

Stephen F. Austin State University
Division of Student Affairs

Impact Report 2022

Engage | Lead | Thrive | Succeed



Vision

We will be an innovative team that drives student success by enhancing the Lumberjack experience.

Mission

Holistically developing Lumberjacks who engage, lead, thrive and succeed

Core Values

Accountability: Holding each other responsible for accomplishing shared goals

Collaboration: Working together toward common objectives while respecting each other's unique skills, diverse perspectives and valuable contributions

Inclusion: Ensuring all people are respected and supported, feel a sense of belonging, and have equal access to opportunities and resources

Innovation: Employing design-thinking to challenge assumptions, develop creative solutions, and improve efficiency and effectiveness

Integrity: Possessing sound moral character and honesty and consistently adhering to ethical principles and values

Respect: Regarding others' feelings, wishes, rights and traditions with acceptance and courtesy and acknowledging their value as professionals

Stewardship: Carefully and responsibly managing the resources entrusted to our care

Support: Assisting and advocating for each other in pursuit of joint goals and initiatives

Teamwork: Completing intentional and combined actions efficiently and effectively to achieve desired results

Trust: Possessing strong faith, reliance and confidence in each other

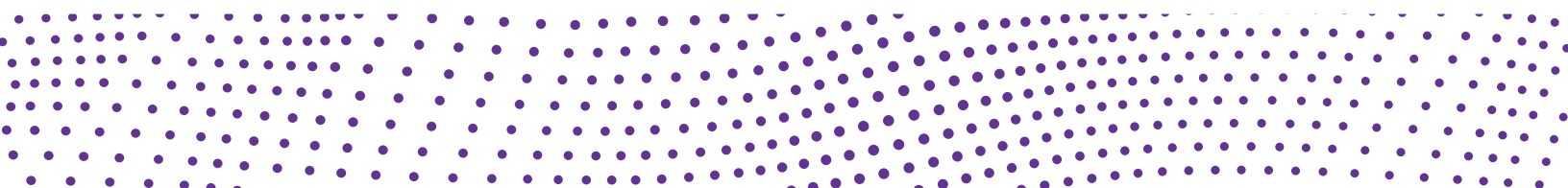
Goals

- Advance the holistic development of students and support their well-being
- Foster an engaged and connected Lumberjack experience
- Champion a welcoming, respectful and inclusive campus
- Enhance the career readiness of SFA students and empower them to function in a global economy
- Ensure Division of Student Affairs employees have the knowledge, competences, training and support to advance student success
- Effective stewardship and cultivation of resources



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Vice President's Message



Dear SFA staff, faculty, students, alumni and friends,

On behalf of Stephen F. Austin State University's **Division of Student Affairs**, I am pleased to present this summary of our February 2021 – May 2022 Annual Report. This document highlights some of the extraordinary work our team accomplished during the most recent review period. You may access the comprehensive Annual Report at

gosfa.com/annual-report. I hope as you review this summary you will gain a better understanding of the positive and broad impact the Division of Student Affairs has on our campus and the student experience.

Our division supports SFA's mission through student-centered programs, services, policies, facilities and environments that prepare students for the challenges of living in the global community. We celebrated many successes during the review period. Most of these were achieved during the COVID-19 pandemic, which presented unprecedented challenges for both our students and our staff members. Some highlights you will read about in the following pages include:

- The development and implementation of a Division of Student Affairs business plan, including new vision, mission, priorities, goals, values and customer service philosophy;
- A reorganization of the Dean of Students portfolio to focus on student success and well-being and the development of the Lumberjack Wellness Network initiative;
- The completion of a comprehensive review of the university's dining program, development of a request for proposal for a new dining partnership, and implementation of a \$75 million contract with Chartwells; and
- Enhanced new student and transfer orientation programs and revitalization of the Orientation Advisory Committee, all to more intentionally connect attendees with the academic division and support student academic success.

I want to express my appreciation for the talented staff members who comprise the SFA Division of Student Affairs. Their dedication to our mission is evident, and our students benefit greatly from their service, care, support and mentorship. Additionally, I want to thank our colleagues across campus and our partners in the Nacogdoches community for helping us to holistically develop Lumberjacks who engage, lead, thrive and succeed.

I am proud of our accomplishments and look forward to continuing our work to enhance student access and success at SFA. Again, thanks to all who support the Division of Student Affairs and our SFA students.

Axe 'em, Jacks!

Dr. Brandon A. Frye,
Vice President of Student Affairs

Division of Student Affairs

Dean of Students

- Campus Recreation
- Counseling Services
- Health Services
- Student Conduct Office
- Student Outreach and Support

Campus Living, Dining and Auxiliary Enterprises

- Campus Partners
 - > Bookstore
 - > Dining
 - > Vending
- Graphic Shop
- Post Office
- Residence Life
- Student Center
- Testing Services

Student Life

- Center for Career and Professional Development
- Orientation and Transition Programs
- Spirit Programs
- Student Engagement
- Student Publications

Impact Report 2022

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Division restructure centralizes student well-being programs and resources

The Division of Student Affairs underwent a significant reorganization in 2021 to prioritize students' overall health and well-being while strengthening and rebranding the university's network of support personnel and resources. Extensive work conducted during the 16-month review period laid the groundwork for the new Lumberjack Wellness Network, which was launched in fall 2022. The network is a comprehensive web of services encompassing the seven dimensions of wellness: physical, emotional, intellectual, environmental, socio-cultural, spiritual, and career and financial.

"The very real problems and potential barriers to academic success our students are now facing are certainly not unique to SFA," according to Andrew Dies, who joined SFA as assistant vice president of student affairs and dean of students in August 2021. "But the holistic, community health approach we are now taking, I believe, is unique in its breadth and depth, and the administration's commitment to and support of these initiatives has also been exceptional."

Dr. Brandon Frye, vice president for student affairs, said he is proud of the work Dies and his team have put into leading SFA's ambitious wellness initiative, which is central to the division's mission of "holistically developing Lumberjacks who engage, lead, thrive and succeed."

During the 2021 reorganization, all units responsible for student health and well-being were re-assembled under the Dean of Students Office. Other responsibilities traditionally held by SFA's dean of students, including student activities, student government and other engagement programs, were moved under the new Student Life Department.

"Our focus in the Division of Student Affairs is student success, and a key component of that is ensuring we meet their evolving needs in the areas of health and well-being," Frye said. "The Lumberjack Wellness Network and related efforts to better serve our students through the new health and well-being portfolio are already benefiting our students across campus. I am looking forward to seeing this positive impact grow, and I'm confident that our focus on student health and well-being will aid in student retention, persistence and success for years to come."

Under the new Student Affairs structure, Dies oversees Campus Recreation, Counseling Services, Health Services, the Student Conduct Office, and the Behavioral Assessment Team. A new Student Outreach and Support area organized within the Dean of Students Office also helps connect struggling students with appropriate services and programs both on and off campus.



2,344

Intramural sports participants

6,820

Hours the Rec Center rock wall was in use

» [Continues on page 4](#)



Campus Recreation reports rise in revenue

SFA's Campus Recreation exceeded revenue expectations during the university's most recent annual reporting periods, reporting nearly \$275,000 in revenue, with increases in almost all areas, including advertising, student group tour fees, personal trainer fees and more.

According to Ken Morton, SFA's director of campus recreation, total revenue was \$273,069 at the end of the review period, a significant increase from the past two years and \$68,241 more than the same time period the previous year. The area with the most substantial growth was camp revenue, which increased more than \$17,000 from May 2021 to May 2022.

"Staff did an excellent job in many of our revenue areas such as summer camps, personal training, facility rentals, trips, advertising, massage therapy and memberships," Morton said.

Campus Recreation, which prides itself on a commitment to developing a culture of Lumberjack wellness through excellent facilities and inclusive experiences, relies heavily on these revenue streams that supplement student service fees to maintain facilities and programs.

"Without the combination of all of those funds, we would have to significantly reduce the amount of programming we provide and reduce the hours of operation of the facility, which we do not want to do based on the positive impact we have on the students and campus community," Morton said.

To obtain grants, staff members developed ideas and completed a strenuous writing and approval process. Campus Recreation received eight grants, including:

- Peers Against Tobacco, providing quit kits for students and staff members
- Battle of the Piney Woods Flag Football Game, which pitted SFA's top intramural teams against Sam Houston State University's top teams
- Continuing education workshop for fitness staff members
- Experiential learning center programs to offer challenge course experiences for groups
- Day trips grant to provide day-at-the-lake experiences for students
- Safety instructor certifications for student staff members to become Red Cross instructors
- Mental health awareness program held in fall 2022
- Sport Club Council development

For the sponsorships, Campus Recreation reached out to local and national businesses to sponsor and/or advertise with the department. Many advertisers help with events such as RecPalooza, the Homecoming 5K and championship nights for intramural sports.

Morton said he hopes the increase in funds will lead to higher student wages and retention. Campus Recreation also purchased new fitness equipment to meet industry demands.

36

iCare Ambassadors trained

1,905

COVID tests administered by Health Services

Continued from page 2

SFA Director of Counseling Services Clare Fite said the lingering mental-health effects of the COVID-19 pandemic have placed added strain on college mental health professionals across the country. In response to growing wait times for students seeking counseling during the peak of the pandemic, the department re-worked its schedule to allow walk-in appointments, virtual sessions and group therapy, which have been well-received by students.

SFA's new community health approach to student well-being is engaging faculty and staff members across campus who are specially trained as "iCare Ambassadors" to take a more active role in ensuring students are cared for and supported. Depending on the situation, clinical therapy may be helpful, but often students' needs can be met through other means.

"A lot of good work was already happening across campus, but we were doing much of it in silos," said Fite, whose

professional background is in community health. "Through the Lumberjack Wellness Network, we are better equipping our employees—many of whom are already part of students' support network just by nature of their SFA roles—to help prevent students from getting lost in the array of services we offer."

Moving forward, Dies expects LWN will expand to place greater emphasis on protective factors such as campus involvement, positive personal relationships, self-efficacy and resilience, all of which increase the likelihood of students persisting to graduate.

"Historically, research has shown that if students don't make a strong connection to their institution within the first six weeks of arriving on campus, they are very likely to drop out or transfer to another institution," Dies said. "We want our students to not only remain at SFA and graduate, but also grow and thrive in our community and get the most they possibly can from their college experience."

1,615

Absence notifications facilitated by Student Outreach and Support

2

Licensed Clinical Social Workers recruited, hired and trained

313

Lumberjack Food Pantry visits

SFA Counseling Services expands department, collaborates with Athletics

SFA's Counseling Services recently expanded the department's staff to include licensed clinical social workers to offer different therapeutic backgrounds and began a collaboration with SFA Athletics to better serve student-athletes.

According to Clare Fite, director of counseling services, colleges and universities have struggled lately to secure professional positions, especially in counseling centers. Opening the positions to LCSWs has allowed the department to recruit a wider variety of professionals from varying educational backgrounds.

"LCSWs typically come from a different therapeutic background when working with student clients and use techniques and approaches that vary from that of a professional counselor," Fite said. "Their unique insight and team approach has helped the department expand programs, bridge gaps and collaborate with departments in ways that Counseling Services has not previously done."

Counseling Services serves as a resource to assist students in overcoming obstacles to their personal and academic goals. This is accomplished through individual and group counseling

for students and through outreach, presentations, trainings and consultations for the campus community.

Counseling Services has seen a vast improvement since hiring the two LCSWs. According to Fite, the department has been better able to diversify to meet student needs, reduce stigma and make the department a more welcoming place.

In collaboration with SFA Athletics, Counseling Services also has been able to strengthen their focus on helping student-athletes — a group with a unique set of needs that can require case management for which LCSWs are specifically trained. The intention is to reduce acuity and prevent suicide within these populations.

Student-athletes receive therapeutic services, including individual counseling, crisis intervention, case management, and process and educational groups that focus on issues pertaining to student-athletes. Staff members also receive professional development throughout the year so they feel equipped and empowered to help reduce stigma and intervene when a student-athlete is struggling with a mental health issue.



SFA appoints Chartwells as food-service provider

SFA selected Chartwells to manage campus dining services in April 2021 after nearly 30 years of management by Aramark.

“Dining Services, which is branded Lumberjack Eats, does more than just feed our campus,” said Carrie Charley, assistant vice president of campus living, dining and auxiliary enterprises. “They are food-forward difference makers, bound together by a desire to feed hungry minds and prepare students for success.”

SFA’s auxiliary enterprises team provides a wide range of services that enrich the campus experience for students, faculty, staff, alumni and visitors. As part of those offerings, Dining Services works to not only feed the campus community but also assist students in adjusting to the rigor of college academics.

As the nearly 30-year contract with Aramark was set to expire in July 2021, to ensure the best dining experience possible, Dining Services enlisted a food service consultant, Envision Strategies, to review its current dining program and help author the request for proposal.

The consultants visited SFA in September 2020 to evaluate food quality, service standards, innovations, cleanliness and customer satisfaction. They also helped identify long-term goals and objectives of SFA’s dining program; identified program components; met with key stakeholders, including Aramark; observed meal services in residential dining halls; and assisted with an independent satisfaction survey. Their findings in fall 2020 included:

- Lack of a competitive bid in over 20 years
- Average meal plan participation rate of 35.7% despite an industry standard above 55%
- Lower quality ingredients that lack flavor
- Meal plans that were not flexible enough
- Exhibition and small-batch cooking that were not treated as the standard method of service
- Some kitchen equipment that had passed its useful life expectancy

» *Continues on page 6*

Student Center enhancements address current student needs

Recent additions to the Baker Pattillo Student Center, including a low sensory environment room, allied space and lactation room, have turned previously underutilized areas into unique, student-friendly spaces that promote success and a sense of belonging.

“All three of the newly designated spaces in the student center were projects initiated by requests from members of our Lumberjack community,” according to Carrie Charley, assistant vice president of campus living, dining and auxiliary enterprises. “We were able to reimagine some available spaces that were no longer being used as originally intended and repurpose them to meet current students’ needs.”

Formerly known as the TV Room, a second-floor space near Starbucks was transformed into a low sensory environment room, featuring comfy, oversized bean bag seating, new paint and carpet in calming hues, dimmable lighting, and more. With the help of the university’s design consultant, the space was created to provide a relaxed, soothing atmosphere in which students can wind down, meditate or just spend a few quiet moments reflecting.

In addition, one of the dressing rooms located behind the SFA Theater, also on the second floor, is now one of the designated lactation rooms on campus. The space was created in support of the university’s commitment to SFA students, faculty and staff members, and visitors who are growing their families.

Lastly, a new allied space was created on the third floor across from the Office of Multicultural Affairs in what was formerly a large conference room. The new area is designed to provide a safe space for all SFA LGBTQ+ community members that is free of discrimination, hate speech and other harms. The allied space also provides students with resources, arts and crafts supplies, games, and opportunities to network and get involved on campus.

“We are proud the student center is now able to offer these specialized spaces for our students and guests,” Charley said. “Each project represents our commitment to meet students exactly where they are and help them thrive and succeed at SFA.”



Continued from page 5

The request for proposal issued in November 2020 contained a master service agreement template, expected scope of work, program standards and operating plans, financial projections, and an assumptions workbook. An evaluation committee consisting of members from the Department of Athletics, auxiliary services, the Division of Finance and Administration, Residence Life, Information Technology Services, Orientation and Transition Programs, the Baker Pattillo Student Center, and the Student Government Association was appointed in December 2020.

Three food service companies submitted proposals — Aramark, Chartwells and Sodexo. The evaluation committee toured three sites representative of the three bidders and listened to two-hour presentations from each. After rating the three bidders on a detailed scoring system, the committee named Sodexo and Chartwells as the top two finalists. All three companies then offered their best and final offers in advance of the April 2021 SFA Board of Regents meeting.

The regents reviewed feedback submitted by the committee during their meeting and selected Chartwells as the board’s preferred partner. The partnership provided added meal plan flexibility, greater menu variety and an innovative retail dining experience.

The contract is reviewed for efficacy every eight weeks against the key performance indicators. The contract is for seven years, expiring in 2028.

“Chartwells takes a holistic approach to campus dining that starts with the quality of the food on the plate,” Charley said. “We were attracted



4,677

Events and conferences
booked



4,011

Meal plan subscribers

to several facets of the Chartwells brand, such as their high employee retention rate as a company, their customizable approach to culinary and menu development, and their dedication to social responsibility.”

Onboarding began immediately following the regents meeting without a pause in service for the summer session. Full- and part-time nonmanagement Aramark employees were offered positions at the same pay or higher, including all longevity transferring. Chartwells retained at least 90% of these employees and retrained them to Chartwells standards.

Along with favorites Chick-fil-A, Starbucks and Einstein Bros. Bagels, Chartwells transformed underutilized spaces, like the former Axe Handle Café to The Lumberyard, by adding two entirely new concepts — Twiggy’s Burgers and Smoothie Lab. The transition also included a complete rebranding, from the student center’s C-Store to The Market at the Lumberyard, in a 72-hour window. This included new flooring, new wall coverings and a new product line.

“Dining is a critical part of the social fabric of campus life and a key factor in building community,” Charley said. “It is a key strategic component in any plan in the university’s efforts to enhance student life.”

Residence Life and Auxiliary Services restructured to better serve community

Two large areas within the Campus Living, Dining and Auxiliary Enterprises pillar underwent significant reorganizations during the review period to maximize resources, reduce operational costs and reposition staff members where their talents could have the greatest impact on student success.

Both the Residence Life and Auxiliary Services areas were drastically understaffed, which created an opportunity to build a more efficient staffing structure, Assistant Vice President of Campus Living, Dining and Auxiliary Enterprises Carrie Charley said.

“We had several staff vacancies in key positions due to a combination of the pandemic, retirements and normal attrition, and we needed to shift our operational priorities to continue to provide a high level of service to our students,” she said. “Every position is now directly aligned with the goals and objectives of both our division and our pillar, and each of our team members is in the right seat where they can thrive.”

Within Residence Life, area coordinators’ responsibilities were expanded to include more buildings, and their salaries were increased significantly to make them more competitive. The staff also was expanded to include graduate-student hall directors.

In addition, an associate director of residence education position was created to develop a new residential curriculum that is research-based and theoretically grounded. The model focuses on student well-being, access to campus resources and social opportunities. This resulted in more than 200 educational and social programs being hosted by Residence Life during the 2021-22 academic year. Topics included diversity, equity and inclusion; life skills; sexual health; drug and alcohol abuse prevention; and more.

“Similarly, within the Student Center, we took steps to re-establish an appropriate frontline staffing structure based on building square footage and cleaning needs,” Charley said.

To add a layer of accountability, a new assistant director position was created to manage the conference and events process, as well as supervise the custodial and event set-up operations. Adding the position was an important step toward the pillar’s goal of earning the “One-Stop-Shop” certification from the Association of Collegiate Conference and Events Directors-International. The designation recognizes institutions with the most effective planning atmosphere to successfully stage a collegiate conference or event.

“This position is vital to the professionalization of our conference and event services program,” Charley said. “The significant changes we have recently made within our pillar have helped to galvanize our staff and improve our level of customer service, and we now have a solid foundation on which we can build for the future.”

SFA expands on university traditions by implementing fight song lyrics

SFA's fight song — the longtime mantra of the university's athletic triumphs known for its vigorous brass melodies and drumline cadences — will now be accompanied by expanded university-sanctioned lyrics.

After a nearly yearlong development and approval period, the lyrics passed legislation by the Student Government Association in April 2022 and were approved by interim president Dr. Steve Westbrook the following month. The new lyrics were rolled out to students during summer Lumberjack Orientation and Jack Camp sessions.

The idea to implement fight song lyrics came from T.J. Maple, coordinator of SFA's cheer and dance teams. Maple, who has guided SFA spirit teams to 16 national championships in the past 17 years, said it was hearing competitors from other schools sing along to their fight songs at sporting events and competitions that spurred the idea.

"After years of attending numerous sporting events and cheer and dance nationals where other schools were singing to their fight songs, I felt this could help to unite us as Lumberjacks," Maple said.

Maple wrote the first draft with his assistant coaches while on a break during the 2021 national competition in Daytona Beach, Florida.

SFA's fight song was originally developed in the 1940s by a faculty member who adapted the song from a trio to the march, "Pride of the Illini." Before the newly implemented lyrics, the only spoken words were a chorus — or more aptly, a battle cry — that echoed across packed coliseums and stadiums during a drum cadence:

**"Go! Jacks! Go!
Fight! Jacks! Fight!
Win! Jacks! Win!
S-F-A-S-U!"**

Following a meticulous writing process, Maple suggested revitalized and refreshed lyrics to a few university administrators, and an SFA Fight Song Lyrics Committee was established. The committee reviewed the background of the proposed lyrics and the process for adopting them. Music faculty members and AXExperience student leaders further refined the words.



200+

Registered student organizations

Members of the committee included chair Dr. Hollie Smith, executive director of student life; Maple; Graham Garner, SFA chief marketing communications officer; Brandi Bryant, associate athletic director of student athlete services; Craig Turnage, Alumni Association executive director; and Chris Kaatz, assistant director of the Lumberjack Marching Band.

The proposed lyrics were presented to many student organizations and groups, including student-athletes, SGA, the student leader advisory board, AXExperience, Student Activities Association, the Alumni Association Board of Directors, Office of Multicultural Affairs ambassadors, and the marching band. The lyrics were met with overwhelming approval.



According to Smith and Maple, much like the poetic nature of the SFA school song, the lyrics are intended to convey the Lumberjack spirit, the school colors, the beloved mascot, the alma mater and historic Nacogdoches:

"From the oldest town in Texas
Where the Lumberjacks chop through the pines
From the oldest town in Texas
Where we fight for the purple and white
From the oldest town in Texas
Where the purple lights shine bright for vict'ry
We fight for our honor and praise our alma mater
Hail dear ol' S-F-A!
Go! Jacks! Go!
Fight! Jacks! Fight!
Win! Jacks! Win!
S-F-A-S-U!
From the oldest town in Texas
Where the purple lights shine bright for vict'ry
We fight for our honor and praise our alma mater
J-A-C-K-S,
Gooooooooo Jacks!"

"Each line in the fight song embodies something about SFA — our colors, mascot, town, purple lights and victory — which all showcase our already rich traditions," Maple said. "My favorite line, 'From the oldest town in Texas, where the Lumberjacks chop through the pines,' embodies who we are and where we come from, no matter what we do for SFA."

Orientation increases focus on academic success

SFA Orientation and Transition Programs has taken significant steps to strengthen connections between the department and the Division of Academic Affairs and to vigorously promote academic success at all new-student and transfer sessions.

During the review period, the staff revitalized the Orientation Advisory Committee and continued to offer popular pre-advising and pre-registration options—processes initially developed during the pandemic—allowing incoming students more time for advising prior to their orientation session.

The OAC was reorganized during fall 2021 to include faculty members and academic advisors from each college, along with program directors from across campus. According to Orientation and Transition Programs Director Brittany Beck, the group now meets regularly to plan and review the orientation schedule and discuss challenges and opportunities for improvement. The committee members then disseminate the updates to their respective areas.

"Standing up this committee has really helped improve communication between Orientation and all of SFA's academic units," Beck said. "Academic affairs now has a more direct role in planning the schedule. And we have

24

Statewide awards earned by student journalists

12

National awards earned by SFA spirit teams

» *Continues on page 10*



Continued from page 9

been able to make adjustments to better address their concerns, for example, allowing more time for students to make academic connections during the sessions.”

The orientation staff provides weekly reports to each college, so academic leaders can closely monitor enrollment and follow up with students who may disengage from the process at some point and help get them back on track.

“Sharing our numbers each week has really helped our academic departments and advisors stay in the loop, so we can work together to make sure students are getting personalized attention when needed to help them persist through the enrollment process,” Beck said.

A few days prior to each summer session, staff members and orientation leaders host separate Zoom Q&As for attendees and their families. The importance of academic advising and course registration is strongly emphasized during these discussions, as well as on the orientation website and via email communications.

“By working more closely with Academic Affairs, we have been able to reduce summer melt, and help increase student access and success at SFA,” Beck said. “Getting students excited about becoming Lumberjacks is an important part of orientation, but our ultimate goal is to get students enrolled and registered for classes, setting them up for academic success and eventually earning their degree.”

New student-engagement platform helps Lumberjacks stay connected

The Office of Student Engagement researched and implemented a cloud-based campus-engagement platform designed to help SFA manage, track, assess and improve student involvement across campus.

The new software, called Presence, has streamlined registration, approval, training and other administrative workflows for SFA student organizations and departments. Known as The Handle at SFA, the platform also is being used to connect students with leadership opportunities and programs, helping them get the most out of their college experience. Students use The Handle to explore active organizations, plan and attend campus events, engage on social media, connect with resources and much more.

“The implementation of The Handle allows our office to more easily communicate with student leaders, track student involvement numbers, and watch for trends in programming and organization participation,” said Lacey Folsom, director of student engagement. “One of our divisional goals is to foster an engaged and connected Lumberjack experience, and The Handle provides a platform that enables us to do that more effectively. Some of the most-used features allow students to directly message other organization leaders and save events to their personal calendars.”

1,215

Students attending career fairs

Additional features of the Presence software include digital signage, skill assessment, gamified learning pathways, event check-in, charting, real-time involvement analytics, targeted polling and more. There is also a finance management tool, which allows staff members to allocate funds to student organizations, track transactions, and monitor budgets and funding streams.

“The initial response from the students has been better than expected,” Folsom said. “Between the web and mobile apps, students were able to easily integrate the platform into their lives, and we were able to almost completely eliminate paper forms.”

Presence uses SmartTranscript technology to track ongoing and completed learning experiences, service hours, rewards, skills and certifications of students and update student profiles in real time. It also works with third-party applications used frequently by students such as Zoom and Microsoft Teams.

“The Handle has endless opportunities for growth at SFA, and we are excited to expand its use to more on-campus departments and also find ways to engage potential students as a recruitment tool,” Folsom said. “Providing a resource like The Handle is a gamechanger for student involvement, and we are excited to explore how we can best meet the needs of our future student leaders.”



Pictured above (from left) are Dr. Brandon Frye, vice president of student affairs, and award winners April Place, Jacob Buford and Lacey Folsom.

Three receive accolades for exemplary service

Division of Student Affairs staff members were honored in May 2022 as inaugural recipients of three awards recognizing exemplary service to the university and commitment to students. The awards were presented by the division's Staff Development Committee during a May 4 luncheon in the Baker Pattillo Student Center Twilight Ballroom.

Jacob Buford, building operator I for Campus Recreation, received the Unsung Hero Award, celebrating the significant contributions of staff members who often work "behind the scenes." The award recognizes exceptional work considered essential to the Division of Student Affairs but not necessarily involving direct contact with students.

Director of Student Engagement Lacey Folsom earned the Steve Westbrook Award, which is named in honor of SFA's interim president and longtime vice president for university affairs. The award recognizes exceptional service and commitment to students and significant contributions to SFA's mission and the Division of Student Affairs.

April Place, Center for Career and Professional Development coordinator, received the Rising Star New Professional Award. The award honors a relatively new student affairs professional who produces quality work, makes a significant impact on campus, exceeds employment expectations and demonstrates leadership through a willingness to help others.

About 70 Student Affairs staff members attended the awards luncheon. The event highlighted a week of staff-development activities that also included axe handle painting, family movie night, game day, an ice cream social and a "Frye Day" fry bar with Dr. Brandon Frye, SFA vice president of student affairs.

Staff members win development grants

Four professional development grants were awarded by the vice president's office in 2022. The following staff members received the grants created to encourage continuing education among the staff:

- **Prici Ceja**, Counseling Services, Licensed Professional Counselor-Supervisor training and certification, \$932;
- **Heather Howell**, Office of the Vice President, International Association of Administrative Professionals corporate membership (university license), \$875;
- **Michael Onuchovsky**, Student Engagement, travel for National Association for Campus Activities Programming Board Institute, \$1,000; and
- **Amy Smith**, Student Outreach and Support; National Association for Behavioral Intervention and Threat Assessment online Case Management Advanced Interventions training and certification; \$1,299

Mini-grants awarded

More than \$24,500 was disbursed by the Office of the Vice President of Student Affairs in spring 2022 for projects designed to advance the Student Affairs Business Plan.

- **Parent/Family Handbook Spanish Translation**; \$2,000; Brittany Beck; Orientation and Transition Programs
- **Safety Development/Campus Recreation Safety**; \$1,960; Steven Whitman; Campus Recreation
- **Playfair**; \$2,750; Rhyllie Gachot; Orientation and Transition Programs
- **Assistive Listening System**; \$2,000; Brittany Beck; Orientation and Transition Programs
- **Presentation Room Technology Upgrade**; \$4,542; Marcie Shoemaker, Health Services, and Clare Fite, Counseling Services
- **Teambuilding**; Steven Whitman; \$1,944; Campus Recreation
- **Battle of the Piney Woods Intramural Games**; \$2,000, Jacie Klose; Campus Recreation
- **Outdoor Day Trips**; \$1,568; Steven Whitman; Campus Recreation
- **Mind Over Matter/Mental Health Awareness Speaker**; \$2,000; Jasmine Randolph; Campus Recreation
- **Sports Club Council**; \$2,000; Jasmine Randolph; Campus Recreation
- **Fitness and Wellness Continuing Education Workshop**; \$1,800; Jescelyn Villarreal; Campus Recreation

Student Affairs Leadership Team

The Student Affairs Leadership Team comprises the executive team and department directors representing key functional areas across the division. Established in spring 2021, the team provides

advice, expertise, leadership, support and guidance to the vice president of student affairs on policies, procedures, practices, facilities, and resources impacting student access and success.



Brittany Beck
Director of Orientation and Transition Programs



Carrie Charley
Assistant Vice President of Campus Living, Dining and Auxiliary Enterprises



Daphne Curl
Director of Testing Services



Andrew Dies
Assistant Vice President of Student Affairs and Dean of Students



Clare Fite
Director of Counseling Services



Lacey Folsom
Director of Student Engagement



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Brent McLemore
Director of the Center for Career and Professional Development



Ken Morton
Director of Campus Recreation



Amy Roquemore
Director of Student Publications and Divisional Media



Marcie Shoemaker
Director of Health Services Operations



Dr. Hollie Smith
Executive Director of Student Life



Nick Stallworth
Director of the Baker Pattillo Student Center



Laura Turner
Budget Analyst

Student Affairs Committees

Various new **divisional committees** were created during the review period and charged with researching, expanding and improving upon targeted priorities. These groups

completed work in critical areas such as administrative practices, assessment and compliance, marketing, behavioral intervention, academic collaboration, and staff development.

Academic Affairs Collaborations Task Force

Charge: Identify gaps between Student Affairs and Academic Affairs and promote efforts to connect professionals from both divisions to collaborate on strategies and programs designed to increase student access and success.

Accomplishments:

- Survey creation and distribution
- Data collection and reporting

Administrative Practices Committee

Charge: Develop a customer service philosophy, create and encourage a practical way to train employees in multiple roles to promote shared services, remain informed on procedures, and communicate new practices to the division.

Accomplishments:

- Customer service philosophy statement
- Cross-training process for administrative assistants

Current Initiatives:

- Creating a division-wide procedure manual
- Developing customer service training for the Student Affairs staff

Alcohol and Other Drugs Biennial Review Committee

Charge: Complete the Biennial Review and Drug Abuse and Alcohol Prevention Program in compliance with the law.

Accomplishments:

- Completion of the Drug Abuse and Alcohol Prevention Program
- Biennial Review committee meetings

Current Initiatives:

- Completing and distributing the Biennial Review on time
- Developing and ensuring compliance with reasonable recommendations

Assessment Committee

Charge: Develop a comprehensive plan to assess student learning and evaluate programs and services.

Accomplishments:

- Assessment Manual
- Nuventive Improve and Qualtrics training

Current Initiatives:

- Adding assessment training to onboarding process
- Creating assessment training modules

Behavioral Assessment Team

Purpose Statement: Serve students who may be in crisis by utilizing research-based best practices and threat assessments to establish holistic, individualized intervention plans to help each unique student achieve success.

Accomplishments:

- National Association for Behavioral Intervention and Threat Assessment Training
- Comprehensive case flow document

Current Initiatives:

- Continuing education of campus community on BAT services
- Reviewing membership to align with best practices

Marketing and Communications Committee

Charge: Develop and implement effective marketing practices and strategies for the Division of Student Affairs that help “tell our story” and promote - both internally and externally - the critical roles we play in student recruitment, retention, access, personal development and success.

Accomplishments:

- Monthly Student Affairs Newsletter
- Website upgrades

Current Initiatives:

- Designing marketing resources website
- Launching “Telling Our Story” project

» *Continues on page 14*

Policy Committee

Charge: Coordinate review/revision process for university policies assigned to the Division of Student Affairs.

Accomplishments:

- Student Affairs policy review process
- Quarterly policy reviews

Current Initiatives:

- Ensuring knowledge of and compliance with policy review process
- Revising and adapting process to ensure efficiency

Staff Development Committee

Charge: Identify needs and cultivate programs for personal and professional development of division staff members to aid in career development, increase job satisfaction and belonging, and promote student success.

Accomplishments:

- Onboarding program for new staff members
- Staff Appreciation Week and Awards Luncheon

Current Initiatives:

- Planning division-wide events and social activities
- Helping create Student Affairs procedure manual

Student Affairs in the News

“SAA hosts TikTok on the Block event in BPSC plaza”

– February 2021

“SFA students earn statewide recognition for work on campus newspaper and yearbook”

– April 2021

“University negotiates contracts to replace Aramark for upcoming fall semester”

– April 2021

“SFA names new assistant vice president, dean of students”

– July 2021

“Homecoming bonfire, concert to feature Walker Hayes”

– October 2021

“SFA spirit team coordinator’s career, hobby are anything but routine”

– May 2022

“SFA Student Recreation Center to host regional basketball club tournament”

– March 2022

“Dance Marathon raises more than \$26,000 ‘For the Kids’”

– May 2022

Division reduces budget by more than \$1 million in wake of pandemic

The Division of Student Affairs successfully reduced its annual budget by more than \$1.11 million from fiscal year 2021 to fiscal year 2022 through a combination of operations and maintenance reductions, salary and benefits savings from employee attrition, and an organizational restructure.

The cuts were necessary because of shortfalls in housing and dining income and other auxiliary revenue, resulting primarily from the onset of the COVID-19 pandemic, according to Student Affairs Budget Analyst Laura Turner. Approximately \$9.1 million in housing revenue was refunded to students in spring 2020, and the university's 60-hour live-on requirement was temporarily lifted. In addition, anticipated revenues from parking, student center and recreation center fees were never realized as enrollment declined and many students shifted to remote learning.

"We first looked at the departments impacted most by the lost revenue, making cuts wherever possible and then looking for ways we could operate more efficiently in all areas," Turner said. "Around that same time, we were implementing a divisional restructure that also created opportunities for budget savings."

Cost-saving measures enacted during the review period included: transferring housing and student center operations from Student Affairs to the Physical Plant Department; eliminating some vacant positions; reducing some salary budget lines when positions were filled; cutting some departmental operations and maintenance expenses; and rolling back some funding for student wages.

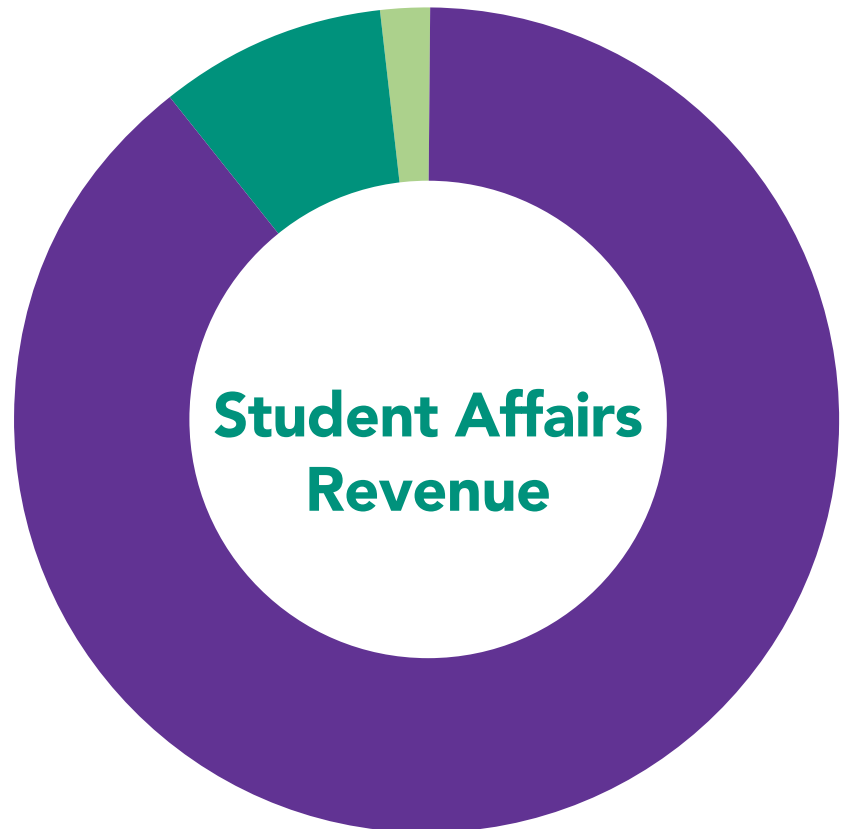
Members of the Student Affairs Leadership Team were actively involved in the budget process, recommending savings opportunities, participating in budget-reduction exercises and ultimately creating a zero-based budget for each unit within the division.

"This was a significant budget reduction that impacted all areas of Student Affairs, and our staff has been commended for the hard work and sacrifices that made the savings possible for the benefit of the entire university," Turner said.

"Thankfully, we were able to right-size our budget without resorting to layoffs in staff positions," she added. "As we prepare for the next budget cycle, we are hopeful we can begin to build back resources in some areas while continuing to operate as efficiently as possible and minimizing the impact on the students' experience, which remains our top priority."

\$31.65 million

Fiscal Year 2022 Student Affairs budget



Auxiliary Enterprises
\$28.4 million
89%

Dean of Students
\$2.79 million
9%

Student Life
\$596,375
2%

• **\$2.72 million**
 Campus Recreation revenue

• **\$403,500**
 Orientation revenue

• **\$240,000**
 Contracts

• **\$35,000**
 ID card revenue

• **\$16 million**
 Housing revenue



Student Affairs Giving Opportunities



Student Emergency Aid Fund

The Student Emergency Aid Fund helps students who have financial needs that cannot be remedied by traditional forms of assistance. When donors contribute to this fund, they have the opportunity to provide just-in-time aid that can help students meet their higher education goals.

gosfa.com/emergency-aid



Lumberjack Food Pantry

The Lumberjack Food Pantry is leading the way in the reduction of food insecurity at SFA. Staff members and students collaborate with university departments and SFA organizations to meet campus-specific needs. The pantry accepts non-perishable food items, as well as one-time or recurring tax-deductible monetary donations.

gosfa.com/food-pantry



Student Leader Scholarship

SFA's Student Leader Scholarship will provide financial assistance to students who go above and beyond for their student organizations, which offer exceptional co-curricular learning and networking opportunities. Donations to the scholarship support the important work of student leaders on campus, helping them get the most out of their Lumberjack experience.

gosfa.com/sl-scholarship

Baker Pattillo Student Center

The 90,000-square-foot Baker Pattillo Student Center features a multitude of university departments, dining outlets and student services, including the Graphic Shop and Post Office. The Student Center Reservations Office offers spaces of all sizes for meetings events, programs, conferences and special occasions.

gosfa.com/bpsc

Campus Living, Dining and Auxiliary Enterprises

The mission of Campus Living, Dining and Auxiliary Enterprises is to enrich the campus experience for all community members and guests by providing outstanding products, facilities, care, attention and customer service. The portfolio includes Residence Life, the student center, dining, bookstore and vending contracts, and campus services such as ID Cards, Post Office, Graphic Shop and Testing Services.

gosfa.com/auxservices

Campus Recreation

Campus Recreation is committed to developing a culture of Lumberjack wellness through excellent facilities and inclusive experiences in adventure, fitness, sport and play.

gosfa.com/campusrec

Center for Career and Professional Development

The Center for Career and Professional Development guides Lumberjacks through the rewarding process of career planning and development, offering services for current students and alumni, career fairs, a career closet, and resources for employers, faculty, and staff.

gosfa.com/ccpd

Dean of Students Office

The Dean of Students Office pillar comprises SFA programs and initiatives focused on student well-being, including the Lumberjack Wellness Network, Health and Wellness Hub, Campus Recreation, Counseling Services, Student Conduct Office, and Student Outreach and Support.

gosfa.com/deanofstudents

Health and Wellness Hub

To support the health and well-being of every Lumberjack, the Health and Wellness Hub offers comprehensive services that treat the whole person—mind, body and spirit. Health Services, Counseling Services, Student Outreach and Support and the Lumberjack Food Pantry are among the units housed in the Hub.

gosfa.com/thehub

Orientation and Transition Programs

First-Year and Transfer Orientation sessions are offered throughout the year by the Orientation and Transition Programs office, along with spring and fall Weeks of Welcome activities and resources for Lumberjack families.

gosfa.com/orientation

Residence Life

Residence Life exists as an integral part of SFA's educational experience and academic support services, hosting 3,400 Lumberjacks annually in its traditional, suite and apartment-style housing.

gosfa.com/res-life

Student Engagement

Student Engagement is the hub for what's happening across campus. The office is home to the Student Activities Association, Involvement Center, Fraternity and Sorority Life, Jack Camp, Leadership and Service Programs, and more than 200 student organizations.

gosfa.com/engagement

Student Life

Student Life provides targeted programs and services that promote student learning, engagement, belonging and career readiness. The pillar includes the Center for Career and Professional Development, Orientation and Transition Programs, Spirit Programs, Student Engagement, Student Government Association, and Student Publications.

gosfa.com/student-life

Student Publications

Student Publications is committed to producing professional-quality print publications, as well as timely and engaging content, which meet the SFA community's need for information and provide a forum for discussion of relevant issues.

gosfa.com/publications

Student Outreach and Support

The Student Outreach and Support office focuses on connecting students in need of assistance to the extensive network of on- and off-campus resources and support services.

gosfa.com/sos

Testing Services

Testing services offers local, state and national testing programs to help students and community members realistically identify, assess, understand, and pursue their competencies, course placement, and career opportunities.

gosfa.com/testing-services



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