

MSU BILLINGS DIVISION OF
STUDENT AFFAIRS
& ENROLLMENT
MANAGEMENT



ANNUAL
REPORT

2011-12 ACADEMIC YEAR

This 2011-2012 Student Affairs Annual Report is designed to provide a quick overview and set the stage for yet another great and productive year. Like any other year, it is appropriate to start with a big **THANK YOU** to the wonderful and talented Student Affairs team. As you will see from this report, many projects, initiatives, services and programs were accomplished during the 2011-12 academic year and many more have been planned. All of this could not have been done without commitment from a team of over 100 professionals representing over 20 departments on campus. To make this even more impressive is the amount of students we work with and how they have helped us see new ways to provide support services and programs. Associated Students of Montana State University Billings (ASMSUB) continues to provide leadership and governance on issues related to affordability, strategic planning, budget alignment and sustainability. I applaud their efforts and look forward to this upcoming legislative year because they have the talent and drive to represent all students of MSU Billings. However, they are not the only students providing leadership on and off campus. The Student Activities Board, Resident Assistants, Student United Way, Residence Hall Association, student members of over 40 student clubs and organizations, and over 320 student-athletes have all taken time from their busy academic schedules to participate in an abundance of activities and represent the **Yellowjacket Nation!** I am so proud of the students we have at MSU Billings and their continued support of Access and Excellence. Over 20 student leadership awards were presented during the 17th Annual Leadership Recognition Program and there were over 100 nominations. This shows the power of developing strong learning environments where students can not only learn but grow as individual leaders and active members of our community.

There were two major endeavors completed this past year. Although the hard work has just begun, the Recruitment and Retention review and planning project, supported by Noel Levitz over the past two years, has given us valuable tools and training necessary to achieve recruitment and retention goals. The University was able to use this newly acquired information to support new positions on campus – College Success Specialists – with the charge to help increase retention and graduation rates. Also, the University began Phase One of the Auxiliary Master Plan, supported by over two years of planning with Brailsford and Dunlavey Consultants and A&E Architects. As you know, Jackets and Company (Campus Store) has been remodeled and new Academic Support Center space has been created in the Student Union Building. I would like to thank all the staff and students who have spent countless hours making these two projects a reality. MSU Billings will be a better place because of your efforts.



The Diversity Initiative Group (DIG) was created this past year and charged with assessing students' perceptions of diversity and campus-wide support services and establish new training programs aimed at making our learning environment more conducive to the growing number of American Indian, Hispanic and International students attending MSU Billings. This has been an exciting new movement and I believe, along with Chancellor Groseth, Provost Pagano, and Vice Chancellor Iverson, this will help us create a more welcoming and supportive environment for our students. I thank all those who have been involved in this process.

Last, but definitely not least, the Division of Student Affairs completed a five-year Strategic Plan. New goals, objectives and action items were created for 2012-2016. The top five goals are:

1. Prioritize and implement the Athletics and Auxiliaries Facilities Master Plan to the degree that is it affordable and within a necessary timeline.
2. Prioritize and implement the Noel Levitz training recommendations for a strategic enrollment management plan.
3. Recruit, retain and support a growing diverse student population.
4. Enhance the student experience within the greater Billings community and increase awareness of civic responsibility.
5. Design and implement student services for the College!Now initiative.

The Division of Student Affairs has already begun to implement and achieve various action items related to each goal and will continue to measure success. Also, Student Affairs will make sure all strategic goals align with the goals, mission and core themes of MSU Billings. We look forward to the completion of the University's strategic planning process and believe we can be important partners with the campus community in both the implementation and success of all desired outcomes.

As we all move forward it will be important we remember our overarching mission is to help all students be successful, both in and outside the classroom. I have no doubt in our abilities and commitment to this mission. Thank you for all you have done this past year...and here is to another great and productive year.

Sincerely,

Dr. Stacy Klippenstein
Vice Chancellor for Student Affairs
EMC Alumnus: 1990, 1994

WHO ARE WE?

Alumni Relations

Athletics

NCAA Division II featuring
17 Athletic Teams
Recreation Activities

Academic Support Center

COT/City College Learning Lab
Tutoring
Developmental Education

COT/ City College

Jacket Student Central

Enrollment Management

New Student and Retention Services
Recruitment
Admissions and Records
Ucard/IDs
Financial Aid
Academic Advising Center
Career Services

Student Life and Auxiliary Services

Student Union
University Events Management
Housing and Residence Life
Dining Services (Sodexo)
William R. Lowe Child Care Center (Children's Choice)
Student Health Services
Jackets and Company
Campus Ministries
ASMSUB Student Government

Office for Community Involvement

Americorp/Campus Compact

Service Learning
Student United Way
Student Leadership
Diversity Center

TRiO Programs

Upward Bound
Educational Talent Search
Student Opportunity Services

Student Services

Disability Support Services



THE BUDGET

FY 12 General Fund

9.0% of the University budget is allocated to Student Affairs

5.4% of the University budget is allocated to Athletics

Student Fees help support the following areas:

Career Services
New Student Orientation
Admissions/Records
Athletics
Student Health Services
ASMSUB (Student Government)
Student Union
Rec Activities

Auxiliary Operations

The following areas are self-support and operate through self-generated revenue or designated fees:

Housing and Residence Life
Student Life and Leadership
Student Union and Activities
Jackets and Company
Dining Services (contracted through Sodexo Food Services)
William R. Lowe Child Care Center (contracted operation)
Office for Community Involvement (partial)

Grant Funded

TRIO programs (Educational Talent Search; Upward Bound; SOS)
Office for Community Involvement (partial)
CCAMPIS—Childcare scholarships
Student Health Services (partial)

STRATEGIC INITIATIVES 2010-2015

Access and Affordability

Create and implement initiatives to increase access and affordability for students from both an urban and rural environment.

Recruitment and Retention

Create, implement and sustain recruitment and retention efforts by delivering quality services, retention initiatives, establishing and meeting enrollment goals, and collaborating with other divisions, faculty, students, local community, and alumni.

Service

Improve and personalize the quality service we provide to all students, faculty, staff, alumni, and community members through integrated and innovative student services.

Student Learning

Enhance the learning experience and academic success of all students.

Campus Life and Student Development

Support student development by promoting an active, engaging and comprehensive campus life with a focus on a diverse population.

Diversity

Recruit and retain a diverse student population by creating a campus culture that is inclusive and focused on service and academic excellence.



VISION STATEMENT

Student Affairs at Montana State University Billings in an innovative leader in advancing strategies that promote success of our diverse students through active learning and inclusive services, programs and activities.

MISSION STATEMENT

The Division of Student Affairs provides exceptional service and cultivates an inclusive social and educational environment that enhances active student learning, engagement, development and success.

Professional Development, Organizational Infrastructure

Promote an institutional culture that fosters urban collaboration and mutual respect by implementing staff development and educational opportunities.





The Division of Student Affairs has created a culture that focuses on training and professional development for the entire division.

Service Expectations

- **ATTITUDE** — choose your attitude in support of good service.
- **CONSISTENCY** — Hold each other accountable to ensure a high standard
- **TEAMWORK**— Make each other look good, and provide the good service to colleagues that you expect from them.
- **SERVICE**— Providing good service is our #1 priority. Show pride in the work you do and your contribution to the University.
 1. Meet them with open arms
 2. Let them know you care.
 3. Be there for them.

Pickle Philosophy

The customer service expectations area based on the “Pickle Philosophy.” The pickle philosophy consists of a training program and ongoing initiatives that all employees have completed. The program is based on the following service expectations:

ATTITUDE
 CONSISTENCY
 TEAMWORK
 SERVICE

Pickle Press

Each month, the division produces a newsletter highlighting the success and work of the departments within the division as well as the professional development training that is being done.

Proud Pickle Moments

Recognize division members based on the A.C.T.S. each month. During the 2011-12 academic year 30 people have been recognized.

New Employee Orientation and Welcome

The Professional Development Committee makes an effort to welcome all new employees to the Student Affairs Division and help welcome and orient employees.

Professional Development Series

Each semester, a menu of professional development workshops are offered to all employees. The menu of workshops include:

- Generation “Now”
- Working with International Students
- Healthy, Stress-Free Holidays
- Working with Student Athletes
- Working with Students With Disabilities
- Recognizing Drug and Alcohol Issues
- Inspirational Speaker/Performer James Hersch
- Safe Spaces Training

Admissions and Records

- Throughout the 2011-12 academic year, there were 35,706 transcripts printed for students.
- There were 1,111 graduation applications processed.
- Processed over 3000 new student applications
- Served over 270 Veteran students during 2011-12 academic year.



Advising Center

- Created new ways to assist students during their registration process at orientation.
- Collaborated with Student Health Services and Athletics to provide new workshops for students.
- Sent two advisors to the National NACADA Conference and one advisor to the NCAA Conference to learn new perspectives of advising and NCAA compliance.
- One staff member was a recipient of an MSUB Staff Appreciation Award and had three advisors nominated for a 2012 Student Affairs Dilly Award.

New Student Services and Orientation

- Completed recruitment and retention training with Noel-Levitz.
- Reached freshman prospective student/inquiry goal of 16,000.
- Coordinated and awarded MSUB Promise scholarships to Montana resident freshmen.
- Conducted 286 individual campus tours and 36 group tours.



Housing and Residential Life

Financial Aid

- During 2011-12 academic year, Financial Aid received 7,962 FAFSAs and awarded 4602 students with aid.
- Significantly increased communication and correspondence to students via mail, postcards, phone calls, web and emails.
- Dramatically improved the manner and timeliness in which students' FAFSAs are processed and students are awarded.
- Improved the Appeal process so more students can be awarded by start of each semester.

- Opened fall semester 2011 with record occupancy in the residence halls for the 2nd year in a row.
- Continued to implement the Parent and Family Program under the direction of the Assistant Director of Housing and Residence Life and held the first ever Parent and Family Weekend.
- Developed new Sexual Assault and Healthy Relationships Programs.
- Established a Jacket Shuttle Program between the University Campus and City College.

Student Health Services and Wellness

- Purchased new equipment to comply with CDC recommendations and remodeled the office to better fit the needs of students and staff.
- Created new space at the City College and changed hours of service to be more convenient for students.
- Counselors are now on site five days a week and are actively participating in campus outreach.
- Updated information and advertisement to reach more students using the latest technology.

Student Union/Event Management/Student Life

- Renovated and modernized the Student Union Building and integrated the Academic Support Center into the Union.
- Served over 40 student clubs and initiated training for all club members and advisors.
- Over 140 staff and administrators have been trained on Event Management Systems (EMS).

Jackets and Co.

- Completed the planning and construction of the new Campus Store, which includes a Convenience Store and Copy Center.
- Introduced a new VIP student program at New Student Orientation designed to provide a 5% discount for students that reserve books in advance and offer additional incentives.

Retention/A&SC 111

- A&SC 111 was approved as a permanent 2-credit First Year Seminar course.
- College Success Specialist positions were approved and designed to teach the First Year Seminar course and work at further developing college level retention plans.
- During 2011-12 academic year, freshmen who take A&SC 111 were retained at a 11% higher retention rate from fall to spring than those who did not enroll in the course.

STUDENT AFFAIRS QUICK FACTS

- **Financial Aid** processes over 7,900 FAFSAs per year.
- **Financial Aid** provides financial awards for over 4,600 students per year.
- **The Academic Support Center Learning Lab** will assist roughly 2,700 students per year and record more than 28,000 student contact hours.
- **Admissions and Records** will process over 4,000 applications per year and will print over 35,000 transcripts per year.
- **Career Services and Cooperative Education** placed 241 student interns (9% increase from the previous school year) and generated more than 900 credits.
- **New Student Services** will collect more than 16,000 student inquiries per year.
- **Orientation** program will serve more than 1,000 students and guests each summer.
- **Housing and Residential Life** had more than 600 students living in the residence halls during Fall 2011.

Academic Support Center

- Assisted in the design of new Academic Support Center space in the Student Union Building.
- Improved M 098, Writ 095, and RD 101 classes by offering more options for students, redesigning elements with additional technologies, and incorporating mastery learning.
- Increased professional development opportunities to build a strong core of professional tutors.
- Streamlined existing training for CRLA levels I and II.



Career Services

- Successfully extended the Employer Partnership Program with Billings Clinic, Yellowstone Boys and Girls Ranch, Eide Bailly, and KPG.
- Funded Student Advocate Scholarships.
- Continued to utilize CareerLink, which is currently serving over 2,900 active students and 2,600 employers who have posted more than 9,300 Full-time and Part-time jobs.



- Received a total of 2,060 hours of one-on-one or small group supplemental instruction.
 - Revised Return to Learn (RTL) by increasing campus focus on enrollment and retention as well as creating a two day seminar free of charge.

American Indian Outreach and Diversity Center

- Received “A Stronger Heart Beat in Indian Country” grant from Montana INBRE (\$38,247)
- Funded eight students with the Issksiniip Scholarship Grant
- 44th Annual MSUB Powwow was attended by more than 3,900 people and was completely student operated.
- Continued advancements in developing support systems for LGBT and Hispanic students.

Disability Support Services

- Worked with 263 students during the 2011-12 academic year.
- Relocated to the College of Education and invited the campus community to an open house
- The Director completed participation in Project ShIFT, a three-year Department of Education grant designed to instruct DS providers in creating a model that offers sustainability in institutional change by addressing underlying systems and campus-wide conceptualizations of disability.
- MSUB representatives presented at a variety of meeting and training sessions including Part-time Faculty training and the Montana Center Region III CSPD training.

Student Opportunity Services

- Served 280 students throughout the year with 73% of the freshmen registered to return in fall 2012 and over 64% of all students served persisting to the next academic year.
- 91% of SOS/TRiO participants were in good academic standing with an average GPA of 2.90.

Community Involvement/Leadership

- Generated \$149,451 in education awards for students through the Campus Corps program.
- Ten Student Organizations, the United Way Youth Volunteer Corps and five Campus Departments participated in Service Saturday projects with a total of 200 volunteers participating in the eight Service Saturdays.
- Built a partnership with community elementary schools as part of their No Excuses University program and created a Jacket Pen Pal program to help plant a seed for students about college being a possibility and reality.
- Created a Jacket Reserves program, an “on-call” list of volunteers used for community needs or last minute requests for volunteers.
- MSUB Student United Way was named Student United Way organization of the year by the national United Way organization.

College of Technology Student Services

- Completed first year of cross training with Jacket Student Central (JSC) staff on front desk duties.
- Integrated student life and service components in the College!Now initiative.
- ASC 101 (First Year Seminar for City College students) curriculum was updated and will be rolled out in fall 2012.



Athletics

- Two NCAA Tournament appearances (men’s basketball and women’s softball).
- Two GNAC Championships (men’s basketball and women’s softball).
- Thirty-one (31) All-Conference selections (GNAC).
- Fifty-six (56) Academic All-Conference selections (GNAC).
- Sixteen (16) Faculty Athletics Representative (FAR) Scholar-Athlete Awards (GNAC).
 - Twenty-nine (29) NCAA Division II Athletics Directors Association Academic Achievement Award recipients.
 - Hosted the Third Annual Desert Stinger softball tournament in Las Vegas, Nevada (the nation’s largest NCAA Division II softball tournament held at one location).
- Highest GPA in the GNAC for women’s sports; 4th for men’s and women’s sports combined (10-member conference).
- Academic Success Rate (ASR) of 79% (6-year graduation rate).



MONTANA
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DIVISION OF STUDENT AFFAIRS

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