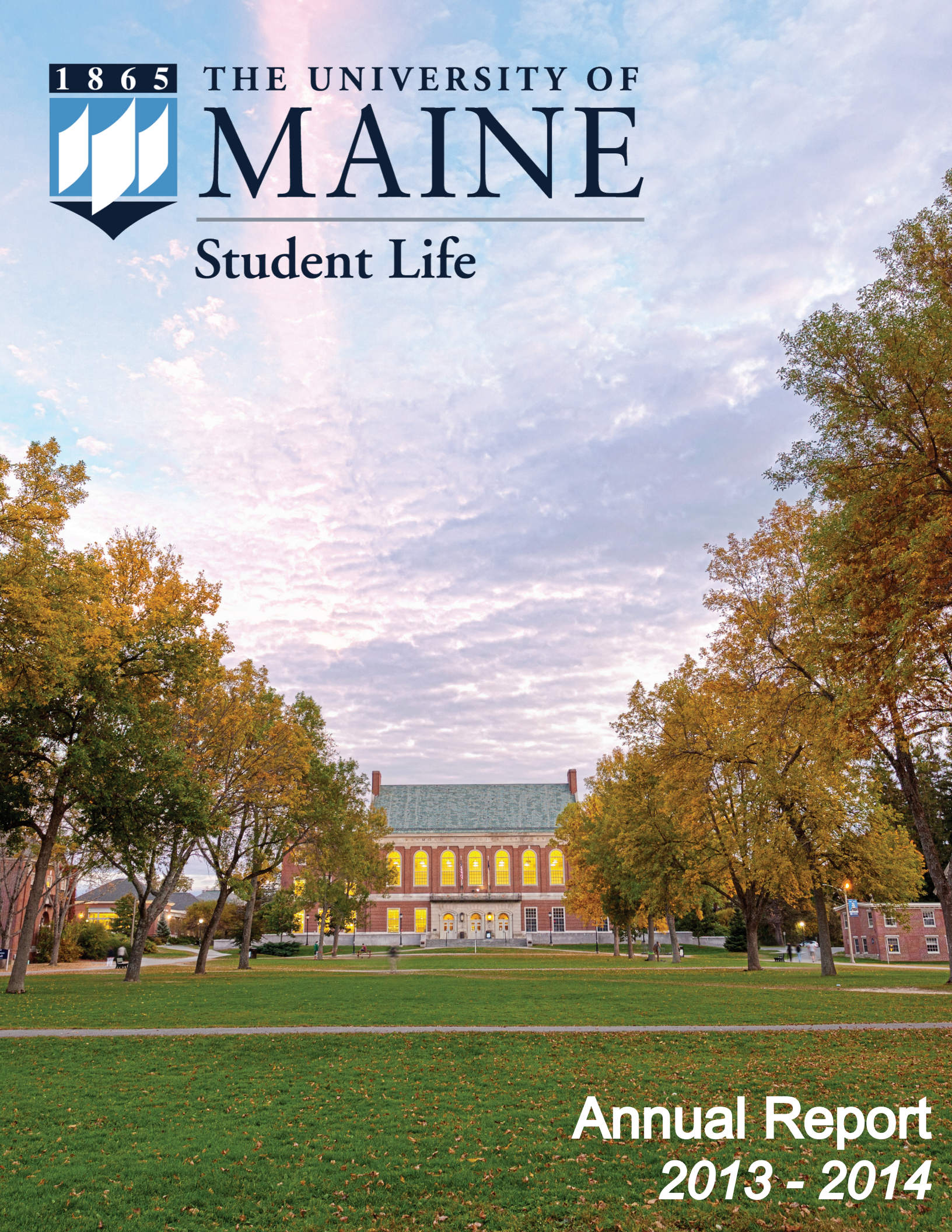




THE UNIVERSITY OF
MAINE

Student Life



Annual Report
2013 - 2014

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Division of Student Life

Supporting the University Mission and Blue Sky Plan

The Division of Student Life is committed to supporting the three fundamental elements of the University's mission: teaching, research and outreach. Through all programs and initiatives, we are contributing to improving the quality of life for people of Maine and around the world. Leadership education, student development, research and community engagement are a few examples of this support. We provide ample and accessible opportunities for organizational and situational leadership, civic engagement, and service beyond self in order to develop community connections, global citizenship, active learning, environmental stewardship, and to maximize the impact students have in the world. Our Student Organizations and Leader Development program creates and delivers classes to teach students valuable skills that will enable them to be successful student leaders now and effective world leaders tomorrow. Our Bodwell Center for Service and Volunteerism offers students, faculty and staff opportunities to become engaged, active citizens by serving nearly 70 community partners and extending to the national and international levels through our Alternative Spring Break program. The Student Wellness Resource Center continually reviews and applies the most recent research in addressing high-risk behaviors on campus through statewide coalition participation and a diverse array of student-focused programs.



In addition, Campus Activities and Student Engagement and Campus Recreation promote intellectual, cultural, social, recreational, and athletic activities and programs for students that focus on, enhance, and integrate academic learning and personal growth into their lives in order to support and complement the learning environment. Residence Life helps create a seamless learning environment featuring safe and secure places to live and learn, a vibrant and varied community, and an appreciation and respect for diversity. Community Standards promotes personal integrity and maturity, belief in and genuine appreciation for the worth of individuals, and accountability to the community in order to prepare students for their role beyond college.

The Division's efforts not only support the academic endeavors of the University, but complement them by providing opportunities for students to expand their learning beyond the classroom from inside the classroom. Classroom Alternatives is a program where Student Life personnel "substitute" for professors who need to miss a class for a variety of reasons. Instead of cancelling classes, faculty can request our presence on topics such as leadership, alcohol abuse prevention, academic integrity, study skills and test taking skills. At other times, we are invited into the classrooms to share our areas of expertise around career choice, diversity training, and risk management.

In support of the University's Blue Sky Plan, all efforts of the Division are focused on enhancing and improving the student experience, retention and recruitment. Our mission is student centricity and an overall student experience that is relevant, rounding and meaningful.

Student Life Vision

Our vision is to actively and enthusiastically support the University of Maine as it aspires to be the most distinctively student-centered and community-engaged of the American Research Universities. We accomplish this through the development of fully engaged students in a vibrant and purposeful community life that nurtures, guides and motivates them to realize their fullest academic and personal potential.

Student Life Mission Statement

The Division of Student Life actively joins with students, faculty and staff to provide programs, services and co-curricular experiences that foster an inclusive and supportive community which not only enhances students' academic and personal growth but also positively contributes to the globally conscious and productive graduates they become.

The Division of Student Life has organized its efforts and initiatives into seven categories which form the acronym STRIDES:



S = Students

T = Technology

R = Responsibility

I = Inclusivity

D = Development

E = Engagement

S = Staff

The Division of Student Life is responsible for offering support services and programs aimed at educating the whole student in a safe, sound and secure environment. Some examples of the programs, services and activities in which we are engaged include:

Student Centered

Retention support programs	Center for Multicultural Student Life
Fraternity and Sorority Life	Student program funding
Student Government	Student Handbook
Crisis management	Ombuds services
Residence Life	Commuter and Nontraditional Student Programs
First Year Experience	Health and Legal Professions Advising
Second Year Programs	Veterans' Education and Transition Services
Transfer Student Program	Technology support for student organizations
Campus-wide events	Advocacy services
Family & Friends Weekend	Emergency funds
Winter Carnival	Career services
Maine Day	
Liberal Arts and Sciences Advising Collaborative	

Wellness and Service Oriented

New Balance Student Recreation Center	Identification and management of high risk students
Peer Education	Population-based harm reduction programs
Student Wellness Resource Center	Outdoor adventure and recreation activities
Wade Center for Student Leadership	Clinical counseling and mental health prevention services
Alcohol and Drug prevention services	Sexual Assault and Violence Prevention Program
Bodwell Center for Service and Volunteerism	Parents Program

Community Focused

Town-gown relations	Cross institutional services
Police services	Parent and family resource network
Student conduct	Academic liaison
Memorial Union management	Management of multiple campus facilities
LGBT services	International Early College Program
Religious Life Team	Campus media--Maine Campus newspaper and WMEB
Student Behavior Review Team	
Student development and critical concern consultation for faculty and staff	
Fall Welcome Weekend including Maine Hello and First Year Day of Service	
Summer orientation activities and participation	

2013-2014 Goals and Initiatives

****All Goals and Initiatives were met****

I. Develop an institution-wide diversity and multicultural web presence that enumerates programs, procedures and policies while highlighting student diversity activities and interests. The development of an interactive and organic web site is the chief goal of this project. This site will offer a full picture of the University's approach to diversity and it will enable comments, input and feedback.

At the University of Maine, the Office of Multicultural Student Life affirms our commitment to education with an emphasis on learning about the diverse nature of our world, and where experiences for learning about cultures, social equality and justice are available. Through this office the mission of the Division of Student Life is prioritized. We aim to ensure that all of our courses, programs and services emphasize the value of diversity and inclusivity, promote and support positive global citizenship in our communities, nurture and support divergent ideas, cultural awareness, and presentation of world and domestic issues. We commit to contribute to creating and sustaining a campus climate that supports many identities and encourages all students' retention and success at the University of Maine.

Our Office of Multicultural Student Life provides a window on the world where students, faculty, and staff come together to celebrate difference and the rich cultures that make up the UMaine community. Our Center is a safe and welcoming place to explore issues of race and ethnicity and a place where diversity in all its forms is supported and shared with our community. Fostering and celebrating diversity has become essential to the education of all of the graduates from our university. As our society changes and our economies become more interrelated, our students must be equipped with the education, skills and attributes needed to achieve their individual goals. The Office of Multicultural Student Life seeks to actively support the administration of the University of Maine in creating and sustaining a welcoming and affirming campus climate. We hope that our students will achieve the necessary tools so that they can successfully compete in, contribute to and hopefully change their world so that all will be received as equals.

As part of this effort new Mission and Vision statements have been crafted. The new mission of the program is to:

- Deliver excellent services to students focusing on their satisfaction and engagement by being current with their interests and needs, and ensuring their participation and awareness.
- Prioritize and value diversity and inclusivity, including the promotion of positive global citizenship in our services, communities, programming, support for divergent ideas, cultural awareness, and presentation of world and domestic issues.
- Contribute to creating a campus climate that supports many identities and encourages all students' retention and success at the University of Maine.
- Attend to the physical and emotional safety of our community through programs, training and new initiatives.
- Empower and increase the visibility of Lesbian, Gay, Bisexual, and Transgender (LGBT) people by promoting equality and inclusiveness at the University of Maine. LGBT Services works to maintain an open, safe, and supportive environment for all students, alumni, faculty, and staff and provides educational opportunities, information, and advocacy services.
- Commit to building an inclusive campus community that does not tolerate, but respects and celebrates all individuals at the University of Maine. We envision a community where we all live in equality.

The newly expanded and improved web-site is located at <http://umaine.edu/multicultural/>

Examples of our expanded view of on campus diversity efforts include:

Diversity Policies. The University of Maine has a commitment to protect and promote diversity on campus. As part of this mission, the University is proud to support a zero tolerance policy towards hatred and discrimination. Below, you can find details of where to find our policies that protect you in addition to some interesting anti-discrimination projects we have on campus.

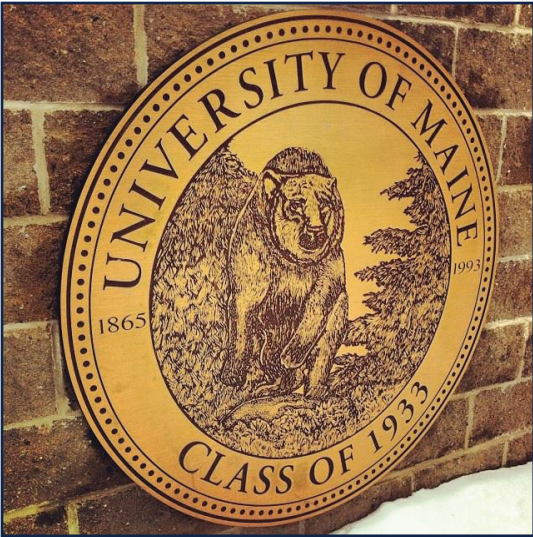
Office of Equal Opportunity. The Office of Equal Opportunity at The University of Maine promotes a campus climate supportive of equity and diversity through advice, education, and intervention. Here you will find a list of all policies protecting students at UMaine.

Office of Human Resources. The mission of Human Resources is to recruit, support and retain employees committed to UMaine, a student-centered, community-engaged research university. It is also to support each and every employee. We in Human Resources are all about your success. Please connect with us early and often, and remember your success is our success.

Student Handbook. The Student Handbook is a compilation of student conduct standards, policies, and procedures that define community expectations for students at UMaine. The Student Handbook also serves as an important resource for students, highlighting a wide variety of topics related to life on the UMaine campus.

Diversity Resources:

The University of Maine Student Life
The University of Maine Multicultural Center
LGBT Services
Canadian American Center
The Wabanaki Center
The Women's Resource Center
The Office of International Programs (including Study Abroad)
Center for Excellence in Teaching and Assessment 207-581-3472
Franco-American/Centre Franco-Américain
Franco American Studies
University of Maine Diversity Leadership Institute (UMDLI)
Women in the Curriculum Program/Women's Studies
Office of Equal Opportunity
Center for Community Inclusion and Disability Studies
Disability Support Services
ADVANCE Rising Tide Center
Native American Studies
Canadian-American Center
President's Council on Disabilities
President's Council on Women
Center On Aging
Title IX Office
Cooperative Extension Diversity Plan



Other Resources:

Academic Support
Student Athletes
Finances
Developing English Skills

Diversity Classes. The first step to engaging with diversity is learning about it. The University of Maine offers a number of unique classes every year that help educate students about diversity and the world around them. Below are just some of the options students have.

Anthropology

- ANT 102 – Introduction to Anthropology: Diversity of Culture
- ANT 120 – Religions of the World
- ANT 207 – Introduction to World Archaeology
- ANT 245 – Sex and Gender in Cross-Cultural Perspective
- ANT 249 – Religion and Violence
- ANT 250 – Conservation Anthropology: The Socio-Cultural Dimension of Environmental Issues
- ANT 261 – Islamic Fundamentalism
- ANT 421 – Inca Society and Peasants of the Andes
- ANT 256 – Ethnic Conflict
- ANT 270 – Environmental Justice Movements in the United States
- ANT 426 – Native American Folklore
- ANT 430 – Who Owns Native Cultures?
- ANT 441 – People and Cultures of the Pacific Islands
- ANT 451 – Native American Cultures
- ANT 452 – Civilization in South Asia
- ANT 454 – Cultures and Societies of the Middle East
- ANT 467 – Peasant Studies
- ANT 470 – Religion and Politics
- ANT 481 – Language, Culture and Society
- GEO 275 – Geography of Globalization
- GEO 349 – Early Modern North America in Atlantic Perspective
- INT 410 – (ANT, ENG, MLC) Introduction to the Study of Linguistics

Canadian Studies

- CAN 101 – Intro to Canadian Studies

Child Development and Family Relations

- CHF 404(990) – Topics in Family Studies: Cross Cultural Perspectives on Gender and Violence
- SED 402 – Adapting Instruction for Students with Disabilities

Education

EDB 202 – Education in a Multicultural Society
EDG 425 – Field Experience Urban and Rural Education

History

HTY 332 – Womanhood in America
HTY 107 – East Asian Civilizations
HTY 199 – Maine Indian History in the Twentieth-Century
HTY 402 – Roman History
HTY 424 – Russian History II: The Russian Revolution
HTY 459 – Colonial Canada
HTY 521 – Canada and the United States
HTY 483 – Violence in North American History
HTY 520 – Canadian Historiography
HTY 498 – European Seminar



Native American Studies

NAS 101 – Introduction to Native American Studies
NAS 102 – Introduction to Wabanaki Culture/History/Issues
NAS201 – Topics in Native American Studies: Maine Indian History in the 20th Century
NAS201 – Wabanaki Language
NAS 201 – “Indigenous Resistance Movements/Governance/Diplomacy
NAS 201/ANT 290/SFR 347 – American Indians and Climate Change
NAS 401: Advanced Topics in Native American Studies – Wabanaki Treaties & Petitions
NAS 270/WST 270 – Native American Women

Peace Studies

PAX 201 – Introduction to Peace Studies
PAX 400 – Martin Luther King Jr. and the Promise of Social Renewal
PAX 401 – Women Social Activists: Warriors for Peace and Justice
PAX 350 – Buddhism, Peace & Contemplative Traditions
PAX 370 – Building Sustainable Communities
PAX 491 – Forgiveness: Creating a Culture of Peace & Reconciliation

Political Science

POS 120 – Introduction to World Politics
INA 201 – Topics in International Affairs
POS 241 – Introduction to Comparative Politics
POS 243 – Canadian Government and Politics
POS 273 – International Relations
POS 335 – Democratic Governments of Western Europe
POS 336 – Government and Politics in Russia
POS 337 – Government and Politics in Eurasia

POS 374 – American Foreign Policy

POS 467 – African Politics

Sociology

SOC 201 – Social Inequality

SOC 329 – Sociology of Gender

SOC 330 – Perspectives on Women

SOC 340 – Wealth, Poverty and Power

SOC 371 – Immigration, Women and Society

Women Studies

WST 101 (990) -Introduction to Women's Studies

WST 103 (001) – Introduction to LGBT Studies

WST 201 (990) – American Women's Literature = ENG 246

WST 201 (991) – Multicultural Literature: Women Navigating Borders

WST 230 (990) – Women, Health, and the Environment

WST 301/501 (990) – Intermediate Topics in Women's Studies Gender & the History of Psychiatry

WST 401 (990) – Advanced Topics in Women's Studies: Amazons: A Multicultural Perspective

WST 401 (991) – Advanced Topics in Women's Studies: A Midwife's Tale and the Social Web

WST 201 (990) – Topics in Women's Studies: Men and Masculinities in Society

WST 201 (991) – Topics in Women's Studies: Scandalous Women in Literature

WST 250 (860) – Women and Music

WST 360 (860) – Feminism and Cinema = CMJ 398 (860) & ARH 369 (860)

WST 410 (001) – Feminist Theory

WST 401 – Advanced Topics in Women's Studies: Reverence for Life: Peace, Reconciliation, and Community

WST 340 – Women and Globalization

WST 371 – Immigration, Women and Society

II. Fully establish and develop the inaugural Sexual Assault and Relationship Violence Prevention Program.

The Division of Student Life's Office of Sexual Assault and Violence Prevention (OSAVP) was fully launched in FY14. Located in the Memorial Union, its central location provides easy access to all. The OSAVP engaged in an aggressive marketing and staff training campaign in FY14 meeting with many student groups, academic and nonacademic departments, and local agencies and organizations. The advisory committee was appointed and met regularly throughout the year providing valuable insight and feedback.

A deputy Title IX coordinator has been hired. Community engagement will be sought and our focus is on the development of materials, policy updates, staff and student training, development of on and off campus relationships, development of an advocacy program and the overall establishment of a Clery, Title IX and Office of Civil Rights compliant program.

Although there were many changes in the law and in related federal recommendations, the OSAVP continues to be fully compliant with Title IX, 2001 and 2011 Office of Civil Rights Dear Colleague Letters (DCL), the reauthorization of the Violence Against Women Act (VAWA), the Campus SaVE Act, the Clery Act, and the White House Task Force-Rape and Sexual Assault: A Renewed Call to Action recommendations. Currently it

is working with the Office of Equal Opportunity and the University of Maine System to update the policy and guidelines related to sexual discrimination and sexual misconduct pursuant to recent federal guidance.

The following reflects this year's efforts and activities in more detail and should give an overview of the functioning of this important student and campus resource.

Mission: The Office of Sexual Assault and Violence Prevention provides support, advocacy, education, training, and prevention programs and services to University of Maine students, the campus community and the wider community in our area. In fulfillment of the mission of the University and Division of Student Life, the Office of Sexual Assault and Violence Prevention (OSAVP) works with internal and external constituencies to provide support, resources, education, and awareness to our campus community. As part of the Division of Student Life we are committed to planning, developing, and implementing programs and services for sexual assault and violence prevention for all students as an integral component of the educational process and in effort to create a violence-free community.

Vision: For all community members to have a safe and supportive living, learning and working environment at the University of Maine.

Values: The Office of Sexual Assault and Violence Prevention will be Kind, Caring, and Compassionate in an effort to dignify students while providing support, resources, education, and awareness to them.



Who We Serve: The OSAVP provides services to all students of the University of Maine. We are a resource for victims, students, faculty, staff, as well as for the communities in our area. We provide special emphasis in crisis intervention and advocacy to complainants, respondents, and the community. We work closely with students who are reporting cases of gender discrimination including sexual assault, stalking, harassment, and relationship violence.

In addition to bulletin board and TV ad space in the Memorial Union to highlight relevant topics, the OSAVP offered information and resources on Title IX rights and a variety of applications to install on your cell phone for safety, including Circle of 6 which was recently endorsed by the White House Task Force. April is Sexual Assault Awareness Month and OSAVP highlighted resources on how to report a sexual assault on campus, a list of confidential services both on and off campus, ways to stay safe, bystander information, and myths and facts about sexual assault.

There were many ways that the OSAVP provided outreach, resources, and support to our students and the greater community. At the beginning of the fall 2013 semester magnetic posters that provided contact information for private and confidential resources both on and off campus for victims of gender discrimination/harassment were distributed all over campus. A QR (quick response) code was also on the flyer allowing people to scan the code with their phone to bring them directly to the OSAVP website.

The OSAVP partnered with Sigma Phi Epsilon for their annual Rock Against Rape concert. We were joined by community partners such as Rape Response Services, Spruce Run, and St. Joseph's Hospital. During the event we talked with many people about the resources and services available through OSAVP.

During the spring 2014 semester the OSAVP supported Beta Theta Pi at their annual sleep out in efforts to combat sexual violence and support Rape Response Services of Bangor.

The OSAVP cosponsored MAAV (Male Athletes Against Violence) to help promote their mission to combat relationship violence. MAAV coordinated with the Guinness Book of World Records to beat the record for the most people unwrapping a single candy at one time. During the event they asked several male members of the community to speak out about relationship violence. They called the event, "Unwrapping the not so sweet truth about relationship violence". We are happy to report that we beat the old Guinness record by two people!

Another initiative for FY14 was tabling. A peer educator had a table with information and brochures at the Healthy High Race. The student also set up tables at the Recreation Center, the Memorial Union, and the Grove apartments.

OSAVP also took every opportunity to speak to and engage with students directly by going to fraternity meetings, residence hall meetings, and non-traditional student events.

Goals/Objectives

- To continue to meet with those who have concerns regarding sexual discrimination involving students including sexual violence, stalking, and relationship abuse; and provide information regarding the University's policies and procedures designed to address these issues.
- Continue to develop collaborative and working relationships with victim advocacy and support organizations within the campus community.

- Continue to keep appropriate and confidential records documenting issues and actions that are in compliance with the Office of Civil Rights, Reauthorization of the Violence Against Women Act, Campus SaVE Act and Clery Act.
- Continue to develop and deliver training for students and employees in conjunction with the Title IX Coordinator and other Student Life preventionists designed to: help prevent sexual assault, violence and relationship violence and stalking. Trainings also include training individuals on how to respond to sexual discrimination involving students, including sexual harassment and violence.
- In collaboration with the Title IX Coordinator and Student Life personnel, continue to work to develop and distribute specific sexual violence informational/educational materials that include the University's policies, rules, and resources, and specifically where and to whom students should go if they are victims of sexual violence.
- Continue to serve as the ex officio member of the Sexual Assault and Relationship Violence Committee (SARVP). Work to develop training and materials as suggested by the committee.

Assessment/CAS Standards Report

A review of the CAS Standards was done in order to assure best practices were used in developing outreach, educational and prevention efforts. All documents, protocols, and procedures meet the most current CAS Standards. The OSAVP follows the strictest guidelines and works to ensure that it maintains consistent compliance with federal, state, and local laws and follows institutional regulations and policies. The OSAVP works with the Title IX Coordinator, the System Title IX Committee, and University Counsel to ensure its operation follows best practices, comports with all University policies/procedures, and is compliant with applicable state and federal laws.

The OSAVP examines the goals, learning outcomes and demonstrated accountability of the office and staff. Programs and events are assessed using a rubric after each session to determine if learning outcomes were achieved. These results are used to improve programs and services, recognizing staff performance, maximizing resource efficiency and effectiveness, improving student achievement or learning and development outcomes, and improving student persistence and success. We share these findings with the Division of Student Life, internal and external constituencies, as well as the Sexual Assault and Violence Prevention Committee.

Changes/Updates

The OSAVP is very happy to have recently signed MOU's (memoranda of understanding) with Rape Response Services and Spruce Run, a community agency that services community members in the broader community. We are very pleased that they will be providing advocacy, support, and training to our students, staff, faculty, and the greater university community.

During the spring 2014 semester, in partnership with Student Life and Equal Opportunity, Professor Sandy Caron and graduate student Gemma Douglas developed and administered a campus climate survey on Sexual Harassment. The results are being reviewed for ways in which the feedback can be included in our programming, collaboration, and outreach.

Department Events

Trainings for University Staff

In order to support a students and our campus reporting structure for sexual assaults. The OSAVP will be collaborating with the following departments and community providers to provide training on gender discrimination, including sexual assault and relationship violence in FY15:

- Equal Opportunity
- Rape Response Service
- Spruce Run
- St. Joseph's Hospital
- Residents Life – Community Coordinators, Assistant Community Coordinators, and Resident Assistants
- Counseling Center
- Cutler Health Center
- Student Wellness Resource Center
- University Police Department
- Department Chair Meetings
- Faculty Groups
- Dining Services
- Athletics
- Student Conduct Board
- Office of Fraternity and Sorority Life
- Campus Recreation

Trainings for Students

In order to support our students, be in compliance with federal laws, and to provide education and awareness around gender discrimination, including sexual assault the OSAVP will outreach to the following:

- Residential Students
- Commuter Students
- Student Leaders
- Peer Educators
- Fraternity Leaders
- Sorority Leaders
- Male Athletes Against Violence
- Student Government, Inc.

Programs for Students & Community

- Continue utilizing facilities such as Memorial Union, NB Student Rec Center and residence halls
- Distribute brochures and use social media to publicize the office, its services and events.
- Plan a state-wide conference on gender discrimination, inviting a variety of partners across the state
- Sponsor and support Rock Against Rape, Beta Sleep Out and other student events
- Table in the Union, bringing awareness and resources to a central location
- Work with Residence Life to conduct healthy relationship programming in the residence halls
- Develop a program that discusses consent
- Collaborate with Residence Life on the Sex Carnival
- Provide information to community partners to be used at advocate trainings
- Continue to post magnetic flyers highlighting private and confidential services both on and off campus
- Work with the SAVP committee to develop innovative outreaches to campus community

III. Develop a comprehensive strategic plan (STRIDES) which aligns with and supports the Blue Sky Plan. This will be done through seven small groups headed by fourteen (14) co-leaders focusing on (S) students, (T) technology, (R) responsibility, (I) inclusivity, (D) development, (E) engagement and (S) staff. The charge of each small group is to develop an overarching philosophical statement including 3-5 objectives designed to move the Division of Student Life closer to realizing its vision. The plan will be broadly owned by the entire staff and it will be an iterative but directed process resulting in a five year plan.

This process started by developing the basic outline of the strategic plan. We then asked for feedback in the form of an open forum as well as on-line submission of one-pagers, much like was done in the development of the Blue Sky Plan. Last summer the seven subcommittees took each area and began the process of developing strategies and objectives. This work was completed in December 2013. Shortly thereafter, the draft was presented at the January 2014 Student Life Community Meeting and once again input was requested from the Division. This feedback period ended on February 28, 2014. The co-chairs and the assistant dean put all of this feedback and work together in a more formal document for review. Once refinements were incorporated, the plan was ready for the implementation phase where members of STAR will take on the responsibility of shepherding the work in each of the seven areas. The plan is broadly owned by the entire staff and was created through an iterative but directed process resulting in a five year plan. STAR will take on the work of monitoring the division's strategic plan and keeping it current and alive going forward.

The outline on the following pages depict how the elements of our strategic plan aligns with the pathways of the UMaine Blue Sky Plan. The full plan can be found in the Appendix.



Student Life Strategic Plan alignments with UM Blue Sky Plan

STRIDES S = Students

Wellbeing
Academic Success
Personal Growth
Career Choices
Educational Excellence
Exploring Talents

Setting Life, Career, Future Goals
Strengths/Map Works
Maximizing the UMaine Experience
Counseling Center/Touchstone Services
Career Center

Pathway 3: Harness the goodwill, time & talents of our alumni through consistent, strategic communication, outreach & engagement efforts, particularly in the areas of increasing student internship & career networking opportunities.

Pathway 3: Strengthen the organization for & reaffirm campus engagement of Athletics.

Pathway 4: Prioritize & support programs to increase student success & job placement.

T = Technology, Marketing, & Branding

Cohesive plan/replacement plan too
Maximize use of web sites to free staff
for personal contacts
SL logo use, establishing SL brand
Know where the students are, where & how
they connect/social media

Protecting identity, future
Technology education for students, staff
Data bases, management, security
Back ups, breaches, record keeping, storage
Associated: phones, iPads, games (Wii, etc.)

Pathway 3: Strive for 100% brand awareness of UMaine quality & impact in the State of Maine among all constituencies by clarifying our reputation for excellence in research, teaching & public service.

R = Responsibility

Promote safety, Safety Week, BIT Training
UMPD, Community Policing, Deeded Officers
Physical, emotional, fiscal responsibility
Alcohol and other drug education
Student Wellness Center, Peer Educators
Sex. Assault Awareness/Prevention/Response
Community Service/Civic Engagement

Assessment, Best Practices, CAS Standards
UMaine-UVote
Alternative Spring Break
Bodwell Center
Community Standards, Rights, Responsibilities
Green Initiatives/Environmental Responsibilities

R = Responsibility (cont.)

Pathway 2: Create a strong culture of philanthropy and instill our students with the expectation that they can give back to UMaine--their time, their money and their networking capacity--after graduation.

Pathway 5: Continue to implement sustainability initiatives to meet the established goals of the University of Maine's American College & University President's Climate Commitment.

I = Inclusivity

Divirity, multiculturalism
Religious Life Team
LGBT/Rainbow Resource Room
Open/Welcome Environment
International Student Prog./Organizations
OHS Early College Program

Global Crossroads LLC
MaineBound International Trips
Veterans
Nontraditional/Commuter Students
Multicultural Student Affairs/Center

Pathway 4: Make international and/or cross-cultural opportunities central to the undergraduate experience.

Pathway 3: Encourage and value diversity through our uniquely diverse community members by tangible programming of UMaine multicultural groups, including international programs.

D = Development

Fundraising
Fiscal Responsibility
Budgets/Budgeting
Grant Writing

Entrepreneursip
Cost-Saving
Fiscal Education
Town-Gown relationships

Pathway 1: Enhance our impact on the economic and social fabric of Maine, including strengthening existing campus-private sector partnerships, while increasing our total partnerships by 50% by 2017.

Pathway 2: Work to reduce administrative overhead costs per student full-time equivalent (FTE) by increasing enrollment, becoming more efficient in delivering education programs at lower costs and reducing administrative costs.

Pathway 2: Increase total income from UM Research and Development Initiatives.

Pathway 2: Increase sales and services revenues from current level of 5.6% of total reveues to 10% of total operating revenues.

E = Engagement

Maximize student engagement w/campus
Campus Activities and Student Engagement
Campus Recreation
Residence Life
LGBT/Rainbow Resource Center
VETS
Student Wellness Resource Center/Peer Eds.
Bodwell Center

Student Government/Homecoming/F & F
First Year/Second Year Centers
Student Behavior Review Team
Community Standards, Rights, Responsibilities
Career Center
Multicultural Student Affairs/Center
UMPD
Counseling Center

Pathway 4: Explore new opportunities to enhance the undergraduate and graduate student residential life and community experience.

Pathway 1: Improve annual student retention rates by 5%, and four- and six-year graduation rates by 10% by 2017.

Pathway 1: New Enrollment Management unit under a new Vice President centered on enrollment management, responsible for the development and implementation of a comprehensive “Maine-Sizing the Flagship” Enrollment Management Plan to realistically increase the student body up to 15,000 students by 2017.

Pathway 3: Strengthen the organization for, and reaffirm the campus engagement of Athletics, promoting our role as the state’s only Division I school.

S = Staff

Staff Development
Professional Conferences/Associations
Certifications
Training (ongoing/new staff)

Graduate Assistants/Interns
Retreats
Good to Great
Staff Appreciation/Recognition

Pathway 5: Increase the number of graduate students funded by assistantships and fellowships.

Pathway 5: Create and sustain a continuous culture of community engagement, consistent with, and as stimulated by, the Blue Sky Project, led by members of the Umaine community through innovative approaches and venues that bring together people from diverse corners of campus to share current projects, best practices and accomplishments.



Strategic Plan

In Student Life... We're Making S.T.R.I.D.E.S.

Vision

Our vision is to actively and enthusiastically support the University of Maine as it aspires to be the most distinctively student-centered and community-engaged of the American Research Universities. We will accomplish this through the development of fully engaged students in a vibrant and purposeful community life that nurtures, guides and motivates them to realize their fullest academic and personal potential.

Mission

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- S = Staff



Students

Goal:

The Division of Student Life maximizes student success and development through programs, events and education throughout each academic year.

Objectives: In partnership with our academic colleagues, the Division of Student Life will support the educational needs of all students and positively impact student success and retention.

Strategies:

1. Adopt a comprehensive and extensive communication system and/or protocol to identify students who are struggling as early as possible to appropriate resources in collaboration with the Office of the Provost. Responsibility for development and implementation lies with the First Year Center Coordinator and is due by August 1, 2015.
2. Increase the visibility of the Career Center to students during their first semester in order to improve student opportunities for internships and increase job market prospects. The development and implementation of a plan is the responsibility of the Director of the Career Center and is due August 1, 2015.
3. Identify and develop signature events which will provide opportunities for each department within the Division to develop a role in such events to engage with students throughout the year. Each department will

identify/create its role and include in annual reports beginning FY15.

4. Because students and parents are increasingly concerned about the cost of higher education and meaningful employment post graduation, the Division will support and promote campus programs focusing on financial literacy such as SALT offered through the Office of Student Aid beginning in FY15 and include efforts in annual reports.

5. In collaboration with the Office of the Provost consider the development and implementation of a student academic services hub in the Memorial Union to be operational by spring 2015.

Technology, Marketing, and Branding

Goal:

In partnership with the Division of Marketing and Communication, Student Life will optimize its impact on its constituencies by establishing its brand, aggressively marketing its messages and continuously investing in and using current technology and research.

Objectives: Strive for 100% brand awareness of Student Life units among students, faculty and staff. Assist staff to excel in the knowledge and use of marketing and technology tools to maximize impact, efficiency and effectiveness.

Strategies:

1. Create a division-wide Technology and Marketing Committee to monitor divisional assets, make recommendations to division/unit leaders, and help assure the appropriate divisional technology support. One aspect of the committee's work would be to work with each unit to develop a comprehensive plan for equipment and software upgrade, replacement, and recycling within the first 18 months. Other work of this committee might be to record and document (maintain an inventory) of all equipment with a purchase price of \$100 or more, including but not limited to, computers, printers, copiers, communication equipment, hard drives, projectors, entertainment and sound equipment for the Division/by unit. This responsibility lies with the Vice President for Student Life and will be active by September 1, 2014.

2. Identify and support division-wide and unit specific research to support best practices, optimal outcomes and student/staff success. Create a division-wide research team to support this initiative by September 1, 2014 under the direction of the Vice President of Student Life.

3. Create and staff an Information Technology Center in order to support the work of the division and facilitate compliance with University brand standards under the supervision of the Division of Student Life Technology and Marketing Committee by January 1, 2015.

4. Provide resources to assist staff in enhancing marketing strategies including use of market research data for target populations and student engagement through an online presence including social media, apps, and relevant communication venues and/or software. This will fall under the Technology and Marketing Committee and is due by March 1, 2015.

5. Provide ongoing training opportunities for staff within the division on software, hardware, new technology trends, social and online media based on diverse needs of individual staff members and departments. This would be coordinated through the division's Technology and Marketing Committee beginning March 1, 2015.

Responsibility

Goal:

The Division of Student Life is fully committed to the development of responsible citizenship, ethical practices, and personal integrity in its students and staff.

Objectives: Demonstrate commitment through its support of staff and student expectations. The Division demonstrates this commitment through staff evaluations, intentional modeling and developmental challenge and support of ideas

1. Each unit in the division will include in its employee training a section regarding ethical practices/ expectations, professional decorum, and similar. This training will be developed by members of STAR and include topics such as sexual assault awareness and prevention, alcohol and drug education, suicide prevention. University-wide expectations for training will also be met. This will be developed by December 31, 2014, and occur at least annually.
2. Each unit will adopt/develop and maintain a Continuity of Operation Plan (CoOP), risk management plan, “green” practices, and good stewardship initiatives. These will be written and incorporated in the unit’s staff training, orientation, and annual report. Directors will be responsible with a due date of June 30, 2015.
3. Each unit will support, establish goals and document involvement with student initiatives and student engagement activities. Release time will be granted for attendance at student events taking place during work hours and flex time for after-hour events. Directors will be responsible for this initiative beginning with annual report for FY15.
4. At least every 5 years or as requested by the Vice President, each unit will assess its practices through benchmarking, best practices review (CAS standards), climate survey, licensing review or other accreditation processes. Any results or recommendations will be stated in departmental annual reports.

Inclusivity

Goal:

The Division of Student Life will lead the University of Maine in sustaining an appreciation for the vibrancy of a diverse and inclusive community. The Division will promote a campus environment that challenges and supports all members and nurtures genuine self-reflection and exploration/celebration of differences.

Objectives: Make cross-cultural and multicultural opportunities central to the student experience at UMaine through intentional and tangible events, program and performances.

1. Develop knowledge and practice transferable skills necessary to engage in and foster inclusive communities both at UMaine and beyond. This will be accomplished through each department providing at least one training or event per year either independently or collaboratively that considers the broad questions of inclusivity. STAR will coordinate the schedule of events, which will be provided to all staff by December 31, 2014.
2. Attract, support, and retain increasingly diverse staff and student populations. Each unit will identify how it can contribute to these outcomes and the parameters will be discussed at STAR and be in effect by December 31, 2014.
3. Initiate and maintain community-wide discussion about the dynamics of power, marginalized identities,

and equity. To accomplish this goal, the Division will provide opportunities for these discussions at one of the annual community meetings. The scheduling will fall to the Vice President and be due fall of 2014.

4. Cultivate an environment that embraces and promotes the awareness and appreciation for the broad scope of diversity on campus. Within the Division create a Student Life Diversity Team to coordinate and document this work/effort. Responsibility for appointment to the committee falls to the Vice President and due by December 15, 2014.

Development

Goal:

With financial advisement from the Development Office, the Division of Student Life will make the best use of the allocated resources and actively seek additional means of support in order to help assure the sustainability of the programs, services and support of our students and staff.

Objectives: The availability of sufficient resources is essential to advancing the development of engaged and empowered students and staff.

1. Increase fundraising divisionally by 3% to 5% by 2018.
2. Vice President will assign grant writing divisionally vs. departmentally; assign staff member as “grant master” by May 2015 who will monitor grant opportunities and convene appropriate people to develop applications and proposals.
3. In consultation with the Division of Marketing and Communication, attain a 5% increase per year in advertising revenue over the next 3 years (2014-2017).
4. Secure at least two (2) major “naming” gifts by 2017.
5. Increase the number of collaborations by one each year with the City of Old Town and the Town of Orono for the purpose of sustaining relationships and for the potential financial benefit of both parties. Begin this process Fall 2014 and document in annual reports.
6. Capitalize on the entrepreneurship and creativity of students enrolled in the Maine Business School’s new Entrepreneurship concentration or the Innovation Engineering minor to assist the division and/or particular units. This will be supported by providing funds as available and identified by the Vice President at the beginning of each fiscal year.
7. Consider the development of a stewardship award that would recognize that department or program that has had the greatest impact with the least amount of resources. This will be the responsibility of the staff recognition committee developed under the “Staff” section below.
8. Continue close working relationship with the Development Officer in order to capitalize on support through our Parent Program to increase funding to our student emergency funds. Each Director will contribute to promotional materials for the Development Office and meet at least annually with our representative to review funding sources.

Engagement

Goal:

The Division of Student Life will improve and enrich the student experience at UMaine through creative and innovative engagement opportunities.

Objectives: Opportunities will provide learning, reflection, and support for both formal and informal experiences, and ultimately help improve UMaine's retention and graduation rates.

1. Students

- a. To engage with students, the Division should study, track, and apply the preferred method of communication for events, activities, and opportunities for students and develop a master calendar for events relative to students. This will be one of the first charges assigned to the Technology and Marketing Committee for FY15 and completed by FY16.
- b. Organize monthly events to take place in the Union or New Balance Rec Center that would encompass multiple partners into one large-scale late night scheduled around already existing annual programmed events such as the Rumble, Pride Week, Greek Week, Winter Carnival, Spring Fling, cultural celebrations, etc. STAR will discuss at one of the first meetings of each semester.
- c. Through our presence on the Athletic Engagement Initiative, continue to support and encourage student presence at all athletic events and offer opportunities for the Athletic Department to be involved in student events. Outreach and collaboration with newly hired and returning coaching staff will begin with FY15.
- d. Increasingly utilize unique programming space across campus such as the mall, residential quads, playing fields, and ropes course.

2. Parents and Alumni

- a. To engage with parents, the Division should develop clear channels of communication through which parents and alumni can attain appropriate information about their student(s) and events occurring on campus. This will be coordinated by the Assistant Dean for Student Life.

3. Community

- a. To engage with the community, the Division of Student Life will support municipal opportunities and relationships such as voter registration and education, Carnegie classification reviews, and housing and transportation information. The Assistant VP will designate this responsibility to a staff person as opportunities arise.

4. Staff

- a. To engage with the University of Maine staff, the Division of Student Life should initiate meetings, training, and events that provide opportunities for education and collaboration. Directors will identify departmental outreaches in annual reports.
- b. Increase Division support and participation for Signature Events as identified by STAR members annually.

Staff

Goal:

The Division of Student Life supports, promotes and celebrates the professional and personal growth of its employees.

Objectives: To foster a kind, caring and compassionate work environment which includes demonstration of appreciation, opportunities to further education, and support for innovative ideas.

1. Division-wide new employee on-boarding program that formally presents the mission, vision and values of Student Life as noted in an employee handbook. This will take place annually or more often as needed and is coordinated through the Asst. Vice President for Student Life. The following will also be coordinated and

assigned at STAR by December 2015.

- a. New employee networking events for full-time and part-time (GA) staff to help them meet other new employees.
 - b. Division wide community service project to support the Black Bear Exchange each semester.
 - c. Development of a committee to research and implement ways to financially assist division employees such as establishing an endowed Student Life employee emergency fund.
2. Create a committee appointed by the Vice President to implement celebrations and demonstrations of appreciation for outstanding achievements of employees, programs and teams that exemplify the values of the division. Committee should be in place by August 2014.
- a. Division wide employee recognition program with a formalized nomination and award process.
 - b. Individual department recognition programs for full time and student staff.
 - c. Publicizing and nominating colleagues and/or programs for awards for national and/or regional organizations.
 - d. Recognition for length of service to the University.
3. Encourage, support and expect our staff to further their education, training and development annually as it relates to professional and personal goals. This should also be listed in their self-assessment as part of the annual evaluation process.
- a. Division-wide grant program to support attendance at annual conferences and/or training.
 - b. Creation of a professional development plan by each department for all staff (professional, support and student).
 - c. Annual completion of mandatory training for Student Life staff as outlined by the University and other opportunities around a variety of pertinent topics such as a system of tracking and recording participation.
 - d. Encourage and support staff retreats (within and among departments) for professional and personal development. This includes opening departmental trainings to all staff members.
 - e. Develop mechanisms to help staff increase skills in technology, social media, electronic communications, etc., as it relates to their work. This will be supported by the Technology and Marketing Committee.
4. Institutionalize an annual Student Life “great idea grants” fund available to all divisional staff to launch student-centered programmatic initiatives or initiatives designed to increase staff expertise or capability in serving student needs.

Major Challenges in Meeting Goals

The continued issue of budget constriction and annual budget cutting is problematic. We need a solution which effectively stabilizes the budget while supporting the forward momentum of the Division.

The demand for services in many of our units requires that we consider modest increases in staff in essentially all Divisional units.

Selected Points of Pride

The Counseling Center initiated a research project with Brigham Young University (BYU) Counseling Center comparing Systems-Centered therapy groups led at UMaine to Interpersonal Therapy Groups led at BYU with an intended focus on decreasing entry into treatment waiting time and decreasing costs associated with care.

A complete renovation of the Spirit Room in the Memorial Union is underway. Currently housing a student art gallery, which will be moved to the Dean's suite on the 3rd floor, this space will host the historical perspective of our Black Bears and more specifically Bananas. Original costumes will be on display as well as Banana's story.

The Vice President for Student Life, Dr. Robert Q. Dana, was appointed to the Executive Committee of the Counsel of Student Affairs through the Association for Public and Land Grant Universities (APLU).

The Division adopted a new focus for both professional and personal development which represents national best practices entitled "Reflection, Renewal and Balance". This philosophy was commenced with a Division-wide professional development day structured in conference style with workshops and panel discussions.

The Office of Fraternity and Sorority Life created the 5-Star Chapter Award Program to represent standards every Greek chapter should strive to reach. This application serves to rate each chapter in the following areas:

- Scholarship
- New member education
- Financial management
- Brotherhood/sisterhood
- Personal wellness
- Relationship with university and administration
- Facility management
- Relationship with national/international office
- Chapter management/leadership
- Recruitment
- Philanthropy/Community Service
- Individual/campus involvement
- Social and moral development
- Public relations
- Risk management
- Alumni relations

The Medical Outreach Maine program continued to grow by establishing a partnership with Tufts Medical School students, moving the program to Waldo County, and receiving 100% funding for the program through a lodging donation from AthenaHealth and financial backing from PCHC and the Maine AHEC network.

A new collaborative relationship with the NAACP was established to ensure broad and complete recognition and celebration of diversity in a more intentional and meaningful way to include the return of the MLK Jr. Breakfast.

The Counseling Center joined the Center for the Study of College Student Mental Health (CCMH) and brought our data collection into conformity with CCMH recommendations. Currently 140 counseling centers participate in the research program and provided data on 81,000 students, 2,800 counselors covering 730,000 appointments. This was the first year of involvement in this program and we are looking forward to the results of the analysis of this data.

Our New Balance Student Recreation Center was ranked third in the nation and provides endless programs for students, staff and community members. From the family-friendly pool to the latest workout equipment to the numerous courts, the Center continues to serve a countless number of participants each year through programs and visits. This year, all employees and their dependents were given free access to the Center, which has been very well received and utilized.

Maine Bound, part of Campus Recreation, provides adventure based recreational and academic programs that utilize the natural resources of the State of Maine, the U.S., and the World. The Maine Bound climbing wall and tower and our woods located challenge course are unreplicated on college campuses in Maine.

Created and mobilized a model Sexual Assault and Violence Prevention Office to include expanded victim advocacy services, committee revitalization, and renewed educational outreach efforts. This office has been trained extensively and utilizes the national best practices in the field of sexual assault and Title IX compliance.



The Bodwell Center for Volunteerism and Service brokered some 30,000 hours of community service this year, provided mentors to local schools, supported numerous charitable agencies, and through its initiative “From a Day of Service to a lifetime of Engagement” and involved 1800 first-year students in a program of service beyond self. Through the Bodwell Center our Alternative Spring Break program provided some 5000 hours of community service to social causes throughout the United States and 115 students participate in the Black Bear Leaders Program which is designed to engage first-year students as leaders. The Black Bear Exchange houses a campus food pantry supported mostly through campus food drives and supports both our on-campus and off-campus community.

The Student Behavior Review Team (SBRT) provided the campus community with a central location to refer concerns. In creating one of the first teams to review student cases, UMaine has established itself as a leader in this area in both Maine and in the northeast. SBRT is a team of professionals from across the campus and across disciplines that reviews cases and recommends to the Vice President for Student Life timely responses and interventions for student situations where student behavior raises concern. Two members of the group are certified in Behavior Intervention Team Practices. The goal is always to fashion a careful and appropriate outreach or intervention to students who are struggling in or outside the classroom.

The Student Wellness Resource Center includes an award winning and only tier 3 comprehensive substance abuse prevention program in the State of Maine. Also included in the Center is the Peer Education Program focusing educational outreach around multiple wellness issues, tobacco free campus education, and the management and sponsorship of the Healthy High 5k/10k and the Black Bear Attack obstacle course challenge. These events hosts approximately 1000 and 800 participants respectively.

As one of the nine charter members of the National Hazing Collaborative, the Division participated in distributing the first ever hazing survey and proudly works with other campus members who are the national experts in this area.

The Office of Multicultural Student Life operates the only Multicultural Center within the University of Maine System and is home to 9 culturally focused student organizations, the Multicultural Scholars Society, and the Annual Spring Preview Weekend engaging families in exploring UMaine. Students and staff from the Center are engaged in presenting to EDB 200 classes assuring all Education majors are exposed to multicultural thought.

Our Counseling Center is accredited by the International Association of Counseling Services (IACS) and home to an American Psychological Association (APA) accredited Doctoral Internship Program in Clinical/ Counseling Psychology. We are in our 36th year of our Doctoral Internship program and continue to house 3

superb interns annually out of over 100 applicants.

The Career Center utilizes a hands on approach to career development while employing social media to engage students and Job Fairs to attract some 200 employers annually to campus in part resulting in some 93% of UMaine graduates working or in graduate school. They also earned an A+ Gold ranking by Out for Work for their responsiveness and programs for LGBT students.

Residence Life houses nearly 4,000 students in Living Learning communities and produces more than 2500 academic and social programs annually to support student learning and personal development. Development of the First Year Experience which is an enriched academic and social community experience designed to engage students while assuring preparation for college study, the Second Year Program designed to assist with career development and academic success, and the Transfer Student Program designed to provide extra support in helping this population succeed at UMaine have all exceeded our goals.

UMaine is home to Wilde-Stein, one of the oldest gay straight alliances in the country. Our Rainbow Resource Center is home for our LGBT students and a center for social activism. Based on student use the Center was relocated to larger space on the main floor of the Memorial Union. This year the group celebrated its 50th anniversary with one of the founding members as the keynote speaker.

The Memorial Union is the campus hub and living room where some two million visitors are welcomed each year. Essential student services, student support, and cultural programming are all available here. Major improvements were made in the facility this year including new flooring, paint and windows. Currently the focus is on researching and proposing opportunity for additional retail space to financially support further renovations and maintenance of the building.

Veterans Education and Transitions Services assists and supports student veterans and their families with their transition from soldier to scholar with certification programs, veteran's weeks and the Student Veterans Association. UMaine is a Yellow Ribbon participating institution and was recognized as a Veteran Friendly University by the Military Friendly Schools Guide in 2013-14. The Center was relocated to a larger and more friendly space last year to include lounge space and dedicated office staff. This year, Professor Nory Jones from the College of Business launched the Veteran Outreach Committee to better serve this population and assist with recruitment efforts.

Student Government is comprised of 35 student senators and an executive board as well as five representative sub –bodies. They operate and are responsible for a budget of nearly \$800,000 annually. This money helps to support UMaine's 200 student organizations, on-campus events, student travel to conferences, and allows UMaine to routinely bring nationally renowned entertainers to the UM campus.

We operate an interdisciplinary conduct case management that serves as an early warning system for at-risk students. Through creative and educational interventions, most of the students who have any form of interaction with Community Standards do not repeat the prohibited behavior.



The University of Maine Police Department has been recognized for their “Community Policing” approach and is certified by the Commission on Accreditation for Law Enforcement Agencies. This is a rare distinction and we are the only college or university so recognized in the State of Maine.

The Center for Non-Traditional and Commuting Students serves as a model across the System and offers specialized orientations, peer mentors, family-friendly programs, and student support services for non-traditional students.

We offer a Comprehensive Parent Program providing opportunities for involvement in University life through toll-free hotlines, websites and specialized on-campus events.

Entrepreneurial Approaches

As a Division, we have creatively found ways to supplement the reduction in E&G funding through entrepreneurial endeavors and consistent grant seeking and securing. Several areas within the division (Counseling Center, Student Wellness Resource Center, Volunteer Services) have been successful at securing grant funds in order to continue services to our students, the University and local communities. Campus Activities and Campus Recreation have raised external funds through programming and consulting efforts and the Memorial Union continued a long – term lease with the University Credit Union. The Division has successfully mounted a development effort that has provided support to the Student Recreation Center and established student emergency funds, travel funds, and a book scholarship program.

Through collaboration with the Foster Center for Student Innovation, the Division’s executive staff participated in a process to examine and identify our core mission and to establish some goals for both the immediate and long-term future. This exercise was the catalyst for our new strategic plan and set in place a process to involve all staff members from the division in developing this plan and align with the University’s Blue Sky Plan.

Blue Sky Excellence Fund:

The Office of the President generously provided \$25,000 in support of our Blue Sky Excellence Initiative which the Division leveraged and applied entrepreneurially. Students and Student Life staff could apply, individually or as groups, for grants that reflected an expenditure that would have a long lasting impact on improving the student experience. The grant dollars had to be leveraged against other funding sources and could include the purchase of programmatic materials, physical structures, staff or student group training, technology applications designed to reduce bureaucracy, increase effectiveness, or increase engagement, special assessments, etc.

Maximum awards did not exceed \$ 5,000. Grant requests included a brief description and rationale for the request clearly indicated how the project would improve the student experience. A budget outlining expenses, leveraging partners, and amount of request was part of the grant application process. Proposals included a brief statement on any available metrics used to measure the impact of the grant on the student experience. A panel of students and student life staff, with reference to the above stated criteria, reviewed all proposals.

The following programs were funded:

The Counseling Center and College of Education Suicide Prevention Program: Project Assist
New Maine Leadership: Scholarship for A UM first-year student
Individualizing Advising: Advising Workshop

Campus Recreation Skates for All Program
NCAA Football Playoff: A Community Extravaganza
UMPD: Active Shooter Prevention Wallet Card
Student Health 101: An on-line Zine
The Open Field Literary Magazine
Non-Violent Approaches to Living in a Modern World
Alternative Breaks: Transportation Grant
Technology Enhancements for the Career Center
NCAA Coaching Workshop
Multicultural Summit
Martin Luther King Day Luncheon
Bearfest: A Community Volunteer Effort
CASE Case Studies in Leadership



2014 - 2015 Goals and Initiatives

I. In collaboration with the Director of Athletics the development and implementation of a model life skills training program for Student Athletes:

This program will be designed to help student athletes athletically, socially, emotionally, and academically and will be based on current best practices concerning essential life skills to include the prevention and identification of substance abuse concerns, the prevention and identification of sexual violence/relationship violence, and other violent behaviors, stress management training, identification and management of mental health issues, bystander intervention training for all high - risk behaviors, crisis prevention, crisis management, and utilizing available resources.

II. In Collaboration with the Vice President for Academic Affairs and Provost the development and creation of a student-centered, centrally located, highly accessible student resource center where student academic and social concerns can be addressed holistically, compassionately, effectively, and quickly.

Students utilizing this Center will be supported using currently recognized best practices in retention including easy access to advising, whole student advising, red tape and bureaucratic reduction strategies, and implementation of rapid deployment of needed resources including academic supports, social and structural supports, networking, referral to services, and systematic follow-up.

Evaluation and Assessment

In an effort to ensure relevant and effective programs and services, we are committed to a robust and ongoing program of evaluation and assessment. Professionally, we refer to best practices as outlined in the Council for the Advancement of Standards (CAS) which contains 12 common criteria categories referred to as “general standards” and 43 categories of specific standards and guidelines. Using the CAS standards as a tool and reporting yearly through the department annual report, each department/area submits an assessment of its current practices.

Additionally, departments also conduct regular accreditation and professional reviews. Student and participant

satisfaction are regularly assessed and the feedback used to make decisions about and programming and services. Following is a listing of additional evaluation and assessment activities:

- Annual ATOD Study
- LGBT Campus Climate Survey
- FBI Unified Crime Report Audit
- Community Standards Data Review
- Educational Benchmarking, Inc.
- American Psychological Association
- Commuter Non-Traditional Student Research
- Intl. Assoc. of Counseling Services
- Technology Safety Survey
- Radio & Communication Standards
- Clery Review
- CASE Student Satisfaction Surveys
- Campus Recreation User Satisfaction Survey
- Student Perceptions of & Experiences with Sexual Harassment Campus Climate Survey

Professional Development

We support staff in their professional development in a variety of ways. A number of staff continue in graduate programs and this receives our full support. We have a travel fund which allows attendance at both regional and national professional conferences and we routinely offer on-campus training in emergency management, supervision techniques, skills acquisition, and topic areas such as sexual harassment, FERPA, and safety protocols. Staff members are encouraged to attend PEAC and CEAC trainings as well.

Standards of Professional Practice

The Division of Student Life operates under the standards of professional practice as outlined by NASPA: Student Life Administrators in Higher Education. NASPA is an organization of colleges, universities, agencies, and professional educators whose members are committed to providing services and education that enhance student growth and development. As an institutional member of NASPA, we have adopted their standards as a guideline for our day-to-day operation.

NASPA seeks to promote student personnel work as a profession which requires personal integrity, belief in the dignity and worth of individuals, respect for individual differences and diversity, a commitment to service, and dedication to the development of individuals and the college community through education. Our Division embodies these traits and commits itself to fulfilling the responsibilities of our positions by supporting the educational interests, rights, and welfare of students in accordance with the mission and goals of the University of Maine.

Major Concerns for our Students

- Academic preparedness
- Campus amenities including housing
- Social media influences
- Student financial burdens
- Homelessness and students in former care
- Substance abuse
- Adjustment issues
- Mental health issues (depression, suicidality, chronic mental illness, cutting, eating disorders, anxiety, homesickness)
- Empowering students of color
- Needs for advocacy and managing red tape
- Support services for Veterans
- Multiple role expectations for students (family commitments, jobs, children)
- Physical health issues
- Friends, roommates, and relationship issues
- Volunteerism, involvement and engagement
- Choosing a major/academic advising
- Refugee adjustment concerns
- LGBT student concerns
- Post-graduation employment



Facilities Managed by Student Life

- New Balance Student Recreation Center
- Maine Bound Adventure Center and Ropes Course
- Wallace Pool (shared management)
- Bridge Tennis Complex
- Hannibal Hamlin Hall (Greek Life)
- Wade Center for Student Leadership
- Fields – Lengyel, UPark, Stillwater River
- Maine Bound Picnic Area
- Field Hockey Field, Morse Field, Mahaney Dome, baseball diamond and soccer field (shared management)
- 20 kilometers of Recreational Trails
- Memorial Union (Auxiliary Services excluded)
- Counseling Center
- 18 Residence Halls (Housing Services serves as the landlord function)
- Police Department
- Riverside Recreation Area (shared management)
- Lengyl Gym (shared management)



Selected Departmental Highlights

Bodwell Center for Service and Volunteerism

- Completed the 4th year of the ever-growing First Year Day of Service to a Lifetime of Engagement program engaging 1952 students in service on the first day and ended the year with Maine Day engaging 1936 campus volunteers.
- Logged nearly 119,000 hours of community service annually, and using Maine's current hourly rate for volunteering as \$15.25, a total of \$907,375 was infused into UMaine and the surrounding communities.
- Coaches in the Black Bear Leaders Program logged over 2000 support hours through individual meetings and activity participation with their first-year student.
- Supported 521 children through holiday sharing programs and provided 250 turkeys through Gobblefest which were donated to Crossroads Ministries for local families.
- Matched 84 children with college students through the Black Bear Mentor Program with participation from 3 local schools and 2 community based organizations.
- Annual blood drives for the American Red Cross netted 774 pints donated.
- Engaged 108 members who logged 4320 hours for national community services through Alternative Spring Break addressing issues such as terminally ill children, neglected and abused animals, environmental cleanup, and hunger and malnutrition.
- Civic Passage program completed 80 community projects throughout the year utilizing the work of 801 students with a 39% increase in number of hours served.
- Operation of the Black Bear Exchange served 80 clients on a regular basis with 52 of those new to our service. Over 5000 individual food items were dispensed over the academic year.

Campus Activities and Student Engagement

- Provided opportunities for students to be involved through Fraternity and Sorority Life in helping to raise \$44,844 for charities and complete nearly 13,000 hours of community service.
- Campus-wide programming included taking the lead on Family and Friends weekend and the hosting of the ever-popular lobster bake which was once again a sell out event.
- Fraternity and Sorority Life served 18 fraternities and 8 sororities totaling an all-time high of 1,114 students. Contributed \$65,616 and some 9,223 hours of service through philanthropic efforts.
- Coordinated a new initiative with athletics by hosting a concert and tailgate event at the home football opener.
- Hosted events such as Games Night, Karaoke, Kick'n Flicks and Make and Take in the Memorial Union to

revitalize the nightlife on campus.

- Exposed 137 students to leadership development at the annual Student Leadership Conference.
- Developed deeper relationship with the Human Development Department by working with Professor Sandy Caron to host the Greek Peer Education field experience covering topics such as alcohol and drug education, hazing, mental health, and sexual violence.

Campus Recreation

- Operates, maintains and programs the New Balance Student Recreation Center and the Maine Bound Adventure Center. Additional facilities of operation include the Bridge Tennis Complex, the Maine Bound Challenge Course, the UM Recreational Trails System, and Lengyel Field. Additionally, CR shares management of the operations of the Wallace Pool, Mahaney Dome, and 3 outdoor turf athletic fields.
- Roll out of the system-wide employee voucher program and the employee-focused WorkFit program to support and encourage employee fitness opportunities.
- Continuation of delivery of fitness programs and classes directly in the first-year halls particularly with wellness living-learning community.
- Experienced increased use of facilities across the board: New Balance Student Recreation Center up 10.7%, Maine Bound Adventure Center up 16% and Wallace Pool lap swim up by 29.6%.
- Oversaw 30 sport clubs involving over 600 students and hosted several large-scale tournaments and worked closely to help groups create fundraising opportunities to support their club. Intramurals involved 45 activities and 100 events offered for student engagement.
- Hosted several specialized campus activities such as career fairs, 5k/10k races, fitness challenges, and blood drives.
- Offered day camps for children during school breaks and throughout the summer.

Career Center

- Supports both undergraduate and graduate students through dynamic and personal services beginning with first-year students and continued support to alumni.
- Achieved Gold Level A+ status for the Out for Work Career Center Certification Program based on comprehensive career services offered to our LBGT student population.
- Data from 2013-14 show the following:
 - 3,470 students attended presentations
 - 1,745 individuals met with career counselor
 - 198 employers visited campus for career fairs
 - 1,824 students attended the career fairs.
- Invited and coordinated visit by guest presenter Sarah Smiley, syndicated columnist and author, for the

second annual UMaine Veterans Luncheon during Veterans Week.

- Expanded the Maine Mentor Program to include new mentors, matched a record number of students with mentors, and partnered with the School of Marine Sciences to recruit mentors for their students.
- Staff members participated in the Old Town Middle School Career Fair, the Hermon High School Career Day, and EPIC Maine's first annual Career Expo at Eastern Maine Community College.
- In collaboration with graduate student group in Higher Ed, completed an assessment survey on student internships and student use of internship resources that can be used as a base for expanding internship services in the future.
- Included "Career Spots" on the Career Center website, a series of 50+ podcasts on a variety of career development topics. Career Spots has been viewed over 2,700 times in 2013-2014.

Community Standards, Rights and Responsibilities

- Assisted in maintaining the general welfare of the University community by promoting individual responsibility and personal development. The conduct process is designed to supplement the educational mission of the University by encouraging learning outcomes and responsible decision-making through its process, practices and educational interventions.
- Committed to promoting personal responsibility through educational outreach in the classrooms and through individual encounters in administration of the Student Conduct Code.
- Academic integrity seminars and Maine Bound participation were employed as unique interventions for conduct violators. Also, continued use of other active learning opportunities such as community service, campus activities engagement, student employment and service learning as means of behavioral modification and community responsibility.
- Continued contract with Academic Integrity Seminars, an online assessment focused on ethics, trust, self-discipline and obligations, as a tool for addressing these types of violations.
- Continued the FastTrack model for first-time, low level violations to minimize the intensity of required contact with several personnel to one appropriate interventionist depending on violation. Utilized this process with 459 students.
- Resolved 1,506 cases during academic year 2013-2014 involving some 1392 individual students.
- Developed strong working relationships with the Department of Athletics to mentor and support student athletes impacted by the Student Conduct Code. Identified, in concert with Residence Life, a series of learning objectives and shared those with various interventionists. Data collection on the effectiveness of the interventions will be used to evaluate and improve the interactions with students.

Commuter and Nontraditional Student Programs

- Provided support, mentoring and a "home away from home" location available to all students who are commuters or nontraditional students. The lounge was also renovated this spring to include new flooring

and fresh paint.

- Addressed the needs of increasing non-traditional student population; currently at 15% of our student population (1,725 students). Services include a family room on campus, veteran support services, social programming appropriate for students with children, and an annual graduation recognition program for this unique group of students.
- Actively promoted CNTSP and raised the awareness of commuter and non-traditional students about the services and programs provided by the Division of Student Life.
- Provided consultation to students and parents seeking off-campus housing as well as establishing a working relationship with Student Legal Services to provide lease consultation and tenant rights information. Increased numbers of first-year residential students resulted in a significant increase in the need for off-campus housing services.
- Redesign of orientation sessions and the addition of a Fall Welcome Weekend day for these special populations has resulted in an increase in the number of students accessing the services of the commuter lounge.
- Collaborated with Parking Services to have “More Than a Place to Park” CNTSP bookmarks distributed with commuter parking passes. These bookmarks list available services and contact information for CNTSP.
- Created a new student governing board, CANS--Commuter and Nontraditional Students, to represent these populations to Student Government, Inc. This was a result of a collaboration between two existing boards (OCB and NSA) merging into one board with better representation.
- Collection of information pertaining to best practices for serving and supporting commuting traditional aged students began as a result of a large increase in this population. We made contact with 251 students in this group throughout the year. Consideration for future mentoring and support of these students is currently in progress.
- Supported sustainability goals of the University by replacing disposable coffee cups with CNTSP travel mugs. 500 of these were distributed to student commuters allowing free coffee refills in the lounge.

Counseling Center

- Served students with very serious issues including sexual assault, domestic violence, suicidality, depression, self-injury and cutting, eating disorders, substance abuse and other high-risk behaviors.
- Impacted 3500 students through workshops and programs. 1157 individual students received intense, one-on-one counseling totaling 4304 sessions at no cost.
- Collaborated with the Center for the Study of College Mental Health at Penn State University to research both the characteristics of the students seeking services at UMaine and the outcome of counseling provided with a national sample.
- Continued to actively reach out and engage students from diverse backgrounds through increased alliance with Office of the Dean of Students, Multicultural Services, International Students, SWRC, Career Center,

Residence Life, Campus Recreation, EAP, Athletic Department, Academic Support Services for Athletes, and the Office of Disabilities, and LGBT students.

- Continued use of AFSP's Interactive Screening Program by sending invitations to take a web-based depression screening to all new students at the University of Maine. Since inception, 803 students have completed that screening.
- Hosted the 6th annual "Out of Darkness Walk" with 326 participants and over \$10,000 raised to support suicide prevention.
- Planned and conducted the first annual Mental Health Carnival focusing on communicating information about the importance of self-care and having fun as part of supporting mental health and well-being.
- Developed and launched the Touchstone Brain Spa, a relaxation space in the Memorial Union, allowing students the opportunity to learn new ways of managing stress through accessible, evidenced-based modalities, including biofeedback, light therapy, and expressive arts.
- Accredited by the International Association of Counseling Services (IACS) which represents the highest standards of excellence of universities and colleges and the American Psychological Association (APA).
- Initiated a three-year research project with Brigham Young University Counseling Center comparing the effectiveness of two different models of group psychotherapy.
- Provided hundreds of hours of consultations for faculty, staff, parents and other students.

Lesbian, Gay, Bisexual and Transgendered (LGBT) Services

- Advised and advocated for LGBT students and provided the greater campus community with educational opportunities that raised awareness about LGBT issues and concerns.
- Celebrated students through campus-wide events and initiatives including Coming Out Week, Gay Thanksgiving, World AIDS Day, Pride Week and Lavendar Graduation.
- Trainings were held for every RA, UMDLI Staff, Women's Gender and Sexuality Studies faculty, as well as some individual students, staff, and faculty to promote a safe, welcoming, and educational space for LGBT individuals.
- Marked the 40th Anniversary of the Wilde-Stein Club and celebrated with a historical perspective event in Wells Conference Center with one of the founding students from 1973 in attendance.
- Outreach on campus and in the community such as participation in Old Town High School's Diversity Day, Eastern Maine AIDS Network, Equality Maine, Spruce Run, You are Loved Campaign, Out of the Darkness Walk, Out For Work, and the Maine Civil Liberties Union.
- Continued staffing in the Rainbow Resource Center where students can meet, discuss, learn and voice the LGBT issues encountered on a daily basis, but also relax and hangout with their friends.

Health and Legal Professions

- Expanded UMaine's medical school network and included Dartmouth, University of Rochester and Case Western/Lerner Clinic in special programs for students during the year.
- Awarded over \$60,000 in scholarships to health profession students.
- Consistent partnering with health profession graduate schools for accelerated educational opportunities such as New England College of Optometry, Logan Chiropractic, Mass. College of Pharmacy and Health Sciences and New England College of Osteopathic Medicine. Invited partner with Tufts University School of Medicine early assurance program.
- Served Maine communities through medical outreach programs in areas of dental clinics, eye screenings, and Migrant Health Clinics.
- Hosted the Health Professions Career Day in partnership with Maine AHEC Network and the University of Maine Student Government, Inc. with over 40 student participating.
- Sponsored and coordinated two visits by Dartmouth Medical School, one with current medical students who met with UMaine students in small groups, and one by an admissions representative.
- Continued successful MOM (Medical Outreach Maine) program by establishing a partnership with Tufts Medical School students, moving the program to Waldo County, and receiving 100% funding for the program through a lodging donation from AthenaHealth and financial backing from PCHC and the Maine AHEC network.

Multicultural Programs

- Assisted the University in acknowledging, appreciating and celebrating multiculturalism through events and collaborations.
- Organized a student leadership half-day training that focused on integrating multicultural student organizations into Student Government. The training was tailored to the main concerns and challenges multicultural student organizations face in recruiting and retaining members and effectively running groups.
- Launched a program that garnered interest in Lesbian, Gay, Bisexual and Transgender people of color during Black History Month to highlight the significant contributions of poets of color within the LGBT community.
- Assisted Admissions in recruiting and retaining students of diverse racial, cultural and class backgrounds through Making it Happen, Baseball for Badges and minority recruitment.
- Maintained the Multicultural Center by providing space for students of color groups with over 220 members to collaborate as well as classroom space for the EDB 202 collaborative on multicultural education.
- Provided support and services to students of color and responded to issues of diversity including academic challenges. Support included a weekly writing club, individual and group tutoring, and peer mentoring specific to first and second year students of color.

- Supported the Intensive English Institute through development of Global UMaine, a project to connect international students who are English learners with opportunities for social and intellectual interaction with students.
- Developed targeted social events with incoming athletes of color and connected them with an upperclass mentor to help with transitioning to college and campus engagement.

Parent Program

- Responded to parent emails and phone inquiries daily that were sent via the lines and accounts designated solely for parents or guardians.
- Collaborated on monthly electronic newsletters to first-year parents containing important dates, program happenings, adjustment expectations and general University information.
- Partnered with Campus Activities and Student Engagement to provide a vibrant Family and Friends Weekend including a lobster bake, athletic events, nightly entertainment, and family brunch.
- Supported newly hired staff member from Development Office in evaluating departmental needs to promote in working towards financial support for the Division from parents. Increased attendance at key events with the Vice President and Development officer.

Police Department

- Certified through the Commission on Accreditation for Law Enforcement Agencies and is 1 of only 5 agencies in the State of Maine to achieve this prestigious certification which demonstrates policies are in compliance with 112 national standards, best practices and professionalism.
- Supported the principals of community policing, a philosophy and organizational design that promotes problem solving and partnerships, to engage our students as much as possible.
- Promoted safety and prevention as priorities through programs such as Community Service Corps, Property Registration, Rape Aggression Defense, and emergency phone maintenance.
- Continued assistance to other departments such as response to active shooter training with ROTC and fingerprinting services for students when required for future employment.
- Developed an online registration process for bicycles and other forms of property via the UMPD website. Students now have the opportunity to register personal property such as laptops and other valuables.
- Conducted several alcohol awareness programs based on state law, the consequences of violating the laws, how the officers will respond to any violation, and how problems can be avoided by contacting UMPD for answers prior to becoming involved with questionable alcohol-related activities.
- Participated in continued trainings: Emergency management planning, firearms training, threat assessment, and crime prevention.

Residence Life

Residence Life underwent major transitions for their GAs through the integration of a new Academic Support Coordinator role. The new role allowed focus on the engagement of First and Second Year students not simply as residents, but as students; they collectively strengthened our First Year Experience, Second Year Experience, and Transfer Student Programs. In addition, we redefined our programmatic goals were redefined and reclassified under five broad areas which were common across all residence halls and for all populations. These are:

- Transferable Skills
 - Environment
 - Academics
 - Citizenship & Identity
 - Health & Wellness
- Consistent operation in 18 residence halls serving nearly 4000 students.
 - Intentionally fostered communities that create a sense of belonging and provide active learning environments that enhance students' engagement in their own personal development and academic success.
 - Emphasized themes of retention, engagement, and academic success through all aspects of training and supervision of Resident Assistant staff, .
 - Completed assessment of programs and services utilizing the EBI survey which will be administered again in 2016 for comparative data.
 - Partnered with Community Standards, Rights and Responsibilities to provide seamless and integrated learning opportunities through the student conduct process.

Student Wellness Resource Center

- Expand the current offerings to include a more holistic health and wellness approach to prevention and education services. The overall effect enhanced the current prevention programs by offering positive healthy alternatives to support a healthy lifestyle.
- Provided educational programs to academic classes, such as First-Year Experience, Academic Recovery, Sociology, and Education (Explorations 374 Students, Foundations 233 students, and ARP 209 students).
- Improved services and programs related to alcohol use/abuse, prescriptions/other drugs, marijuana, bystander intervention, hazing, LGBT, risk management, nutrition, fitness and wellness, violence prevention, relationship issues, religion/spirituality and ethics/moral development.
- Educational approach is geared toward reducing the negative impact of alcohol and other drugs on the UMaine campus through risk management and harm reduction methods; key role in the continued development and implementation of the Tobacco Free Campus Initiative.
- Conducted parent education sessions during summer orientation and contributed to parent newsletters and brochures throughout the year.

- Partnered with Campus Activities and Student Engagement and other Division of Student Life offices to offer alcohol-free recreation options on weekend and weeknights throughout the Fall and Spring semesters.
- Distributed Student Health 101, a six-page, monthly electronic magazine that covers wellness topics including sex education, healthy living, healthy eating, exercise for college students, non-traditional students and parents throughout.
- Presented hazing prevention programs not only to Greeks, but athletic teams, sport clubs, music groups and student organizations and facilitated the UMaine Hazing Prevention Team.
- Provided 1,590 contact hours with 496 student intervention sessions through individual and group meetings and presented in 65 academic classrooms focusing on alcohol and other drug education and substance abuse prevention.
- Weekly “Wellness Wednesday” programs began in the spring semester of 2014 and provided consistent wellness-related activities and information for the entire campus. Topics included yoga, healthy snacking, Start-to-Run, Zumba, arts and crafts, and hooping.

Veterans’ Education and Transition Services

- Processed VA Educational Benefits for approximately 350 UM student Veterans and dependents. Streamlined this process through creation of an online process to request benefits.
- Presented to the Board of Trustees to assist them in working toward a policy regarding in-state tuition for Veterans from out of state. Impact statements identifying needs and benefits were presented from staff and students.
- Successfully supported the students in advocating for recognition of Veteran’s Day as a school holiday to the faculty senate. Motion passed and will take effect fall of 2015.
- Initiated a proposal for the waiver of the application fee for the University of Maine which was met with unanimous support and approval.
- Partnered with Admissions to assist prospective UM students eligible for VA Educational Benefits with the application process and helped recruit Veterans through attendance at statewide military conferences and events.
- Connected Veterans at UM to academic and personal support programs, services, and resources through appropriate referrals.
- Formed the Veteran Outreach Committee in partnership with Dr. Nory Jones, faculty from the College of Business. Items of future interest include recruitment of and advocacy for Veteran students.

Vice President’s Office

- Provided walk-in service for 1680 visitors for assistance with all problems, no matter how small or large and

advocated on their behalf in identifying options, connecting to services and ultimately reaching solutions.

- Dean's Office staff logged an additional 5200 student hours via appointments through one-on-one consultations.
- Provided oversight and management for the Student Behavior Review Team (SBRT), a multi-unit team responsible for reviewing high-risk behavior concerns and developing a plan of action managing over 100 cases.
- Coordinated the Parents Program acting as a resource regarding student issues and assisting parents and/or guardians in a supportive, appropriate way. Close interaction with the Development Office included the future creation of a parent advisory board.
- Provided a graduate student liaison (the Assistant Dean) to assist in navigating the bureaucracies that exist at large institutions and helped eliminate red tape and remove obstacles to student success.
- Assisted both individuals and student groups in securing funding for campus events and programs.
- Provided administrative and fiscal oversight for the Student Media Board, which includes the WMEB radio station and the student newspaper, the Maine Campus.
- Advised Student Government, Inc. and provided direct access to administration through meetings with UMaine President.
- Developed and distributed the Parent and Family Guide to provide important information in a clear and concise manner.
- Provided crisis management and emergency response services for both residential and commuting students such as fires, floods and unanticipated financial needs.
- Contributed to the fundraising efforts through a presence at and support of the Development Office and the UMaine Foundation events and traveling to meet with potential donors.
- Maintained a welcoming office to provide student advocacy and support for all issues personal, academic, social and financial.
- Authored and maintained the Student Handbook.
- Coordinated and managed major campus events
- Presidential liaison (with others) to the Athletic Department.
- Served as liaison to President and cabinet from the Emergency Operation Center during emergencies.

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