 15 percent. While summer camps present challenges for the facilities staff as they work to get rooms ready for the fall move in, the revenue is vital to the overall budget.

OneCard
OneCard staff members provided services across campus that are fundamental to the proper functioning of the campus. Processing more than 9.9 million transactions across campus last year, each student, faculty, and staff member used OneCard services multiple times per day with few issues or complaints.
Hardware upgrades provided better control over OneCard-controlled doors offering quicker lockdown controls in case of an emergency. Continual updates to the business plan helped OneCard meet growing obligations for service across campus as well as budget goals.

did you know?
There are approximately 1,300 reader devices in use on the OneCard system.
OneCard processed approximately $1.1 million book charges for Financial Aid Book Vouchers and National Merit Scholars over the past fiscal year.
Housing and Food Services maintains more than 2 million square feet of space.
Housing and Food Services has 2,476 bathrooms with 2,500 sinks and 5,000 toilets, more than 3,000 air handling units, more than 40,000 fire alarm and safety devices, 19 elevators and 15,000 light fixtures.

Food Services served 3.4 million meals last year.

113 students on the Room and Board program collected more than $645,000 in work study this past year.
Each week Food Services uses approximately 9,000 fresh, locally purchased, cage-free eggs.
Housing Operations answered more than 5,000 e-mails in the past year.
The Academic Success Rebate and Loyalty Programs returned $280,000 to students last year.
Overall GPA/Cumulative GPA for the RAs for spring 2010 was a 3.45.
Last year Residence Life presented 800 programs in the residence halls.
H&FS hosts approximately 800 international students in the residence halls and apartments. 296 residence hall intramural teams competed in 13 different sports during the 2009-2010 year.
OU Health Sciences Center Student Affairs assists in developing health care professionals through recruitment, retention, recreational programs and services. The office provides oversight for student organizations and student government, coordinates leadership development opportunities and community-based programs, oversees the union and recreational services, and provides counseling services. The HSC Student Affairs team is dedicated to the support and enhancement of the academic mission of the university. Services and outreach are offered to ensure the physical, emotional and mental health of all students and provide guidance toward a career as a health care professional.

HSC intramural sports started off the year with a miniature golf tournament that attracted more than 60 students. Over the past year, 744 students (more than 10 percent of the HSC student body) participated in five different sports: miniature golf, flag football, basketball, soccer and softball. Based on the Student Satisfaction Survey, intramural sports continued to be a favorite activity of students and played an important role in maintaining HSC students’ satisfaction.

The 24-hour David L. Boren Student Union experienced more student traffic this past year than ever before with the relocation of the Allied Health community to Stonewall Avenue. A newly expanded dining room accommodated the increased traffic. HSC Food Court served dining patrons during the day and provides ideal study space in the evening.

Second floor renovations completed in July 2009 provided two additional rooms for programming and scheduling. A new large
conference room with seating for 96 serves as the Union’s premiere space for rentals among the HSC community events. A new, small boardroom seats 24 with wooden tables and leather chairs and is frequented by students and staff alike.

HSC Campus Life staff continued to work with all seven colleges to provide interdisciplinary activities. An HSC Student Leadership Retreat, themed “The Perfect Blend,” brought more than 40 student leaders, representing each college together to discuss student programming and campus growth. Results from the 2009 Student Satisfaction Survey provided student leaders with a point of reference for the retreat and the ability to plan events that respond directly to the needs of the students.

Nearly 90 Big Event volunteers partnered with 17 community sites, to build the foundation for a healthy community through sustainable partnerships in health-based service to the HSC community throughout the year. Designed to benefit OKC metro area clinics, the Health Dash, formerly the Miracle Run, attracted 248 runners to the moon lit HSC campus, raising $6,400 for dental and medical equipment for area clinics.

HSC Student Counseling Services (SCS) worked to increase visibility and use of its services in order to provide quality counseling services to HSC students. Staff offered more than 20 outreach presentations on a variety of topics including Stress Management and Managing Test Anxiety, Maximizing your Maximal Performance on Step 1, Identifying and Assisting Distressed Students and the Suicide Prevention program, Question, Persuade, Refer (QPR).

During the third annual Sexual Assault Awareness Week, a total of 250 students participated in the week’s educational opportunities including the Take Back the Night March. Focusing on suicide awareness and prevention, Oklahoma City’s Out of Darkness Walk, brought HSC students and community friends together for the community walk. In addition, 488 students participated in DeStress Fest.

Staff and students from throughout the Health Sciences Center comprise the Student Advisory Board (SAB). SAB met throughout the year and offered insight and programming solutions to SCS.

Beginning in February the HSC Writing Center received funding for longer hours. This immediately increased the number of students who could use the Writing Center’s services. Last year the Writing Center assisted 459 students compared to 267 the previous year.

HSC Campus Life staff continued to work with all seven colleges to provide activities for students.

The Writing Center continued outreach to the OUHSC campus community through presentations to the College of Allied Health, College of Dentistry, OU Cousins, and College of Public Health Student Association. The annual Waffles with the Writing Center held in October continues to grow in popularity with students attending for food, fun and information on writing. The Writing Center partnered with the newly formed, student-led Integrity Council to raise awareness about academic integrity on the OUHSC campus.

Overall, HSC Student Affairs credits a successful year to the relationships established and nurtured throughout the HSC community.

did you know?
HSC Student Affairs approved 50 registered student organizations during the 2009-2010 academic year.

HSC Student Association provided 172 winter coats for Dunbar Elementary students.

Established in 2003, HSC Crimson Club has invited 119 students for membership.

The HSC Campus Awards Ceremony honored 168 students in April.
Leadership Development and Volunteerism (LD&V) provides educational programming and opportunities for students to “make a difference.” Through numerous programs and activities, LD&V helps students further develop their leadership skills, assists with personal growth through student learning and connects students to volunteer opportunities in the local community and beyond.

**Make a difference in YOU.**

Various learning experiences helped students to clarify values, define personal goals and further prepare for future leadership roles. The Leader Summit 2010, sponsored by ExxonMobil and a private donor, provided more than 300 students with the opportunity to enjoy keynote presentations by Claire Berger and Tom Keieglstein, breakout sessions and networking opportunities.

The Read and Lead book club continues to grow with approximately 45-50 students and staff members. During 2009-2010, titles read included: Emotional Intelligence 2.0 and Monday Morning Choices. A new approach also included a Listen and Lead with podcasts and speakers from TED (Technology Entertainment and Design).

Leadership Development and Volunteerism coordinated selection processes for 11 annual awards recognizing outstanding student accomplishments. The Outstanding Senior Ceremony is held each fall and the Campus Awards Program which recognizes outstanding students from each of the academic colleges is held each spring. A partnership with Career Services provides a structured, consistent application form that interfaces with the career services résumé software.

**Make a difference at OU.**

Staff and the LEAD team, a peer education facilitation group, conducted an increasing number of sessions and
workshops last year. Audiences include Gateway classes, student organizations, Camp Crimson, retreats, leader/scholar groups and community groups. LD&V also served as a resource center for individual and student organization consultation and houses an extensive leadership library.

LD&V staff coordinated academic outreach efforts such as the Adopt-a-Prof Program matching faculty members with residence hall floors and Greek chapters to further enrich learning beyond the classroom. Approximately 850 students attended the fall Greek Community Forum and 650 students attended the spring forum in chapter facilities across campus to offer casual and intellectual interactions among identified faculty and the Greek community.

The director of Leadership Development and Volunteerism serves as the liaison to Sooner Parents (the name changed this year from OU Parents’ Association) through which parents organize their efforts in support of OU students. Services include managing the membership information of over 3,000 families, communicating each month via an electronic newsletter, coordinating selection of scholarships and mini-grant recipients, facilitating football ticket sales, creating the Parent Newsletter and annual parent calendar. This year a rebranding effort included new logos and a new website. Student Affairs also produced its own Parent and Family Guide in partnership with University Parent Media. The director also coordinated the Student Affairs parent session presentation for summer enrollment.

The monthly Student Affairs Brown Bag Lunches further assisted networking and career development of graduate students and Student Affairs staff members. The lunches created an informal gathering experience and focus on a particular topic (ex: new faculty, community colleges, curriculum changes). This proved to be an effective tool for graduate student placement and recruitment of undergraduates into the EDAH and HR masters programs. The director served as an adjunct professor for the Adult and Higher Education Program in the College of Education in addition to coordinating the graduate assistantships for Student Affairs, and taught academic credit courses for the College of Liberal Studies and the College of Education. These activities lend increased credibility to the department and build bridges between academia and Student Affairs.

Make a difference in the WORLD around us.

Volunteerism is a key element of the department and the assistant director helps further the mission of connecting students with volunteer opportunities, acculturating the concept of community service, civic engagement, and service-learning. New advising responsibilities included an alternative spring break program with more than 40 students participants and The Big Event’s becoming an official LD&V program. The assistant director also works with approximately 150 community-based
agencies to provide a variety of opportunities in numerous areas. Annual projects include Arbor Day, Adopt-an-Area, United Way Day of Caring and Adopt-A-Child.

LD&V helps students further develop their leadership skills, assists with personal growth through student learning and connects students to volunteer opportunities in the local community and beyond.

Last year’s Adopt-A-Child program raised more than $11,000 in gifts to help young patients at the Children’s Hospital in Oklahoma City. A Winter Wonderland party co-programmed through LD&V provided dinner and activities for more than 100 families and raised funds to purchase each child a toy. The United Way Day of Caring Drive was a success with over 60 student groups and departments participating in the university-wide drive benefitting various community agencies.

Through Arbor Day, 250 students, faculty and staff volunteers planted more than 75 trees in the Kraettli Apartment area. The Big Event involved over 200 job sites to more than 4,700 student volunteers, making it a record year in both numbers of sites and volunteers. The executive team also hit a milestone by raising over $10,000, the most ever raised for this event.

President’s Community Scholars (PCS) completed more than 3,000 hours of service during the 2009-10 academic year. Advised by the assistant director of LD&V, PCS meets once a week to learn about ways to serve the campus and community while learning leadership skills to complement their academic experience.

did you know?
Since 2008, President’s Community Scholars (PCS) members have completed over 5,000 hours in community service.

Student recognition programs are coordinated each year by LD&V, with over 225 students recognized at the annual spring Campus Awards Program, 18 students recognized in the fall as part of the Outstanding Senior recognition program, and 10 students chosen for the homecoming royalty court.

Since 2007, over $30,000 in gifts has been provided for the annual Adopt-A-Child program partnering with the Children’s Hospital in Oklahoma City.

Annual events such as the OU United Way Day of Caring challenges departments across campus to donate various items to fill a moving truck (over 733 cubic feet) with over 5,000 items each September.

Arbor Day is celebrated each spring with a campus wide picnic and tree planting. Since 2007 almost 2,000 trees have been planted.

26 upperclassman leaders serve as LEAD Team members who serve as LD&V ambassadors and facilitate teambuilding activities for student organizations, classes, and community programs.

Sooner Parents awarded $15,000 in scholarships and $4,000 in mini-grants to campus departments during 2009-2010.

LD & V serves as the university liaison to the Sooner Parents organization. Membership efforts in June 2010 added over 500 new member families to the roster. One membership perk is access to purchase tickets for identified home football games; this year’s sales totaled almost $250,000.

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The Oklahoma Memorial Union (OMU) is open 24 hours a day, 360 days a year and provides 225,000 square feet of space for the OU community to enjoy. It serves as the “living room” of the university. Seventeen rooms, including a 6,000 square foot-balroom, lounges and meeting rooms are available for students, faculty, staff or community members to reserve. Several University departments are also housed in the Union, including Career Services, the OU Alumni Association, Student Life, Student Affairs and the Union Administrative Office and Catering. The addition of The Archie W. Dunham-Conoco Student Leadership Wing provides office space for more than 40 student organizations.

Other services in the Union include: seven fast food restaurants, University bookstore, video game room, dance floor and juke box, ATM machines, student-operated radio station, copy shop, student art gallery, computer lab, OU Federal Credit Union, University Club and U.S. Post Office. During the past year, rigorous daily maintenance routines assured that the Union provided a welcoming, comfortable environment for both individual students studying and large catered events.

Additionally, OMU staff accomplished the following FY 2010:

• Replaced carpet in Frontier, Heritage, Weitzenhofer, Alma Wilson, John and Louise Houchin, Dr. David F. Schrage OU Traditions and Pioneer rooms providing improved meeting and event space.
• Added Direct TV service to Governors, Regents, Associates and Scholars Rooms and the Molly Shi Boren Ballroom.
• Retrofitted the exterior lights of the Union Parking Center improving energy efficiency.
• Worked with OU Information Technology to develop an iPhone application that allows users to see parking availability in Union Parking Center.
• Improved the sound system in the mezzanine rooms by adding ceiling-mounted speakers.
• Coordinated Daphne Oz’s health and wellness program on OU Norman campus.
• Provided convenient on-campus parking for U2 concert-goers while generating new revenue for the Union Parking Center.
• Installed Bioamp stations which improved grease trap functionality in kitchens.

**Reservations and Catering**

The OMU Reservations and Catering department served OMU customers by coordinating OMU meeting space reservations as well as catering needs both in the OMU and throughout the campus and the community. The staff guided customers through the process of planning events.

• Hosted President’s Associates’ dinners for Bill Bishop, Nobuyuki Tsujii, Thomas Friedman and Greg Mortenson.
• Hosted Foreign Policy Conference events with Leon Panetta, Zbigniew Brzezinski, and Brent Snowcroft.

**Union Programming Board**

The Union Programming Board, (UPB), is a student organization that is supported by the Union Programming Coordinator (a full-time staff member) and three graduate students.

OMU programming staff coordinated “This Weekend @ Your University,” weekly advertising sponsored by the office of the Vice President for Student Affairs about events occurring on campus each Thursday through
Sunday. A program report including each event, attendance at each event and the cost of the event provides important planning data.

The Union Programming Coordinator serves as Executive Director for the Miss OU Scholarship pageant and accompanied the titleholder through preparations and public appearances for the Miss Oklahoma pageant.

- UPB presented 282 total programs with approximately 45,750 students in attendance in FY 2010.

UPB coordinates daily programming in the Union and a wide range of special programs for students throughout the year.

- Co-sponsored 55 events with other student organizations.
- UPB executive committee raised $400 for a Norman Bridges program scholarship.
- UPB President and a graduate assistant received “Outstanding Student” awards from the Oklahoma College Student Personnel Association.

did you know?

The Union was completed in 1928 as a memorial to the students, faculty, and staff of the University who fought and died in World War I.

The Oklahoma Memorial Union is the only main campus student union in the Big XII that is open 24 hours a day.

In FY 2010, OMU Reservationists coordinated over 10,000 reservations, with over 1,200 each in October and April.

The OMU hosts an average more than 10,000 people per weekday during the academic year.

The Union Business office coordinated caterings totaling over $1.2 million in FY 2010.

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ou – tulsa student affairs

The vision for the University of Oklahoma – Tulsa is to build a nationally-recognized center of higher education that emphasizes strong campus-community partnerships and leverages the unique opportunities and needs in the Tulsa region. OU – Tulsa Student Affairs supports this vision by providing out-of-classroom programs, activities, experiences and services that foster collaboration across disciplines, emphasizes volunteerism and encourages holistic wellness.

Student activities and events continued to expand on the Tulsa campus due to increased participation from OU – Tulsa Student Association (OUTSA) and other student organizations. Three new student organizations formed last year.

- The OU – Tulsa Sports Organization worked with the Wellness Coordinator to plan, organize and implement programs that encouraged participation in group sports and attendance at sporting events.
- The Engineering Club promoted awareness of engineering and the manner in which cross-disciplinary work can be achieved (i.e. Urban Design, Public Administration, etc.)
- The Public Administration Association promotes public discourse across
organizations and agencies.

Last year OUTSA members set a goal to improve recreational facilities. A campus survey identified two outdoor locations and one indoor location that could support recreational equipment. Students successfully petitioned the administration to use the spaces and received permission to make the following improvements:

- Renovated loung space to be used as an exercise room for yoga, aerobics, etc.
- Constructed a new basketball court on the south end of campus
- Relocated the volleyball court next to the new basketball court
- Installed a disc golf course on the south end of campus

OUTSA included a new line-item in the budget for a Public Speaker Series. The series was successful, with an average attendance of 25 to 30 students. Series topics included: H & R Block Tax Series, Women’s Health Series, Tulsa Run “Lunch and Learn” Series, Parenting, Identifying Street Drugs and Dealing with Their Effects, Study Techniques and Test Anxiety, Holiday Stress and Native American Healers.

Collaborative programming efforts by Student Affairs, OU Alumni and the OU Club of Tulsa combined alumni and student events to achieve greater participation in each. The partnership was successful, with a total of 835 attendees at Tulsa Zoo Night, wine tasting events, Bedlam Baseball and a golf tournament.

OU – Tulsa students sought permission to host Happy Hour events. Administrative review and approval along with establishing new policies and procedures consistent with requirements for similar events elsewhere at OU allowed students to host four successful Happy Hour events.

Hiring of a full-time Nurse Practitioner expanded Student Health services and provided opportunities for collaboration with the Wellness Coordinator. The office expanded hours to Monday through Friday from 8 a.m. to 5 p.m.

Expanded development efforts focused on securing funding for the scheduled $1 million Student Union construction project. Confirmed project support includes gifts from OUTSA, bookstore sales and Merkel Family Foundation.

Staff development continued to be a priority in OU – Tulsa Student Affairs and a stronger staff team has increased the number of students who want to be involved in out-of-class events, activities and experiences. Professional development initiatives included conferences, workshops and StrengthsFinder training.

did you know?

OU-Tulsa’s student population is 1,560 from both HSC and Norman-based programs.

Tulsa Student Affairs provides both on-campus and off-campus counseling services for students.

Student Affairs coordinates a faculty/staff vs. student basketball game each semester at Edison High School, an OU-Tulsa partner school.

Student health services are provided Monday –
Friday from 8 a.m. to 5 p.m. to all Tulsa students.

OU-Tulsa is a tobacco free campus (including no designated smoking areas).

The average age of OU-Tulsa’s HSC students is 26, and the average age of OU-Tulsa’s Norman-based students is 32.

Approximately 75 OU-Tulsa students participate annually in the Tulsa Run.

OU-Tulsa is home to OU’s first Disc Golf Course.

Student Affairs and Public Affairs coordinate OU-Tulsa’s convocation and graduation gear up.

OU-Tulsa participates in intramural sports programs with Tulsa Community College, OSU-Tulsa, NSU-Broken Arrow, and OSU Health Sciences Center.

Student Affairs coordinates the annual New Student Orientation, which includes over 200 students each fall.

The International Student Organization hosts an annual “OU-Tulsa Cultural Night” event, coordinating diverse food and entertainment for approximately 350 guests.

“Schusterque” is an annual fall event that provides an evening of food, games, entertainment and fun for students and their families.

OU-Tulsa’s Big Event provides student, faculty, and staff volunteers to 10-15 community organizations each spring.

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recreational services

The mission of Recreational Services is to provide programs, services and educational opportunities to enhance the lifelong health and wellness of the university community. This mission is accomplished through varied educational opportunities including leadership, community development, stress relief, personal-esteem development, physical development, organizational skill development, internships through the Department of Health and Exercise Science (HES), and graduate assistantships in relation to HES, Human Relations, and the College of Education graduate programs.

During the past year Recreational Services increased programming efforts through the Merrick Foundation’s “Moving the Needle” grant. Programs increased fitness awareness on campus through seminars, a walking program, free adult swim lessons, swim stroke clinics, free access to group fitness classes on Sundays and outreach to student organizations and resident advisers. The department showcased a new fitness class, Zumba Fitness® and offered classes across campus to student activities and student organization activities. Aerobics class attendance at the pool increased through the addition of Aqua Zumba®. June Zumba Fitness® training for instructors allowed the department to add Zumba Toning®, a new element to the Zumba Fitness® program.

Recreational Services also organized new programming efforts for graduate students that were made possible by a new graduate assistantship, funded through the Student Activity Fee. A partnership with the Graduate College to support graduate student programming and program awareness included recreational/social events such as Bocce Ball, American Football
101, Bolo Toss and volleyball tournaments for students, faculty and staff.

Training and development for staff members was a priority this past year with student and full-time staff members spending more than 8,000 hours in training which ranged from sport facilitation to emergency response. Half of the professional staff members received certification through the American Heart Association (AHA) as AHA Basic Life Support (BLS) Instructors to teach cardio-pulmonary resuscitation (CPR), automatic external defibrillation (AED) and first aid (FA). Three professional staff were certified through the American Red Cross as Wilderness and Remote First Aid Instructors in order to provide a new class to the University community in 2010-2011. 

Diverse work experiences provided through Recreational Services enabled students to leave the University with greater knowledge and hands-on experiences for their future roles in society. For these reasons, Recreational Services facilitated student training and experiences in multiple areas of the department. The department offered free lifeguarding and water safety training classes for current student employees who committed to at least one shift per week at the aquatics complex during the summer. Aquatics staff training focused on working with not only students, faculty and staff, but also families and children of all levels and abilities.

Other diverse student work experiences included providing three graduate students hands-on experience in budget development by working directly with the department’s budget under the supervision and guidance of the director. The interns received hands-on experiences in emergency response planning through review and revision of the department’s emergency response plan as well as budget development with the oversight of the fitness and outreach coordinator for the “Moving the Needle” grant. Finally, two students worked directly with the public and the water safety instructors under the supervision of the aquatics coordinator to provide swim lessons to nearly 1,000 community children. All of these students were highly engaged in the business aspects of summer program contracts and peer supervision.

The playing fields and courts also provided opportunities for education. Recreational Services staff provided presentations and discussions for Sport Club Council members including fundraising, emergency response to MRSA prevention and personal hygiene. Through intramurals, students learned teamwork, leadership, conflict resolution and communication skills during more than 2,700 games played during the academic year.

In these ways, Recreational Services provided opportunities for students to expand their in-class education to real-life situations. Through communication, teamwork, diversity awareness and advocacy of healthy lifestyles, Recreational Services complemented a well-rounded education.
The mission of Student Conduct is to guide students and offer educational experiences that maximize behavioral changes while maintaining student retention. Student Conduct oversees the University discipline system, including violations of the Student Code, the Housing Citation Process and initiating charges for violations of the Academic Misconduct Code that are reported by faculty members.

The Student Conduct Office, formerly known as the Office of Judicial Services, changed the name of the department to focus more on the conduct of students and less on navigating a difficult legal process. During this transition, Student Conduct reformed policies to be more student-friendly and less legalistic. The Student Conduct team reviewed departmental forms and procedures and revised them by using plain language and removing unnecessary legal terminology to make them simpler and more easily understood by students. Additionally, Student Conduct caseworkers updated and/or created written procedures to ensure consistency between cases. Through this evaluation, the Student Conduct caseworkers spent the majority of their time engaging with students regarding behavior modification. Caseworkers reported that students found the new forms easy to understand and expressed appreciation for written procedures that facilitated consistency.

Student Conduct staff balance student retention and campus safety when handling violations of the Student Code.

Student Conduct staff balance student retention and campus safety when handling Student Code violations. With this in mind, the office develops and provides sanctions that both educate and rehabilitate. For example, students struggling with substance abuse were required to engage in a substance abuse evaluation and attend counseling as
a part of the sanctioning process. New this year, the office required the additional sanction of writing a reflections paper of students who violate the Student Code by using drugs on campus. Ending illegal behavior is the goal of all sanctions.

During the 2009-2010 academic year Student Conduct managed 867 violations of the Student Code. In each of these cases, Student Conduct required educational sanctions.

Student Conduct continues to review current practice and look for more effective sanctions. The Student Conduct Office strives to educate students during the disciplinary process while minimizing long-term consequences, such as a criminal or disciplinary record.

Student Conduct staff, in conjunction with the Residence Life staff, promotes a positive campus housing experience for students living on campus. Because housing citations are not part of a student’s disciplinary record, the Housing Citation System provides an educational, on-campus living environment while ensuring students are free of a disciplinary record for minor offenses. During the past year, Student Conduct identified areas for improvement with policies and procedures, and is implementing these changes.

Student Conduct assumed management of the alcohol compliance checks within fraternity houses that were previously conducted by Student Life. Student Conduct worked closely with Student Life to implement policies and procedures and to ensure a smooth transition. Student Conduct selected, trained and supervised 15 temporary, part-time employees who conducted alcohol compliance checks and communicated with both sorority and fraternity presidents to answer questions about the transition and build relationships. When organization leaders expressed concerns about the method used to randomly schedule the checks, Student Conduct initiated weekly meetings with the Interfraternity Council president and chief justice to randomly select the houses for each week’s checks. By the end of the semester, organizational leaders expressed a feeling of increased trust in the staff and processes of Student Conduct.

Student Conduct moved from Cross Center, an isolated administrative office area, to Walker Center, one of the largest, residence halls on campus. The new office space offers a more positive, convenient and student-friendly environment while facilitating better communication between Student Conduct and students.

Last academic year, the department implemented new case management software. The new system is more efficient, tracks student progress and automatically sends students a reminder e-mail when they have missed a sanction deadline. This has increased student compliance. Additionally, the efficiency of the new system provides caseworkers more time to devote to student development.

did you know?
Annually, Student Conduct staff have an average of 850 educational conversations with students that focus on the student’s personal and social development. Additionally, over the past 5 years Student Conduct has engaged in educational conversations with 52 campus organizations.

The Housing Citation system ensures a safe on-campus living environment. Last year Student Conduct managed 1,057 Housing Citations.
Each year Student Conduct safeguards the rights of approximately 110 students charged with violations of the Academic Misconduct Code.

Student Conduct partnered with the University of Oklahoma IT Department to raise awareness about legal downloading options and discourage illegal downloading.

During the 2009-2010 academic year Student Conduct referred approximately 150 students to Counseling and Testing Services for alcohol counseling and education.

Student Conduct encourages responsible drinking by those students who choose to consume alcohol by distributing blood alcohol calculators that include the contact information for the SafeRide Program.

Last year Student Conduct used educational alternatives during the sanctioning process in 100% of their case settlement agreements.

Student Conduct has established relationships with leaders of campus organizations in a proactive effort to educate leaders about the Student Code and the Alcohol Policy, ultimately encouraging internal enforcement of these policies to prevent violations.

Student Conduct caseworkers spend 50 to 75 percent of each day meeting with students to positively impact student behavior by utilizing sanctions that support the educational purposes of the University while maintaining retention.

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The mission of the Student Life Office is to provide motivation, encouragement, guidance and support to all students as they progress through their collegiate experience.

This past year Student Life focused on assessing both specific learning outcomes for each functional area as well as the needs and satisfaction of all students. In the past year, each functional area chose a maximum of four Council for the Advancement of Standards in Higher Education (CAS) standards per area and pursued them in programmatic and assessment initiatives throughout the year. This intentional approach to serving students offered Student Life staff the opportunity to be both fiscally responsible and more targeted in outreach efforts.

Fraternity and Sorority Student Life (FSSL)
Approximately 4,100 students participated in Greek chapters this year. FSSL advisers meet regularly with approximately 70 of the leaders of these organizations for leadership development, academic guidance and general mentoring. FSSL staff continued to develop strategies for increasing collaboration within the Greek community. Fifty students attended the AFLV Greek leadership conference in St. Louis, and 45 participated in Emerging Leaders, a leadership training program. These are encouraging signs that collaboration-focused programs are gaining momentum. However, additional strategically planned programming is critical for accomplishing the goal of continued improvement. Guided by assessment efforts, FSSL provided programs that met identified student needs and delivered these programs in formats students indicate are most effective.
African-American Student Life

OU’s African-American student organizations celebrated a successful year. After a year hiatus, Black Student Association and National Pan-Hellenic Council rejuvenated StompDown in a new venue. The African-American Student Life Awards ceremony returned to celebrate more than 300 African American students earning GPAs of 3.0 and to honor individual achievements. Students created a new program, Mr. Black OU, and student leaders continued to support the development of organizations and programs that continue to thrive. The 2010 NPHC president is a Truman Scholar; 2009-2010 Miss Black OU won the Miss Black Oklahoma pageant and competed in Miss Black Universe. Participation in the African and African-American Academic Achievement Celebration continued to grow honoring 75 graduates in May. The event’s keynote speaker, Spencer Tillman is an OU alumni and father of one of the graduating seniors who also spoke at the celebration. Overall, the African-American student community expanded its reach to include more diverse opportunities on campus and share a vision of how African-American students contribute to the enthusiasm and growth of OU.

American Indian Student Life (AISL)

American Indian Student Life (AISL) also celebrated a successful year. During new student orientation, 84 American Indian students completed a needs assessment which helped connect students to the International Study Abroad Office, provide weekly information regarding happenings with American Indians Student Association (AISA), Career Services programs, and academic services through Project Threshold and University College. AISL hosted several successful events for the OU community: 7th Annual American Indian Heritage Month Opening Day Celebration on the South Oval, 9th Annual American Indian Awards Ceremony, and the Annual AI Academic Achievement Celebration—the first event held at the New Jim Thorpe Multicultural Center.

The American Indian Advocacy Council continued to advocate for student issues and continued to have a strong presence on campus helping to improve the retention rate of American Indian students. The AT&T Scholars scholarship program completed its third year with good assessment results and AISL staff members continue to work with Development to enhance the programming resources for this program.

Asian-American Student Life

More than 250 students benefited from membership in the student organizations that comprise Asian-American Student Life: Asian-American Student Association, Filipino American Student Association, Oklahoma Undergraduate India Society and Vietnamese Student Association.

Asian-American Student Life also advises the 11 Multicultural fraternity and sorority chapters that comprise the Multicultural Greek Council (MGC). MGC groups have historically operated independently but this year made great strides toward working together and becoming unified—especially in regards to changing the MGC constitution to reflect higher academic standards. MGC member organizations also worked together to create the first ever MGC recruitment manual. Informed by assessment data that demonstrated that student leaders meeting one-on-one with an adviser experience the most growth and development, staff focused...
on building and developing strong advising relationships with student leaders.

**Latino Student Life (LSL)**

This year Latino Student Life served eight culturally-based student organizations and four multi-cultural fraternities and sororities with roughly 450 students participating in one or more of the groups. Organizations programmed campus events that included cultural nights, community service events, social mixers and athletic competitions. LSL directly advises the Hispanic American Student Association, which participates in campus activities throughout the year and programming events such as HASA Week, National Hispanic Heritage Month, Homecoming festivities, community outreach with Diversity and Enrichment Programs, Adopt-A-Family, an academic banquet and a scholarship pageant. Programs focused on leadership development (both at workshops and at each HASA meeting) and academics, both individually and organizationally through one-on-one meetings with students who did not achieve a GPA of 2.5.

**Women’s Outreach Center (WOC)**

The WOC celebrated its tenth anniversary this year with a reception and celebration of women on the OU Campus. New program efforts included the Start Smart Wage workshop (73 participants), and expansion of the the Step In, Speak Out program to new venues such as Multi-cultural Greek Council, BSA and new classrooms presentations. Sexual assault prevention programming reached 1,458 students, a 25 percent increase over the prior year.

The Pink and Black Ball sold more than 450 tickets raising a record $9,722 for Susan G. Komen for the Cure Central Oklahoma Affiliate. Breast health workshops reached 215 participants. Breast health programming grew significantly through the addition of sessions in the residence halls and with multicultural student groups.

Five sessions of Sooner Ally training added 88 participants to the program, doubling the number trained last year. More than 200 trained allies serve OU students in the LGBT community. Ally Week raised awareness about the program and included a campuswide poster campaign featuring current allies. Efforts are underway to increase services to the LGBT community after a yearlong needs assessment project.

**Student Life focused on assessing both specific learning outcomes... as well as the needs and satisfaction of all students.**

**Student Life TRiO Programs**

Both TRiO Programs began the year with searches to fill key staff positions and by mid-year, both programs were fully staffed. Through strong leadership and planning, staff of the Sooner Upward Bound (SUB) program completed its first six-week Summer Academic Institute (SAI) with 50 students, the Department of Education (DOE) mandate.

Fifteen McNair Scholars participated in another well-planned annual McNair summer research institute in August.

Both TRiO programs are expected to meet all DOE Program objectives as outlined in the approved project proposals. Additionally, both programs completed annual project reports to DOE.

**did you know?**

Approximately 1,500 new students attended one of the three Camp Crimson sessions in July.

More than 1,000 students are registered for the OU Cousins Program.

Student Life oversees the programming for Sooner Promise, the university’s OHLAP guarantee, which serves over 600 new students each year.

The Transfer Student Advisory Board works with offices and departments across campus to help transfer students get connected and settled into their new home at OU.

The University of Oklahoma is the only Big XII institution which has the Divine Nine – all 9 of the African American Greek organizations.
Over 1600 Native American students are enrolled each year at OU. Since 1914, these students have hosted 96 annual powwows.

Staff of Fraternity and Sorority Student Life advise 48 organizations, grouped into four councils: Interfraternity Council, Multicultural Greek Council, National Pan-Hellenic Council, and Panhellenic Association.

The Women’s Outreach Center has reached over 2,000 participants through peer education, 3,700 people with education and training programs and another 3,300 through campus outreach.

Campus Activities Council presents 15 annual events on campus and develops the leadership skills of more than 450 student volunteers on various committees.

There are currently 424 active registered student organizations at OU and more register daily. Student Life advises the four largest cultural groups on campus: Asian American, African American, American Indian and Latino students. Each group hosts more than 20 annual programs and events to raise cultural awareness and encourage the success of its students.

Student Life advises the Sooner Traditions Scholars Program—which increases the number of inner-city OKC/Tulsa students who attend OU. Of the 100 Sooner Traditions Scholars, 64 are from groups underrepresented in higher education, providing OU with diversity in thought, talent, experiences and viewpoints.

Of the 15 McNair Scholars (first generation/low income or underrepresented students) who graduated last year, 11 are entering graduate programs this fall (nine with full-funding).

The SUB program currently serves 50 participants from five target high schools in OKC. It is one of the few UB programs to host all its students during a Summer Academic Institute.

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OU Student Media’s mission is to provide real-world experience for students interested in journalism and related fields and for media to enhance the sense of community and overall quality of life at the University of Oklahoma.

In 2009-2010, the department succeeded. More than 200 students worked in the department, with 75 percent paid and the rest as volunteers. Nearly 24 percent of those employees self-identified as being members of an ethnic minority, paralleling OU’s 22 percent minority enrollment in 2009 and achieving the department’s diversity goal.

In the past year, Student Media projects won two Gold Crowns and a Silver Crown, a Pacemaker and more than 175 collegiate and professional awards. Students and publications were named the best in their fields. Current students are interning at The San Francisco Chronicle, Dallas Morning News, Ackerman-McQueen, Oklahoma Gazette and The Oklahoman, among others, and recent grads are working at The Examiner, Oklahoma Magazine, Los Angeles Times, Spirit and D Magazine.

**Recruitment, Retention and Staff Satisfaction**

One annual goal is to recruit and retain a qualified staff. Outreach ran from recruiting at Sooner Orientation Weekend and welcome-back events to a push in October and April to hire staffs for the next semesters. Student Media staff spoke to students groups of various academic majors, worked with advisers, faculty and staff, chalked, posted notices through OUMM, OU.edu, oZONE and OUDaily.com and con-
tacted incoming freshman class members. As a result of these recruiting efforts more than 120 new-to-Student Media students applied for spring 2010 staff positions, 120 for summer and 170 for fall. Student leaders hired 93 of these for spring, 24 for summer and 82 for fall. Student staff retention rate from spring to fall 2009 reached 50 percent overall with nearly 20 percent having worked on staff four or more semesters.

In the annual Student Media assessment, more than 88 percent of respondents agreed that “Overall, I am satisfied with my experience in Student Media.”

**Student development**

Student development is built into everyday operations. Advisers provide regular critiques of published work and daily duties (including a newsroom blog). Training is incorporated into editor, desk and staff meetings.

Students also learned from and interacted with peers and professionals in a number of settings, often at their own expense, by attending the fall and spring National College Media Conventions, a Management Seminar for College Newspaper Editors and College Newspaper Business & Advertising Managers and Society of Professional Journalists conferences.

Six professionals visited as newsroom’s Adviser for a Day including guests from The New York Times, Tulsa World and The Oklahoman, among other media.

More than 77 percent of responding staff said that Student Media achieves an atmosphere of continual improvement, and more than 88 percent said they improved professional skills because of departmental work.

**Student Media worked with audiences in many ways, including a forum on race relations, a UOSA debate and a forum on constitutional amendments.**

**Graduation/Career**

Twenty-two of Student Media’s staff graduated in 2009-2010. Ten have secured jobs, including positions at Tate Publishing, RPM Advertising, Fresh Ink Marketing and Juneau Empire. At least seven more are pursuing graduate degrees, studying abroad or volunteering with a non-profit.

**University Relations**

Beyond the daily and annual exchange of ideas in the department’s publications, Student Media worked with audiences in many ways, including a forum on race relations, a UOSA debate and a forum on UOSA constitutional amendments. Student Media matched more than $4,000 in campus advertising to promote philanthropies, and Sooner provided nine weeks of free graduation portrait sittings. Nearly 750 Norman campus students had portraits taken.

**Overall**

Though the department is proud of accomplishments for the year, it was not all easy. Student Media revenue fell 28 percent ($451,335.26) short of goals, and the industry continues to see a downturn.

The newsroom hit several bumps as students learned first-hand the power of the press and the enormous responsibility required to handle that power ethically.

Features staff faced multiple obstacles, including personnel disasters and campus outcry after a controversial survey. Student Media tried to revamp Sower as a general-interest campus magazine with little success.

Students, however, thrived and learned. Seventy-seven percent reported gaining leadership and management experience. Eighty-six percent reported being better prepared for a media job.
Nearly 90 percent of students working in the department report that Student Media professional staff members provide answers and resources to help them meet short- and long-term goals – fulfilling that goal of the department.

**did you know?**
Student Media produced 150 issues of The Oklahoma Daily (plus five special publications and updates to OUDaily.com), three issues of Sower and the OU Visitor Guide, HSC Sower and Sooner yearbook.

Student Media provides students with the opportunity to learn and network throughout the industry.

Student Media awards several scholarships each year to the department’s outstanding students.

Members of Student Media’s professional staff are leaders in national collegiate media organizations, including training sessions at national conventions, planning conventions and serving on boards.

Student Media alumni agree that their time here has better prepared them for the “real world” than any class or other academic activity.

Student Media advisers bring international and national media experiences from companies such as Associated Press, OPUBCO, News International, Vyvx and The Charleston Gazette.

Student Media developed the Creative Services area to offer additional experiences to students and products and services to clients.

The Student Media Alumni Facebook page keeps alumni connected to the latest Student Media news and opportunities to give back.

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