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Student Affairs activities for 2010-11 focused on providing the best possible services and programs for OU students based on sound assessment. This focus included rethinking mission statements and goals and developing learning outcomes soundly rooted in The Council for Advancement of Standards (CAS) domains. Departments carefully analyzed data and feedback to assure that programs, services and activities met student's needs and expectations and supported the academic experience.

The work of the Student Affairs Assessment Committee was instrumental in engaging staff in the importance and value of sound assessment. The committee took on the challenge with the same enthusiasm and commitment to excellence that is evident in the work being done in each of the division's departments every day. Committee members developed a plan, an Assessment Workbook that made assessment easily understood by even new professionals, and provided a series of workshops for staff. The committee's approach was to make assessment simple and fun and the success of that approach can be seen in the Student Affairs Assessment Report available online at: http://www.ou.edu/content/studentaffairs/mission_and_goals.html

This annual report is presented in the context of the University of Oklahoma's mission, how the Student Affairs mission contributes to that overall mission and the work that each department is doing toward achieving Student Affairs five goals. As with any report such as this, the work represented here is a sampling of the activities and accomplished in the division. The ultimate goal of each person working in Student Affairs and every program and service offered by Student Affairs departments is the successful graduation of OU students. The people and programs of Student Affairs contributed greatly to this goal.

Clarke A. Stroud
University Vice President for Students Affairs
and Dean of Students
2010-2011
CAREER SERVICES
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.

FITNESS AND RECREATION
Fitness and Recreation provides diverse programs, services, and educational opportunities to enhance the lifelong health and wellness of the university community. This mission is guided by three goals: provide opportunities and support to promote a healthy, university community; benefit the university community through health education; and develop university relations through health and wellness activities.

HEALTH SERVICES
The mission of Health Services and University Counseling Center is to support the academic goals of the University community by delivering high quality health care, prevention services and psychological services.

HENDERSON SCHOLARS PROGRAM
The mission of the Henderson Scholars Program is to identify and recruit up to 20 high school seniors annually and to introduce them to a stimulating intellectual community that encourages them to participate in community service, to mentor, and to think critically and independently with their peers about a variety of issues at the University of Oklahoma and globally; to create and operate programs that will introduce prospective scholars to the University community and to the advantages of being selected as a Henderson Scholar; to increase the Henderson Scholars Endowment with financial support through fundraising by developing partnerships with local individuals, alumni, community leaders and friends of the university; and to increase the availability of scholarships to students who meet or exceed current scholarship criteria.
HEALTH SCIENCES CENTER (HSC) STUDENT AFFAIRS
The mission of HSC Student Affairs is to enrich students’ academic experience by building a diverse and inclusive community, supporting emotional, intellectual and personal growth, facilitating professional development and providing guidance toward a professional health career.

HOUSING AND FOOD SERVICES
The mission of Housing and Food Services is: We bring life to the university experience.

LEADERSHIP AND VOLUNTEERISM
The mission of Leadership and Volunteerism (L&V) is to empower students to become effective leaders and active community members through participation in varied experiences, programs and services.

OKLAHOMA MEMORIAL UNION
The mission of the Oklahoma Memorial Union is to support the academic growth of students through programs and services, by building an inclusive community, and by providing a clean, safe, and welcoming facility for diverse, campus life experiences to occur. The Oklahoma Memorial Union supports the academic mission of the University by providing opportunities for personal growth through cultural experiences and leadership opportunities in addition to providing areas for study.

OU-TULSA STUDENT AFFAIRS
The mission of OU-Tulsa Student Affairs is to provide resources and opportunities, unite a diverse student population, respect each student’s experiences and goals, and enhance the development of the whole student.

SAFERIDE
The mission of the SafeRide program is to offer University of Oklahoma students, while actively enrolled with the university, safe, alternative, confidential and free transportation Thursday, Friday and Saturday evenings.

STUDENT CONDUCT
The mission of Student Conduct is to develop and enforce standards of conduct through educational experiences and foster student learning and development, while maintaining retention.

STUDENT LIFE
The mission of Student Life is to guide students in realizing academic, professional and personal goals as they progress toward graduation and beyond.

STUDENT MEDIA
The mission of Student Media is to administer publications, activities and services that strengthen the educational experience for students interested in journalism and related fields and to enhance the sense of community and the overall quality of campus life for a diverse student body by providing an unrestricted student forum for the exchange of ideas.
STUDENT AFFAIRS GOALS

1. Assist students in realizing their goals – academic, personal and professional.
2. Provide diverse cultural experiences to the University community.
3. Offer programs that are designed to enhance the academic experience.
4. Provide leadership development opportunities.
5. Create a safe, healthy environment in which students may live, study, socialize and work.

The people and programs of each department contribute toward Student Affairs’ five goals. The following information highlights the significant 2010-11 activities of each department that have significantly contributed to accomplishing these goals and fulfilling Student Affairs’ mission.

1. Student Affairs assisted students in realizing their goals – academic, personal and professional.

CAREER SERVICES provided programs and services that assisted students in understanding individual capabilities, interests, and collegiate experiences as they relate to the students’ professional and career goals.

Career Services staff assisted students in the development of the skills needed to obtain employment or apply to graduate and professional schools through:
- one-on-one career advising, job search and career workshops, career planning classes and webinars;
- meetings with more than 3,500 students for one-on-one career advising;
- 130 job search and career workshops for 2,327 students;
- teaching 8 classes focusing on career planning and job search to 438 students; and,
- through a new partnership with Alumni Affairs, conducting five webinars on various job search topics that reached more than 750 students and alumni.

FITNESS AND RECREATION provided an experiential learning, six-day hiking, camping, backpacking and canoeing Spring Break trip to Buffalo National River, Arkansas for OU students. Participants learned basic wilderness living skills, Leave No Trace principles and teamwork, and developed interpersonal skills.

Program assessment demonstrated that 85 percent of respondents were able to identify at least one new skill or concept learned and reported that their knowledge of another culture increased. All respondents strongly agreed that teamwork played a role in the success of the trip.

HEALTH SERVICES provided four graduate assistantships for OU doctoral and master’s students. These assistantships offered valuable, applied knowledge opportunities through exposure to program development skills, empirically derived clinical interventions, and research skills.

Gaylord College of Journalism students gained valuable professional experience
through Health Services’ employment of the college’s student ad agency, Lindsey+Asp to provide advertising services for the Healthy Sooners program.

Approximately 35 student jobs allowed OU students to gain work experience in a health care setting. Many of these students plan to enter the health care profession in the future.

**HENDERSON SCHOLARS** supported students’ academic goals through academic accountability that included tracking Scholars’ grade point averages each semester. The class of 80 Scholars maintained a cumulative GPA of 3.59, far exceeding both the program-required 3.0 GPA and the general OU student population GPA.

Henderson Scholars staff provided programming based on topics generated by the Scholars that included time management, interacting with others in a positive way and valuing community service. Meetings with a personal trainer from Fitness and Recreation taught Scholars easy techniques that boost energy and help with memory function. For some students, understanding the importance of sports and how wellness contributes to the overall person was a first-time experience.

**HOUSING AND FOOD SERVICES** (H&F) staff presented 829 educational activities to 24,870 participants. Resident Adviser (RA) staff coordinated developmental activities in areas of academic support, acceptance of diversity and community service. All activities prepared participating students to personally grow through learning opportunities outside of the classroom and connect to the campus and local community.

Seven H&F staff members served as Gateway instructors through University College. Kyle Butcher, Couch Center Coordinator, was named the Gateway to College Outstanding Instructor for the 2010-2011 academic year. Each of these employee instructors used their H&F experience to mentor students and help them achieve academic success at OU.

The Resident Adviser (RA) staff, all full-time undergraduate students, had a cumulative grade point average of 3.47 for the 2010-2011 academic year. This exceeded the minimum grade point average requirement of 2.50 and the general OU student population GPA. Flexible work schedules, supervisor support and clear departmental academic expectations contributed to the overall success of RA staff.

**LEADERSHIP AND VOLUNTEERISM** coordinated selection processes for eleven annual awards recognizing outstanding student accomplishments. These included Outstanding Freshman, Sophomore, Junior, Senior, Letzeiser Awards, PE-ET and others. Student application numbers increased in every award category during 2010-2011.

The Read and Lead book club continued to grow with approximately 50 students and staff members participating with each book offered. Titles this year included, Walk the Walk, When Reality Hits, and Juggling Elephants.

President’s Community Scholars, a freshman scholarship group and important first year experience, met once a week throughout the year to explore ways to serve the campus and community while learning leadership skills to complement the academic experience. The amount of community service conducted by this group continued to increase, with over 5,000 hours of service completed during the year.

The Adopt-a-Child program, in its seventh year, continued to grow. Fall 2011 volunteers “adopted” patients from the Children’s Hospital in Oklahoma City and donated an estimated $13,000 of wish-list items for hospitalized children.
A new community service initiative this year, “Sooner Service Saturday,” connected students to local organizations and agencies. The Social Change Model served as the foundation for the project and the emphasis on reflection following the service project created a unique service learning experience. After serving, students were able to identify the mission and programs of each community partner. Forty-nine students volunteered at the Christmas Connection, 26 students collected monetary donations before the OU-Texas Tech football game for the Heupel #14 Foundation Thanksgiving Food Drive and 24 students volunteered with Habitat for Humanity. Other projects included service at the Regional Food Bank of Oklahoma and an event for the Center for Children & Families.

In its second year, the Alternative Spring Break program continued to grow with a Human Relations course-credit option linked to the service learning experience. The Pay It Forward Tour, a multi-day, multi-city experience, engaged 35 OU students in service and leadership travel to and service in a new city each day, learning about social issues and making a commitment to continued action when they returned home.

The Big Event worked with more than 250 job sites linked to community-based agencies to provide volunteer opportunities for more than 5,300 Norman campus OU students. Students also hit a sponsorship milestone by raising $15,000 to help fund the event.

Other annual community service related projects included Arbor Day (more than 200 students, faculty and staff planted 80 trees on campus), Adopt-an-Area (student organizations committed to maintaining a designated campus area) and United Way Day of Caring (more than 65 departments and organizations contributed identified items that were distributed to United Way agencies). A Winter Wonderland party (Santa, crafts, activities) provided dinner for 115 families and a toy for each child.

OKLAHOMA MEMORIAL UNION and the Union Programming Board employed 30 undergraduate students and three graduate students in FY 11. Through on-campus employment within Student Affairs, these students were able to complete their academic pursuits and participate in strong professional development activities. Five students graduated with bachelor’s degrees and one student graduated with a master’s degree. All other student employees made progress toward graduation.

The Union Programming Board is home to the Miss OU Pageant and this year provided $2,100 in scholarships to OU students. The pageant afforded one student the opportunity to win the title of Miss OU and the chance to compete at Miss Oklahoma and receive $8,400 in scholarships.

The Oklahoma Memorial Union served the entire student body by providing office space for critical student support services and classroom space for academic and leadership classes and seminars.

OU-TULSA STUDENT AFFAIRS increased services in the areas of mental and physical health, essential components of academic success. The overall visibility of counseling services improved due to the leadership and insight of OU-Tulsa’s new psychologist. One-on-one contact hours between students and counseling services staff increased by 75 percent. Increased marketing efforts for events designed to help students find effective and fun ways to relieve stress and maintain physical health resulted in greater student participation in those events with 194 OU-Tulsa community members signing up for the Tulsa Run, including 116 students – a 50 percent increase from the previous year.
STUDENT CONDUCT participated in a series of “Motivational Interviewing” presentations offered by Counseling and Testing Services. “Motivational Interviewing” is a person-centered, goal-oriented approach for facilitating change by exploring and resolving ambivalence. Caseworkers used this technique to engage students on a more collaborative level rather than an authoritative level, thus decreasing student resistance to the conduct process. Caseworkers had more open dialogue with students and helped them realize their academic, personal and professional goals while hopefully preventing future violations that would disrupt the pursuit of those goals.

Staff frequently reviewed and adapted sanctions to create a safe, healthy environment. To this end, Student Conduct added E-checkup To Go to the Deferred Strike 1 agreement. E-checkup To Go is a 20-minute online alcohol assessment designed to motivate individuals to reduce their alcohol consumption that uses personalized information about individual drinking habits and risk factors and then provides personalized feedback, including normative comparisons, physical health information, amount and percent of income spent on alcohol and local referral resources. The program reinforces students’ academic, personal and professional goals and illustrates how alcohol may be an obstacle to those goals. Prior to the addition of this program, students receiving a Deferred Strike 1 received no alcohol education. Student Conduct added an educational component since a Deferred Strike 1 is usually the first contact with a student and this method has been shown to decrease recidivism.

Student Conduct also introduced the four-part Addiction Series through Norman Addiction Information and Counseling (NAIC) to address more severe situations involving drugs and/or alcohol. The series consists of four two-hour sessions of education. Students realize their goals as a result of this educational opportunity. In the coming year, Student Conduct will review this educational sanction to determine its effectiveness. If successful, it will create a safe and healthy environment for students by decreasing substance abuse and its consequences.

STUDENT LIFE saw marked results in data related to the role Camp Crimson plays in transitioning students from high school to college. On a scale of 1-5, the average camper rating of their confidence level in making the transition from high school to college before Camp Crimson was 3.05. After Camp Crimson it was a 4.24.

Fraternity/sorority membership increased from 3,811 in spring 2007 to 4,475 in spring 2011, despite very consistent undergraduate enrollment numbers. This represented a 17 percent increase in membership over four years. At the end of the academic year Greek life represented 21 percent of the undergraduate population.

Eighty-six percent of Hispanic American Student Association executive officers felt that the most rewarding aspect of being an organizational executive member was the “event planning, networking, and the personal growth that was achieved” while in office.

The Women’s Outreach Center expanded the number of Start Smart wage equity workshops to 8 during the 2010-11 year reaching 115 women with this important information – a 58 percent increase over the previous year. The WOC reached new audiences by hosting workshops with the Graduate College, Panhellenic, NPHC, the Law School and the Society of Women Engineers.
STUDENT MEDIA strengthened the educational experience, supported career development and offered leadership opportunities for nearly 100 student employees and more than 50 volunteers interested in journalism, marketing and related fields. These students, under the advisement of professional staff, produced nationally recognized publications including The Oklahoma Daily (the campus newspaper), OUDaily.com, Sooner yearbook and other projects.

Student Media provided real-world job experiences and training to prepare students for life after OU; maintained a variety of general-interest and niche publications that offer students long- and short-term leadership and staff opportunities; assisted students with internship and job placement; and ensured students are recognized by peers and collegiate media as national leaders in college publishing.

In the past year, Student Media projects won one Gold and two Silver Crown awards (Columbia Scholastic Press Association), a Pacemaker finalist (College Media Advisers) and more than 50 collegiate and professional awards that recognized student accomplishments and contributions. Students achieved their personal and professional goals while contributing to publications in Student Media.


Twenty of Student Media’s staff graduated in 2010-11. Sixteen secured jobs and at least 10 or more are pursuing graduate degrees, working in internships, freelancing, studying abroad, or are in sales or volunteering with a non-profit.

2. **Student Affairs provided diverse cultural experiences to the University community.**

**CAREER SERVICES** hosted the MLK Career Fair connecting 527 students with 62 employers. The career fair is a joint effort of Career Services and African American, American Indian, Asian American and Latino Student Life.

**FITNESS AND RECREATION**’s spring break trip to the Buffalo River provided a unique opportunity for international students to practice their language skills and provided all of the students with opportunities for long discussions about cultural differences. Eighty-five percent of the students responding to the post-trip survey strongly agreed that their knowledge of another culture increased as a result of the trip.

Zumba® and Aqua Zumba® introduced participants to diverse, music playlists and dance moves with primarily Latin music genres. Each week, Zumba® classes hosted approximately 40 participants per class while Aqua Zumba® attendance reached 18 participants per class.

**HOUSING & FOOD SERVICES**’ large number of employees in the different areas of the operation came together in support of co-curricular activities and offered 829 programs in
the residence halls and across campus. Nearly 25,000 participants attended these programs. Students participated in such events as art openings at the Fred Jones Jr. Museum of Art and game day tailgates. Students learned how to decorate cupcakes or spend time volunteering at a homeless shelter. Some of the more popular events involved food and the Food Services staff supported numerous international meals and events throughout Housing.

**HSC STUDENT AFFAIRS** first year professional programs (HSC1), and Multicultural Student Services hosted a Global Thanksgiving program to provide more than 60 students an opportunity to celebrate cultures. Domestic and international students came together to learn new customs and develop new friendships.

Multicultural Services expanded Diversity Week programming to include HSC Got Talent, a performance that showcased vocal, instrumental, and dancing talents of professional students to over 250 members of the campus community.

**OKLAHOMA MEMORIAL UNION** hosted 57 cultural events open to the university community.

The Union Programming Board co-sponsored 34 cultural events with student organizations affording UPB student employees and volunteers the opportunity to work with students from many different organizations.

The Archie W. Dunham-Conoco Student Leadership Center provided office space to diverse student organizations and provided venues for casual interaction and community-building.

**OU-TULSA STUDENT AFFAIRS** worked with campus international groups such as the International Student Organization and the Cultural Coalition and increased the number of diversity experiences for Tulsa students. OU-Tulsa’s international students entertained more than 300 attendees with indigenous song and dance at the fifth-annual Cultural Night in February. Attendees also enjoyed a sampling of Mediterranean, Iranian, Jamaican, and Indian cuisine.

Nearly 50 members of the OU-Tulsa community walked in the Martin Luther King, Jr. parade, including 20 members of the Pride of Oklahoma marching band. “Schusterque,” OU-Tulsa’s annual family-friendly event, kicked-off the fall semester. Six hundred students, faculty, staff and family members enjoyed barbeque, live music, and outdoor games in an environment that facilitated interdepartmental and interdisciplinary interaction. Attendance doubled from the previous year.

**STUDENT LIFE** opened the Jim Thorpe Multicultural Center which provided student organizations access to new, collective programming space solely for their use. More than 100 student organizations used the space to provide an average of 19 events per week for OU students.

Gamma Delta Pi became the first Native American sorority to join the Multicultural Greek Council (MGC), bringing MGC to a total of 12 diverse chapters.

American Indian Student Life successfully co-programmed a national conference, Native American Student Advocacy Initiative, with the College Board. The conference brought more than 220 professional educators to the Norman campus. American Indian Student Life also hosted the first Student Leaders Dinner, an event that brought the leaders
of 28 registered student organizations together to share a traditional Thanksgiving meal.

More than 1,000 OU students registered for OU Cousins and celebrated 15 years of a program that connects international students with OU “cousins.”

3. Student Affairs offered programs designed to enhance the academic experience.

CAREER SERVICES played 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 provided a link between the University and the organizations that hire OU graduates, an important component in the institution’s development efforts.

Department activities focused on staying abreast of changes in technology to promote and deliver services to students, alumni, colleges and employers by 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. HIRESooner.com received 195,512 visits and 610,024 pages views last year. Additionally, Career Services kept 2,400 followers up-to-date on job openings and current job search topics through Career Services’ Twitter, Facebook, and career blog.

The department hosted or co-hosted 11 campus-wide and specialty career fairs that provided over 3,500 students an opportunity to explore career fields and network with 500 employers and graduate programs.

Career Services managed the on-campus interviewing program which gave students the opportunity to participate in 4,682 interviews with 182 hiring organizations and maintained 4,478 students’ resumes in the OU Online Resume Books for consideration by employers for internships or full-time positions.

Additionally, Career Services successfully delivered the message that internships and cooperative education are important avenues for students to consider gaining valuable experience before they graduate. Approximately 90 students who desired college credit for an internship enrolled in an internship class through Career Services.

FITNESS AND RECREATION staff advised the Honors College First-Year Trip to Pecos, New Mexico. Thirty-eight students attended the trip that was designed to assist first-year students in transitioning to college as well as introduce them to new concepts through outdoor adventure.

Fitness and Recreation facilities continued to support academic classes through the Health and Exercise Science department. The department hosted 56 classes in its facilities during the past academic year.

HENDERSON SCHOLARS provided a small community experience within the larger OU community experience for students in the program. This smaller community environment allowed Scholars to focus on their varied areas of academic interest.

Members of each class of Scholars interact with each other through academic, social and community service experiences.
Henderson Scholars staff and OU Alumni paired each Scholar with an alumnus in his or her field of interest. Alumni served as resources and assisted Scholars while at OU and guided them through the transition from college to career.

**HSC STUDENT AFFAIRS** helped develop a community of health care professionals through recruitment, retention, recreational programs and services. The HSC Student Affairs team worked with all academic units in recruitment efforts, provided advisement for student organizations and student government, coordinated student development and community-based programs, supported HSC Student Counseling Services, managed the David L. Boren Student Union, offered recreational services and programs as well as oversight to the HSC Writing Center.

The department employed an applied learning approach with students volunteering for The Big Event and drew more than double the number of HSC student volunteers over previous years. Largely due to the efforts of an interdisciplinary student committee, more than 200 students utilized their academic training by sharing their knowledge with the community through activities such as dental exams for boards, observation for community care plans and health teachings for course credit, all while making a tremendous impact on the community.

HSC Writing Center continued to support the entire HSC campus and accomplished this in part via collaboration with Human Resources Learning and Development, offered a series of workshops that continued to expand on topics such as basic grammar, writing to reach an audience, and composing National Institute of Health grants.

**LEADERSHIP AND VOLUNTEERISM** activities helped students further develop their leadership skills, assist with personal growth through student learning and connected students to volunteer opportunities in the local community and beyond. L&V additionally served as the liaison to the Sooner Parents organization and provided communication pieces for all OU parents. The office also coordinated graduate student assistantships and worked to bridge Adult and Higher Education faculty, graduate students, and staff members with Student Affairs.

**OKLAHOMA MEMORIAL UNION** supported the academic mission of the University by providing opportunities for personal growth through cultural experiences and leadership opportunities in addition to providing areas for study. Essentially, all Union functions contributed to recruitment, retention and graduation of students.

The Union was open 24-hours a day, 360 days of the year and provided approximately 225,000 square feet of usable space. Seventeen rooms, including a 6,000 square foot ballroom, lounges and meeting rooms were available for students, faculty, staff or community members to reserve for a variety of functions. University departments housed in the Union included Career Services, the OU Alumni Association, Student Life, Vice President of Student Affairs, and the Union Administrative Office. The Clarke-Anderson room provided valuable seating for dining as well as data connections at every booth. The Archie W. Dunham-Conoco Student Leadership Wing provided office space for co-curricular activities of OU’s many student organizations.

**OU-TULSA STUDENT AFFAIRS** Student Health office developed an innovative way to complement academic learning for nursing students. With the permission of the
College of Nursing, students assisted in the completion of general health screenings for the Tulsa Run Expo held on campus. This event allowed students to practice the skills they learned in the classroom. Students also benefited from OU-Tulsa’s new outdoor recreation space—funded entirely by student fees. The space includes a basketball and sand volleyball court, soccer field, and a disc golf course. Student Affairs worked with academic departments to host events such as the faculty-staff versus student basketball and soccer games, end-of-year socials, and other outdoor events that encourage friendly competition between academic departments. Future plans include a pavilion, which will be used as an outdoor classroom.

**STUDENT LIFE** brought faculty members out of the classroom and into fraternity and sorority chapter houses through the Greek Community Forum, an evening of academic discourse. This year more than 1,300 Greek students engaged with faculty members in this informal setting.

The Sooner Traditions Scholars sections of Gateway to College learning outcome areas demonstrated above-average performance in these areas: how to study (9 percent above the average), how to take exams (7 percent), and staying healthy (6 percent) as compared to all other Gateway sections.

Increased emphasis on academic achievement and progress and tracking of grades by advisers proved successful as 400 members of the CAC executive committees earned an average overall GPA of 3.41.

4. **Student Affairs provided leadership development opportunities.**

**FITNESS AND RECREATION** student employees were provided opportunities to excel in peer leadership. Students with applicable experience worked as student supervisors within Intramurals, Facilities, and Aquatics. In Intramurals, these students provided oversight of student officials who officiated nearly 1,400 Intramural games during the academic year. Student supervisors for the Huston Huffman Fitness Center facilities and the Aquatics facilities were responsible for opening and closing facilities in addition to working with peers on oversight of daily assignments and training.

More than 210 students worked as officials for flag football, volleyball, basketball, soccer, and softball games. Student officials were critical to the success of Intramurals as they not only officiated games played by peers but also mediated conflicts that occurred during those games.

During the summer months, 15 student supervisors oversaw the operations of 27 summer camps by preparing the rental space, educating the customers as to facility policies, and assisting customers with their needs for each camp.

**HEALTH SERVICES** provided leadership opportunities in two important ways. The first involved peer educators for first-year alcohol program. These students were trained to facilitate 50-minute education programs, having responsibility for all aspects of classroom management and presentation skills and served as positive campus role models for healthy
and safe alcohol use on campus. Feedback from peer educators suggests they gained valuable public speaking experience and improved leadership skills.

The second leadership development opportunity involved collaboration with UOSA’s Health Advocacy group. Members from this group partnered with Health Services staff to promote health awareness on campus. This new partnership provided these students health care experience and the opportunity to serve as visible campus leaders for health education and prevention.

HENDERSON SCHOLARS hosted a retreat that supported the Scholars’ academic and future goals. The retreat focused on the development of competence in communication, critical thinking and a commitment to learning during their university tenure and future career.

HOUSING & FOOD SERVICES offered students a number of ways to develop their leadership skills. Elected representatives from each housing area comprise the Housing Center Student Association (HCSA) and this past year was a watershed year in the organization’s development as HCSA implemented a Leadership Training program. Residence Life also implemented a new, third year RA leadership track that engages third year RA’s as trainers and mentors for center staffs.

HSC STUDENT AFFAIRS realized a dramatic increase in registered student organizations to 74, up from 48 a year ago. The philanthropy of the groups shined, with these groups adopting 63 children from OU Children’s Hospital and 87 students participating in the Annual SandRidge Santa Run Health Expo providing health education to children and families in the community.

Campus Life also experienced tremendous growth in service to HSC students. HSC Student Leadership Retreat saw its largest attendance to date with approximately 50 students representing the HSC campus. Charged with “Leaving a Legacy,” students set an agenda to respond to the needs of the student body based on data from the 2010 Student Satisfaction Survey. Additionally, HSC Crimson Club, the campus ambassador organization, saw its largest new member class in the spring.

Read and Lead, a leadership book club for students and employees, met four times with 150 participants to discuss topics from civility to the art of storytelling.

LEADERSHIP AND VOLUNTEERISM provided varied learning experiences that helped students to clarify values, define personal goals and further prepare for future leadership roles.

Leader Summit, a weekend on-campus conference experience provided more than 300 students the opportunity to enjoy keynote presentations as well as breakout sessions and networking opportunities. Key presenters included Drum Café, Nancy Barry, and Marlon Smith.

Through efforts of the Leadership Roundtable that was chaired by L&V, a new Web site (http://leadership.ou.edu) of “all things leadership” at OU launched spring 2011 to help broaden student perspectives of leadership and opportunities across campus. It also serves as a resource to incoming students, parents, student organizations, advisors, etc.

LEAD Team, a peer education facilitation group of 24 students, conducted an increasing number (more than 50) of sessions and workshops. Audiences included
Gateway classes, residence halls, student organizations, Camp Crimson, retreats, leader/scholar groups, and community groups and beginning this year, Human Relations academic classes. Student participants benefited from the experiential group exercises and student facilitators developed skills that complemented their educational development and are directly transferable into the workplace.

OKLAHOMA MEMORIAL UNION’s Union Programming Board co-sponsored the annual Leader Summit which provided leadership opportunities for students.

The Union Programming Board employed three graduate assistants who worked with professional staff and undergraduate students. Their positions afforded them the opportunity to develop their leadership skills and those of undergraduates they advised.

The Oklahoma Memorial Union continued to provide and maintain the Archie W. Dunham-Conoco Student Leadership Center. The center provided office, meeting and workspace for UOSA, OU’s student government and registered student organizations.

OU-TULSA STUDENT AFFAIRS staff members continued to advise the OU-Tulsa Student Association and its executive officers. Through this relationship, staff identified new leaders and provided leadership development opportunities. In addition, Student Affairs facilitated meetings between the OU-Tulsa president and various student leaders.

STUDENT CONDUCT hosted fraternity dinners and roundtable discussions for fraternity presidents in an effort to provide leadership development opportunities for these organizations. During these dinners, fraternity presidents had an open dialogue with Student Conduct and other Student Affairs officials regarding organizational issues. Organizational leaders gained a better understanding of university policy and maintained open communication with key university officials. As a result, fraternity presidents grew more skilled and confident in their leadership abilities.

STUDENT LIFE registered 465 student organizations during the year. This provided OU students with valuable experience in organization management, leadership, budgeting and event planning.

With the assistance of Student Life advising staff, fraternity and sorority members contributed more than 25,000 hours of service to the community and learned the value of servant leadership first-hand. Fraternity and sorority members held more than 1,200 executive leadership positions on campus in addition to offering hundreds of leadership positions held within chapters.

Over 84 percent of Asian American Student Life survey respondents said that their student organization officer role “improved their abilities to be effective leaders.”

More than 1,000 students registered for OU Dance Marathon and raised over $73,000 for Children’s Miracle Network. This was a 110 percent increase in donations from the previous year and the most money raised to date.

STUDENT MEDIA incorporated student development into everyday operations. From training in the fall and spring to hands-on learning through doing, Student Media complemented classroom learning with opportunities for students to practice their trade, implement theories and build on in-class assignments.

Advisers provided regular critiques of published work and daily duties (including a newsroom blog). In addition to formal training, students were coached on assignments
and learning was incorporated into editor, desk and staff meetings.

Students learned from and interacted with peers and professionals in a number of settings at National College Media Conventions, Management Seminar for College Newspaper Editors and College Newspaper Business & Advertising Managers and Society of Professional Journalists conferences.

Media professionals from The Wall Street Journal and Dallas Morning News, visited as newsroom Advisers for a Day.

Niche publications provided expanded and valuable experience that supplemented the core newspaper and yearbook products and provided additional leadership opportunities, new sales opportunities, the opportunity to manage a new distribution model and opened the door to additional sports writing and photography experiences for students.

5. Student Affairs created a safe, healthy environment in which students were able to live, study, socialize and work.

**FITNESS AND RECREATION** recorded over 500,000 annual visits to its facilities by the university community. These facilities provided environments designed for students to create healthy lifestyles to last a lifetime, hosted individual exercise opportunities, seminars and classes, and provided opportunities for team interaction and support.

Graduate students within the department received certification as instructors by the American Heart Association to teach and certify others in Basic Life Support classes. Together, the group certified 48 students in lifesaving skills.

Ten student lifeguards, certified as Lifeguard Instructors through the American Red Cross, instructed and certified 37 peers in lifeguarding skills and provided CPR and AED classes. Twenty-three students certified as Water Safety Instructors through the American Red Cross positively impacted the lives of 903 children in the Norman Community through Fitness and Recreation's Learn to Swim program.

**HEALTH SERVICES** utilized survey data (American Health Association – National College Health Assessment II, ACHA-NCHA II) to design programs that addressed reported "academic impacts" on the OU campus. (AHA-NCHA defines academic impacts as health issues that negatively impact successful academic progress.) These programs included cold and flu education and prevention, revised alcohol education and intervention, and a new initiative to assist students with psychological distress.

Cold and flu programs included clinic procedures to expedite the treatment of patients who presented with acute symptoms, free flu shots for students at locations across campus, and cold and flu education and prevention programs using mobile facilities. Early indications suggest these programs were effective as the percentage of students that reported cold and flu symptoms causing a negative academic impact decreased approximately 20 percent this past year compared to previous data.

Health Services continued to direct the campus alcohol program and revised several components based on previous outcome evaluation data. The first-year program was
revised to increase the interactions with participants and increased discussion of the overlap between alcohol and sexual assault. Health Services staff also revised the education intervention for sanctioned students to include motivational interviewing, an intervention with significant empirical support. Current national data suggests programs that include personalized feedback hold the most promise for college students and this type of information was added to all facets of the comprehensive alcohol program. Heath Services also launched a new website that includes alcohol information and useful resources with sections tailored to students, faculty, staff and parents.

Finally, a new mental health initiative responded to ACHA data that indicated psychological distress was a major academic impact. The Talking Helps program was developed to educate the campus community in mental health awareness, early recognition of student distress, and to provide tools for making a successful referral for professional intervention. The program initially began by training students, faculty and staff and will expand next year. In addition to this program, Health Services continued to distribute annually the Helping Students in Distress brochure to faculty and staff. These initiatives greatly expanded help for students struggling with psychological issues.

**HOUSING & FOOD** deployed 12 Automated External Defibrillators (AEDs) throughout facilities and 65 full-time and graduate employees were trained to use this life saving equipment with the goal of providing a safer living environment.

The OU Athletic Department awarded H&F the concessions contract. This new endeavor allowed the department to expand opportunities for students to utilize resources and meal plans at athletic events as well as provide additional jobs for students.

Adopt-a-Cop, a new collaborative program with the University of Oklahoma Police Department, assigned two police officers to each living community to strengthen relationships between staff, students and law enforcement. Officers participated in staff meetings, programs and community events to strengthen relationships and increase community safety.

In response to the department’s commitment to provide clean, comfortable and well-maintained living environments that contribute to students’ personal and academic success, the department “refreshed” five floors of Couch Center and three Traditions buildings. Refreshing included new paint, deep clean of carpet, and repair of furniture and facilities.

The HSC campus enjoyed expanded dining locations with the opening of Dave’s Place in the OU Physicians building.

**HSC STUDENT AFFAIRS** Intramural Sports participation expanded to include a fall season of co-ed soccer and 48 first-time participants kayaking at the Chesapeake Boathouse. Over the past year, 1,223 HSC participants from all colleges joined in miniature golf, volleyball, soccer, flag football, basketball, softball and kayaking. Based on the Student Satisfaction Survey, intramural sports continued to be a favorite activity of HSC students.

HSC Student Counseling Services worked to increase visibility and use of services in order to provide high quality counseling services to HSC students. The counseling team continued to offer outreach presentations on a variety of topics including stress management, managing test anxiety, and suicide prevention.

During the third annual Sexual Assault Awareness Week, more than 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 OKC community friends together. In addition, DeStress Fest continued to grow with participation of nearly 600 students.

David L. Boren Student Union continued to experience growth in services to the HSC community. Registered student organization use of the DLB Student Union increased 14 percent from previous years with a total of 461 reservations. Renovated third-floor space met student requests for additional group study areas by accommodating an additional 16 people at any time.

**OKLAHOMA MEMORIAL UNION** was open 24 hours per day, seven days a week and offered a clean and healthy environment in which to study, meet, socialize, eat, work and relax.

A computer lab, restaurants and lounges were available to students, faculty and staff 24 hours per day. The Union hosted 4,244 events sponsored by student organizations.

**OU-TULSA STUDENT AFFAIRS** hired a full-time nurse practitioner and a full-time medical assistant to improve student health services, which were previously only available to students on a part-time basis. In addition to providing quality basic health care services for students, Student Health worked with the Wellness Coordinator to generate over 20 Healthy Campus Lunch & Learn programs on a variety of topics.

“Happy Hour,” a popular social event increased in scope and averaged 120 students per month. The event provided food and drinks in a controlled and supervised environment and featured a variety of indoor games to facilitate friendly competition between students and academic programs.

A fundraising campaign to construct the Founders Student Center raised $85,000 with construction to summer 2011.

**SAFERIDE** experienced overwhelming growth. Student use increased from 3,425 riders in 2004-05 to 21,478 this year. With increased use, wait times for students also increased. The addition of a second transportation company reduced wait times. The addition of Airport Express and a fleet of vans dramatically increased ride capacity, reduced wait times and consequently increased student satisfaction with the service. Eighty-three percent reported they were satisfied or very satisfied with the current program, and 90 percent said they would recommend SafeRide to a friend.

**STUDENT CONDUCT** reviewed and adapted sanctions to create a safe, healthy environment. This included adding E-checkup To Go to the Deferred Strike 1 agreement. E-checkup To Go is a 20-minute online alcohol assessment designed to motivate individuals to reduce their alcohol consumption using personalized information about their own drinking habits and risk factors. Students receive personalized feedback, including normative comparisons, physical health information, amount and percent of income spent on alcohol and local referral resources. This information reinforces students’ academic, personal and professional goals and illustrates how alcohol may be an obstacle to those goals. Prior to the addition of this program, students receiving a Deferred Strike 1 received no alcohol education. Student Conduct added an educational component since a Deferred Strike 1 is usually the first contact with a student and this method has been
shown to decrease recidivism.

Additionally, Student Conduct began utilizing the four-part Addiction Series through Norman Addiction Information and Counseling (NAIC) to address more severe situations involving drugs and/or alcohol. The series consists of four two-hour sessions of education. Students realize their goals as a result of this educational opportunity. In the coming year, Student Conduct will review this educational sanction to determine its effectiveness. If successful, it will create a safe and healthy environment for students by decreasing substance abuse and its consequences.

Finally, Student Conduct continued to keep up with nationally recognized best practices. Student Conduct researched policies and procedures of other universities to improve and simplify the current Student Code. One result of this effort was an extension of the deadline to file sexual misconduct cases from 30 class days to 365 calendar days. Survivors of sexual assault now have more options to pursue resolutions of their cases with the university as a result of these changes, thus creating a safer environment for students.

**STUDENT LIFE**

STUDENT LIFE’s Women’s Outreach Center served 7,030 people; 3,841 through outreach, 2,678 with educational programs and another 511 with peer education training.

Greek Life’s new member hazing prevention workshops expanded to serve all four Greek councils in 2010, reaching over 1000 students.

The demand for Sooner Ally training grew exponentially. 16 training sessions reached 301 new allies – 180 more than planned. By year end, more than 500 staff, students and faculty completed this LGBT sensitivity and “safe zone” program.

**STUDENT MEDIA** provided a safe, healthy environment for students working on the department’s media projects. Historically the department’s student journalists have studied, socialized and worked together and create a close-knit community. From storing lunch boxes and leftovers in the office refrigerators to camping out on futons, beanbag chairs and couches, Student Media is a home away from home for many students. They plan enrollment around shared classes, collaborate on projects, form study groups, create informal test banks and meet roommates and lifelong friends. Their coworkers become their first network of industry professionals.