At UNC Greensboro, we proudly say our university creates remarkable real-world impact, every day. We have a welcoming environment for the most diverse student body in the UNC System, creating the opportunity for all to thrive. We have a collective focus on student success and commitment to excellence. We celebrate a spirit of service and encourage Spartans to make a positive impact on the Greensboro community and beyond.

Within our unique student enrollment, nearly a third of Spartans are the first in their family to attend a university. 51% are racial minorities. Over half are Pell grant eligible. Our 20,196 students bring a wide spectrum of backgrounds and experiences with them. Our responsibility in the Division of Student Affairs is to support our students by trying to remove all obstacles on their path towards graduation—to help position them to succeed, and to prepare them to transform the world around them.

A phrase commonly heard on our campus is "culture of care". When talking to students and alumni, they will often say that they truly felt cared for during their time here at UNCG—by faculty, by staff, or by fellow students. We constantly work to show that we truly care by thoughtfully and intentionally creating opportunities, services, and programming that benefits all of our students—undergraduate, graduate, online, commuter, residential, and non-traditional. Our approach has to be as diverse as the students we serve.

In our annual report, you’ll see how the Division engaged, empowered, and enriched our students and their co-curricular experience, and how we also showed that here at UNCG—we care. Thank you for your continued support.

Cathy Akens, Ed.D.
Vice Chancellor for Student Affairs
Preparing students for their post-graduate careers is one of the ways in which we support student success. There are over 2,614 student employees across UNC Greensboro’s campus, including 424 federal work study students, who are all being prepared for professional employment after they graduate. In order to measure the impact of student employment experiences, Student Affairs departments have developed employment outcomes with assessments to measure impact. Recreation and Wellness surveyed student employees who self-reported the following positive benefits of their employment: 85% or more agreed that they developed skills in the following areas: Leadership Skills, Self-Confidence, Teamwork/Collaboration, Meaningful Interpersonal Relationships, Respect for Others, Appreciation for Diversity and Inclusion, Understand their own Strengths, Communication, Time Management, Professionalism/Work Ethic, Critical Thinking/Problem Solving and Decision Making.

This is further found in the evaluation that Military-Affiliated Services does with their student employees. In that evaluation, 100% of students working for Military-Affiliated Services agreed that their experience contributed to improving their communication skills and preparing them for post-graduation employment/education.

Another option for students to expand their professional skills is the project days offered through the Campus Activities & Programs office, where students receive internship credit for completing a graphic design marketing project. The process also provides students with feedback about their work from campus professionals.
Student Affairs developed a campus-wide communications plan about who our students are and how to serve their unique needs (i.e. student mental health, generation Z, etc.). To further this initiative, the division integrated a more targeted approach to data sharing and data-informed decision making. A monthly newsletter was implemented to share outcomes data and best practices from our departments. Further, eight Lunch and Learns were hosted to talk about emerging trends in assessment and how to improve our practices with data collection and analysis. Finally, a joint workgroup was developed with Enrollment Management/Student Success to discuss data and develop an action plan for how to collaborate and make institutional changes to meet the needs of students.

A YouTube video was developed for the UTLC to share with faculty about services offered by OARS. "Studio 91" a new arts-themed residence hall with practice rooms, music composition computer lab, drawing room, and dance practice room was launched in Cone Hall. 76% of students who had a care interaction through the Dean of Students Office, reported that they were informed about at least one University resource or process to assist with their problem, question or concern.
A priority for the Division of Student Affairs is to increase the engagement of students in co-curricular activities. This begins even before students arrive on campus—the office of Campus Activities & Programs (CAP) emailed 5,909 first-year students to provide them with ways they could continue their high school hobbies and interests with similar opportunities here at UNCG. A total of 772 of those students got involved with groups and organizations, and 13% of the new students were engaged in student groups during their first year.

Further, CAP saw an increase in the diversity of students attending events. There was a 5.1% increase in Black and African-American students and a 1.1% increase in Hispanic/Latino students attending events in 2018–2019. New for 2018–2019 was the inclusion of a “two or more races” category, in which 5% of event attendees identified as such.

40% increase in SpartanConnect utilization (from 6,400 users to 9,300 users)

50% increase noted by the Office of Intercultural Engagement in average attendance at Intercultural Lecture Series events
In 2018–2019, there was an intentional effort to increase the engagement of students in clubs and organizations. The Office of Intercultural Engagement noted a 50% increase in the intercultural council, and collaboration with the total organizations registered increased to 41.

In addition, Fraternity and Sorority Life implemented a scorecard program and noted academic success of organizations in both the IFC and Panhellenic chapters. The GPA for 2019 IFC pledge class increased to 2.65 (.23 increase) and Panhellenic increased to 3.19 (.15 increase).

Expanding the commitment to civic service, the Office of Leadership and Civic Engagement deepened relationships with 56 community partners to offer more service opportunities for students and organizations. Students were able to complete 5,000 hours of service through the opportunities. In addition, Residence Life staff and the Residence Hall Association completed more than 1,000 hours of service in the Greensboro community.

97.9% of participants are very likely or likely to engage in other civic involvement as a result of their civic engagement

92.6% agreed that reflection activities helped them learn from their own civic experience

93.8% of students agreed they were able to effectively work with others different than themselves during the civic experience
Student Affairs offers several programs and trainings to help students be prepared to interact with the diversity they will experience as they enter their post-graduate life. The Green Zone, Safe Zone, and TransZone programs are trainings offered to students, faculty, and staff that target expanding participants’ knowledge of military and LGBTQ+ populations, respectively. Further, the Spartans in Dialogue program was developed to help foster conversation across differences. These programs provide opportunities for students to develop skills in civil discourse on relevant current issues. Spartans in Dialogue participations increased by 25% from AY 17-18 to AY 18-19.

97.14% of participants rated their satisfaction of Green Zone at 3 or higher on a 5-point scale.

316 students attended 14 standalone Community Dialogue programs.
In Spring, 2019, the iBelong Project was launched to understand student experiences at UNCG. The project utilized the Culturally Engaged Campus Environment (CECE) survey developed by the National Institute for Transformation and Equity. Through the survey, a representative sample of UNCG undergraduate students were asked about their experiences at UNCG to better determine strengths and needs regarding our campus climate.

Overall, 85% of students surveyed were very satisfied or satisfied with their college experience at UNC Greensboro. Just under 5% were dissatisfied, with only 1% very dissatisfied. 9% were neither satisfied or dissatisfied. After the likert scale rating their satisfaction at UNCG, students were asked to describe why they selected their response. The following represented the top three response categories: people they encountered (152 responses), professors (129 responses), and faculty/staff (82 responses).

CREATING A CULTURE OF CARE

Overall, 85% of students surveyed were very satisfied or satisfied with their college experience at UNC Greensboro. Just under 5% were dissatisfied, with only 1% very dissatisfied. 9% were neither satisfied or dissatisfied. After the likert scale rating their satisfaction at UNCG, students were asked to describe why they selected their response. The following represented the top three response categories: people they encountered (152 responses), professors (129 responses), and faculty/staff (82 responses).

14.5% increase of OARS registrations
78% of students strongly agree/agree that their experiences at UNCG had improved their ability to be successful in college
76% of students reported strongly agree/agree that educators were committed to their success
In order to provide support for the whole student, the integrated wellness model was developed in the 2018–2019 academic year. The integrated health initiative will help form programming to provide comprehensive support to students. One of these programs that helps to support students are the Crisis Management meetings offered by the Dean of Students Office. These meetings are designed to help students who are experiencing some type of crisis that impacts their ability to persist. Through these meetings, 84% agreed that the process helped them increase their likelihood of success. Students completing crisis management earned a 0.7 higher GPA than those who declined services.

Another mental health initiative was the Mental Health Month sponsored by Recreation and Wellness. The program provided a month-long awareness campaign to students about mental health issues. The program encouraged students to take the Check-Up from the Neck Up online screening for any mental health issues that might need a counselor.

100% of Student Affairs Departments completed the Ask, Listen, Refer mental health training.

76.9% of survey participants agreed that Mental Health Month increased their awareness of mental health issues.
Food insecurity is a national trend, and a growing issue on campus. A task force met this academic year to plan a more comprehensive support program for students. The workgroup discussed ways of increasing access to food outside of the Spartan Open Pantry distribution hours, which led to the SOP To-Go pantry being added to the Student Affairs division office in Mossman to help students in emergencies with food. In addition, an emergency fund has been endowed to provide financial support to students in a crisis. Additionally, a meal share program has been created allowing students to donate excess dining meals to students who might need access to food. A program is being launched to share excess food from campus catering events. This will allow students to bring their own storage bins and grab-and-go any excess food available from a campus events.

**FOOD INSECURITY**

- **18.6%** of students frequently skipped meals due to lack of funds (NSSE 2018)
- **39.9%** were unable to eat a balanced or nutritious meal because of lack of money (SOP Survey 2017)
- **28%** increase in student utilization of the SOP Fall 2018 compared to Fall 2017
In the 2018–2019 academic year, multiple initiatives were undertaken to strengthen our organization. First, a logo update was made using one co-branded design for all departments in the Division for a consistent look. Marketing was expanded to include the iSpartan landing page, and also the Spartan Weekly email feeding through SpartanConnect.

Additionally, a comprehensive review was conducted for all departmental funds. A $25,000 gift was donated to support the emergency fund. A grant was secured for $20,000 to help fund the Spartans in Recovery Program. Numerous gifts supported parents’ fund, military-affiliated students, scholarships, and various student leadership programs.

The program review process was also updated to improve efficiency. The update also increased the focus of the review on continuous improvement. Campus Activities and Programs and Career & Professional Development both finished the new program review process. This also fed into a consolidated annual reporting process that captures the data required for the program review, making the process more consistent.

Student Health Services and Military-Affiliated Services were also successfully reviewed by external accreditors.
BY THE NUMBERS

OUR DEPARTMENTS

Accessibility Resources & Services
Campus Activities & Programs
Career & Professional Development
Counseling Center
Dean of Students Office
Elliott University Center
Housing & Residence Life
Leadership & Civic Engagement
Intercultural Engagement
Military-Affiliated Students
Recreation & Wellness
Student Health Services
Student Rights & Responsibilities

381 students participated in civic engagement opportunities with the Office of Leadership and Civic Engagement, completing 5,000 hours of service

2,110 students were served by the Office of Accessibility Resources and Services in 2018–2019

2,941 contacts with students made by the Dean of Students Office (33% increase)

12,197 students participated with Recreation and Wellness through usage of the Kaplan Center

2,196 students participated in 10,901 visits to the counseling center

5,767 students actively used SpartanConnect (40% increase)

1,082 students, faculty, and staff participated in LGBTQ+ workshops offered by the Office of Intercultural Engagement (92% increase)

6,079 students participated in 15,648 visits to the health center

21.3% increase in event participation in Campus Activities and Programs sponsored through ACE

6,025 students participated in services through Career & Professional Development

1,533 students were served through the Military-Affiliated Services Office

5,767 students lived in residence halls 2018–19 (record enrollment)

22,614 reservations were managed by the Elliott University Center Reservations Staff

9,300 students participated with Recreation and Wellness through usage of the Kaplan Center

6,025 students participated in services through Career & Professional Development

2,941 contacts with students made by the Dean of Students Office (33% increase)

12,197 students participated with Recreation and Wellness through usage of the Kaplan Center

22,614 reservations were managed by the Elliott University Center Reservations Staff