



2020 - 2021

STUDENT INVOLVEMENT

# ANNUAL REPORT



# A MESSAGE FROM US TO YOU

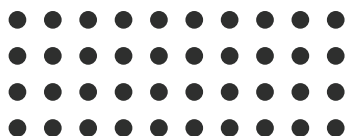
Dear Students, Faculty and Staff,

We are pleased to share with you this annual report for the academic year 2020-2021. We have had many successes and learning opportunities throughout the year and feel we have a quality department that focuses on student development and the promotion of a vibrant campus life at Wichita State. Over this past year, we have experienced many highlights and opportunities for growth. We continued to navigate the ever changing world during a pandemic and the challenges that brought in serving students and planning events. We offered many events virtually, as we understood it was important to provide opportunities for students to connect with others. We also acknowledged that many students began to experience Zoom fatigue. We experienced changes in the top leadership of the institution again and the uncertainty that brought. We recognized that the racial injustice and disparity that is still so prevalent in our society today, added another layer of frustration, anxiety and fear for many of our students. With the uncertainty on the outcome of the pandemic, we were hit with more budgets cuts totaling now over 7%.

Looking back over this year, there were many highlights also. We continued to understand how to offer programs virtually and explored alternate ways to connect with students in a remote world. We focused on mental health and awareness by offering wellness workshops, weeks and days. We formally kicked off the Shockers Vote Drive, to encourage voter registration and engagement. We collaborated with the Alumni Association to move Homecoming to the fall and begin the process of making it a true WSU tradition. We conducted a total revamp of the Student of the Year competition and moved it into the Wheat Shock Leadership Society.

To say this academic year was a challenging one would be an understatement. As we reflect on this past year, we are grateful for the lessons we have learned, the opportunity to serve students and the vital role we play in creating a vibrant and innovative campus. While this has looked vastly different the past 15 months, we have stayed committed to understanding student's needs and how we can best support them. We are excited for what the next year will bring and look forward to engaging with students in new ways. As always we continue to stay true to our motto, "Turning Students Into Shockers".

IN SHOCKER SPIRIT,  
**NANCY LOOSLE**  
ASSISTANT DEAN OF STUDENTS





# STUDENT INVOLVEMENT STAFF



## PURPOSE

Student Involvement is committed to students and the WSU community by intentionally creating co-curricular experiences through student engagement and development, resulting in a vibrant campus culture that enhances their journey as a Shocker.



## VISION

To become the leading resource for Student Development and Involvement.



## VALUES

Integrity  
Transparency  
Personal Responsibility  
Collaboration  
Access and Equity

# 11

FULL-TIME STAFF

# 5

GRAD STAFF

# 7

UNDERGRAD STAFF

## STAFF RECOGNITION



**KALEY ARCHER**  
National Student  
Exchange Coordinator



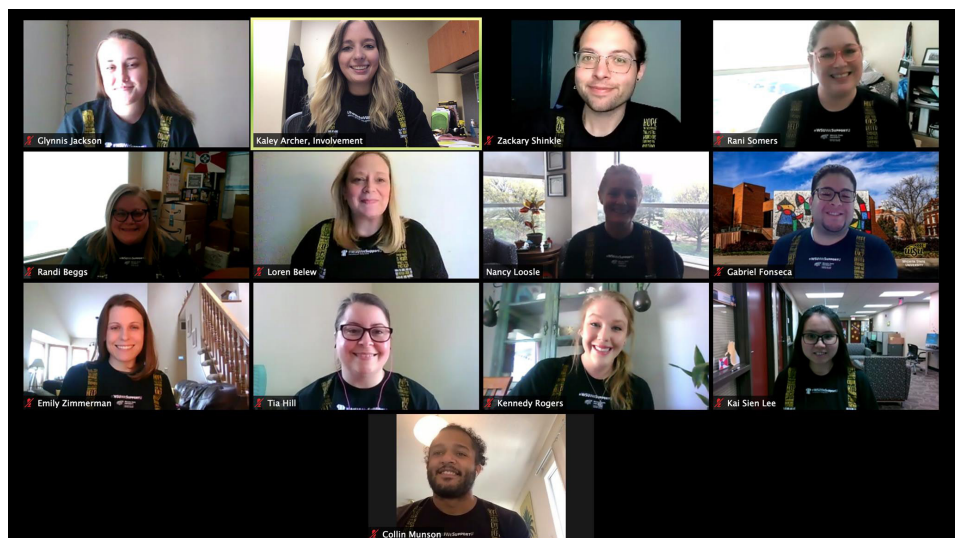
**GABRIEL FONSECA**  
UP Senator for the  
Division of Student  
Affairs



**RANI SOMERS**  
The Guanin Leadership  
Award Winner



**EMILY ZIMMERMAN**  
Budget Manager for  
Student Affairs



# COMMITMENT

## TO THE FUTURE

### ACTION PLAN

Roll out a new action plan.

### FORWARD, TOGETHER

Review Forward, Together plan for Multicultural Greek Council.

### INCLUSIVE EXCELLENCE

Make inclusive excellence training for staff a priority.

### PROGRAMS & SERVICES

Continue to evaluate our programs and services.

### TELL OUR STORY

Determine how we want to share the Student Involvement brand.

### VIRTUAL OPTIONS

Maintain a level of virtual options for students.

### WELLNESS

Reinforce ongoing wellness for Student Involvement staff.

# CHALLENGES

## OF THE YEAR

### BUDGET CUT

Student Involvement experienced a 7% budget cut during the 2020 - 2021 year.

### RACIAL UNREST & POLITICAL DIVIDE

Supporting our students, staff and community during the difficult challenges 2020 brought.

### UNIVERSITY PRESIDENT

Adapting to changes with the loss of a University President.



## COVID-19

### CHANGES IN EVENTS

Working through constant changes in events and overly planning for various situations.

### DEVELOPING POLICIES

Developing policies and procedures for the pandemic in order to follow guidelines and keep everyone safe.

### ENGAGEMENT

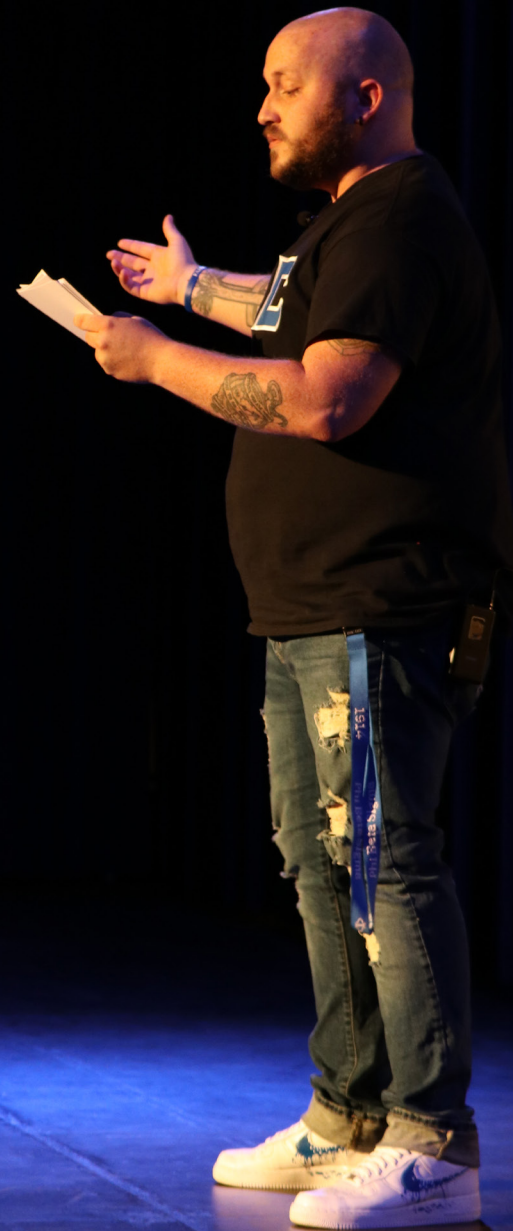
Getting students to engage in a virtual setting.

### STUDENT POSITIONS

Finding students to apply for student leader positions.

### ZOOM BURNOUT

Students, faculty and staff experiencing Zoom burnout.



# HIGHLIGHTS OF THE YEAR

## COMMUNITY SERVICE BOARD



### 508 HOURS OF COMMUNITY SERVICE

Community Service Board hosted 28 events resulting in 508 hours of community service.



### 1,490 HOURS LOGGED

1,490 service hours were submitted to VolunteerICT.



### WU'S BIG CHALLENGE

Community Service Board created Wu's Big Challenge which encouraged students to volunteer for five hours in their communities. Volunteer events could be completed virtually or in person.



## FRATERNITY & SORORITY LIFE



### PC RECRUITMENT

Panhellenic Council executed a successful Virtual Formal Recruitment with 98 Zoom calls and 6,375+ breakout rooms.



### PEACEFUL VIGILS

The Multicultural Greek Council hosted two peaceful vigils during the academic year.



### SUICIDE AWARENESS MONTH

The Interfraternity Council hosted national speaker, Archie Messersmith-Bunting, to discuss the importance of seeking help for your mental health.



### WELLNESS WEEK

Fraternity and Sorority Life hosted two Wellness Weeks during the Spring 2021 semester.

## STUDENT ACTIVITIES COUNCIL



### 46 EVENTS HOSTED

Student Activities Council provided Shockers with 46 events resulting in 4,163 participants.



### DIY EVENTS

Student Activities Council hosted 12 DIY events, with over 1,347 participants.



### DRAG WEEK

A week-long series of events that entertained and educated individuals about the LGBTQ+ community.



## STUDENT ORGANIZATIONS



### 379 EVENTS HOSTED

Wichita State has 275 recognized student organizations. These organizations hosted a total of 379 events.



### 5,445

### SHOCKER SYNC USERS

ShockerSync allows students to find organizations, discover upcoming events and track involvement. During the 2020 - 2021 year, there were 5,445 recorded users on ShockerSync.



### WHEAT SHOCK LEADERSHIP SOCIETY

Reimagined WSU Student of the Year into the Wheat Shock Leadership Society.

## CADMAN ART GALLERY



### 23 EXHIBITS

The Cadman Art Gallery presented 23 exhibits in the 2020 - 2021 academic year.



### 2020 - 2021 ATTENDANCE

The Cadman Art Gallery attracts a variety of people. The attendance reached a total of 3,945 people.



### ELEMENTS MULTI-MEDIA ARTS COMPETITION

This competition brought in: 11 student artists 33 works featured

## TRADITIONS



### HIPPODROME

2021 Hippodrome transitioned to a video and talent competition. The videos were screened before a small audience and featured talent shows between each video. Over 330 students streamed the event and 69 students contributed to the creation of the videos and talent competition.



### HOMECOMING

Student Involvement worked with the Alumni Association to create a all Homecoming. Over 700 students participated in six programs over the course of a week.





## STUDENT INVOLVEMENT EVENTS

# 173 TOTAL

EVENTS / PROGRAMS HOSTED  
2020 - 2021

# 13,173 TOTAL

ATTENDANCE  
2020 - 2021



THE TOAST

### LEADERSHIP



#### 141 PARTICIPANTS

Student Involvement hosted nine leadership programs totaling 141 participants for the year.



#### COLLEGIATE LEADERSHIP COMPETITION

Wichita State competed in our first Collegiate Leadership Competition. In April, 2021 we went head-to-head with 33 teams and finished 17th.



#### LEAD CONFERENCE

Hosted a successful re-launch of the Lead Conference serving students from Wichita State, Pittsburg State, Washburn University and Langston University.

### STUDENT GOVERNMENT ASSOCIATION



#### EARLY VOTING SITE

Student Government Association lobbied and advocated for an early voting site that was added in Koch Arena on campus in October 2020.



#### VOTER REGISTRATION

Wichita State hosted five voter registration events on campus that registered 667 new voters on campus.

### NATIONAL STUDENT EXCHANGE



#### 12 APPLICANTS

During the Spring 2021 semester, 12 WSU students applied to go on exchange for the following academic year.



#### ONE NEW SHOCKER

One student, from Northern Arizona University, will be attending Wichita State during the fall 2021 semester.

# RETENTION PLAN



## ACADEMIC SUPPORT

Eight academic support newsletters were sent to students.



## "THE INVOLVED"

A video project consisting of five student leaders and one alumni. The testimonials highlighted the importance of involvement.



## RAISE STUDENT PAY

Raised student assistant pay by 25 cents per hour. This is a 50 cent increase over the past two years.



## SHOCKERCONNECT

Launched the ShockerConnect mentoring program.



## STUDENT SUCCESS COLLABORATIVE

This initiative encourages students to utilize campus resources in their academic endeavors. We sent out 1,151 emails in the fall and 801 emails in the spring.

# STRATEGIC PLAN

Implement  
**SHOCKER STRENGTHS**  
across campus

455

students completed STRENGTHS during the 2020 - 2021 year.



Did inventory modules with Honors, first-year seminars, SI exec teams, Promoting Academic Student Success (PASS)

## CAREER READINESS CURRICULUM

Based off the NACA competencies and NACE career competencies.

A survey was completed to discover what staff believed to be most important to overall student development and career readiness.

CRITICAL THINKING & PROBLEM SOLVING

TEAMWORK & COLLABORATION

ORAL, DIGITAL & WRITTEN COMMUNICATION

LEADERSHIP DEVELOPMENT

PROFESSIONALISM & WORK ETHIC

GLOBAL & INTERCULTURAL FLUENCY

CAREER MANAGEMENT

HEALTHY & SATISFYING LIFESTYLES



## RETENTION PLAN

Continued progress on our retention plan.



## SA ACTION PLAN

Contributed tactics to the Student Affairs divisional action plan.



## SPAR

Expanded our departmental committee to include strategic planning, assessment and retention (SPAR).



## STRATEGIC INITIATIVES

Participated both as a department and as a functional area: submitted strategic initiatives to the Universities' strategic plan.



THE TOAST



# ASSESSMENT

## 12 CATEGORIES

There are 12 types of Recognized Student Organizations.

- ACADEMIC
- COMMUNITY SERVICE
- CULTURAL / INTERNATIONAL
- DEPARTMENTAL
- FRATERNITY / SORORITY
- GOVERNING / REPRESENTATIVE COUNCILS
- GRADUATE INTEREST
- HONORARY
- POLITICAL
- RECREATION / SPORT CLUBS
- RELIGIOUS
- SPECIAL INTEREST

## 18 COMMUNITY

### ORGANIZATIONS SERVED

Community Service Board served 18 community organizations.

### EQUIPMENT RENTALS

Student Involvement provides equipment to students and organizations in need. Due to COVID-19, we limited the amount of rentals. This year we had 32 equipment rental requests.

### FRATERNITY & SORORITY LIFE

For the 2020 - 2021 academic year, Fraternity & Sorority Life had 751 students involved within 25 organizations. Five negative incidents were recorded.

**77.5%** RETENTION RATE

**6.2%** DEACTIVATION RATE

## RECOGNIZED STUDENT ORGANIZATIONS

At the end of FY21, there were 275 recognized student organizations.

### SGA ELECTIONS

742 students voted in the Student Government Association elections.

### SHOCKER SUPPORT LOCKER

The Shocker Support Locker had 1,134 visitors during the 2020-2021 academic year.

### SI WEEKLY UPDATE

This project consisted of 15 videos appearing weekly throughout the spring 2021 semester. An average of 45 viewers watched the updates on Instagram alone.

### VOLUNTEERICT USERS

2,609 students used VolunteerICT.



## STUDENT LEADERS AND INTERNAL ORGANIZATION MEMBERS GPA

FALL 2020 GPA

EXECUTIVE BOARD

**3.459**

ORGANIZATION MEMBERS

**3.217**

OVERALL UNDERGRAD

**3.132**

SPRING 2021 GPA

EXECUTIVE BOARD

**3.393**

ORGANIZATION MEMBERS

**3.287**

OVERALL UNDERGRAD

**3.194**



HIPPODROME

# LEARNING OUTCOMES

**+.46**

LEADERSHIP  
DEVELOPMENT

**+.99**

EVENT  
MANAGEMENT

**+.80**

CLARIFIED  
VALUES

**+.69**

MEANINGFUL  
INTERPERSONAL  
RELATIONSHIP

**+.44**

SOCIAL RESPONSIBILITY  
AND CIVIC ENGAGEMENT

**+.73**

HEALTHY BEHAVIOR  
AND SATISFYING  
LIFESTYLES

**+.52**

COLLABORATION

**+.63**

EFFECTIVE  
COMMUNICATION

**+1.01**

ENHANCED  
SELF ESTEEM

**+.37**

MULTICULTURAL  
COMPETENCY

**+.38**

INTELLECTUAL  
GROWTH

**+.86**

PERSONAL AND  
EDUCATIONAL GOALS

**+.31**

CAREER  
CHOICE

# PERSISTENCE DATA



## EXECUTIVE BOARD

**60** EXECUTIVE BOARD STUDENTS  
**47** RE-ENROLLED FOR FALL 2020  
**5** STUDENT GRADUATED

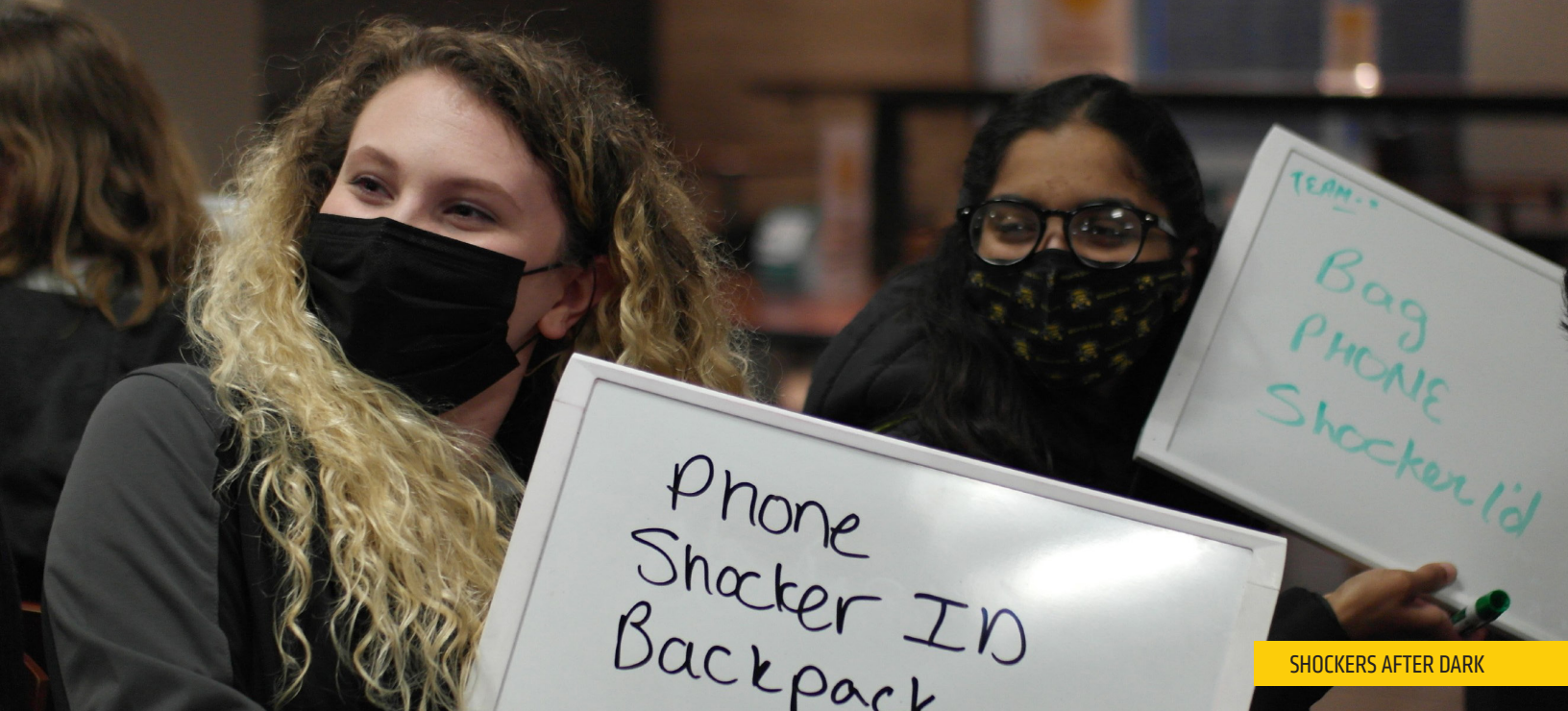
PERSISTENCE RATE OF **87%**

## MEMBERS

**149** STUDENT MEMBERS  
**118** RE-ENROLLED FOR FALL 2020  
**4** STUDENT GRADUATED

PERSISTENCE RATE OF **82%**

DATA



SHOCKERS AFTER DARK

## QUICK FACTS

### AWARDS

Student Involvement provided awards and scholarships to many students / organizations who went above and beyond for our department. This year, we gave \$14,055 in scholarships to 93 recipients.

### DEPARTMENTAL COMMITTEES

Student Involvement repurposed and added departmental committees in order to further develop our department. These committees include:

- FUN / PROFESSIONAL DEVELOPMENT
- GRANTS / DEVELOPMENT
- POLICIES / INCLUSIVE EXCELLENCE
- PROGRAMMING
- STRATEGIC PLAN, ASSESSMENT & RETENTION (SPAR)

### GRANTS

Student Involvement received a total of \$51,500 grants for the following:

- **KANSAS BEATS THE VIRUS**  
This grant allowed us to purchase outdoor heaters for various events.
- **LEADERSHIP TRANSFORMATION**  
This scholarship allowed staff to participate in the Your Leadership Edge program.
- **SHOCKER SUPPORT LOCKER**  
This grant was used for operational expenses and outreach efforts to expand its services.
- **SHOCKERS VOTE COALITION**  
Due to being a voter-friendly campus, Student Involvement received a grant to put toward our programming and outreach.

### SCHOLARSHIPS

The 63rd Session awarded 26 scholarships totaling \$25,590.

### STUDENT LEADERS

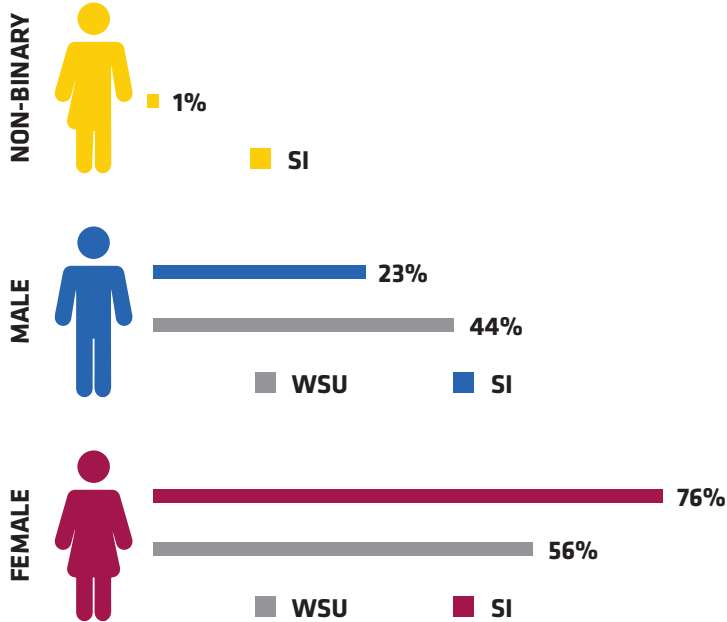
97 students held leadership positions during the 2020 - 2021 academic year.



SHOCKER LEADERSHIP AWARDS



# STUDENT INVOLVEMENT LEADERS DEMOGRAPHIC



## GENDER



**0%**

SI Leaders have or are currently serving in the military versus the 5.7% serving throughout Wichita State University.

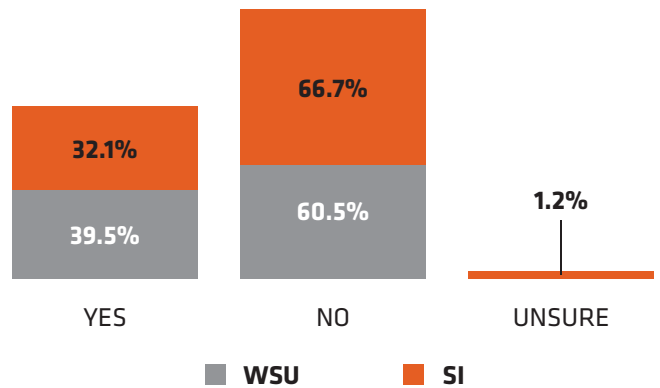
## MILITARY STATUS

**38%**

of SI Leaders are out-of-state students.



## ORIGIN OF RESIDENCE

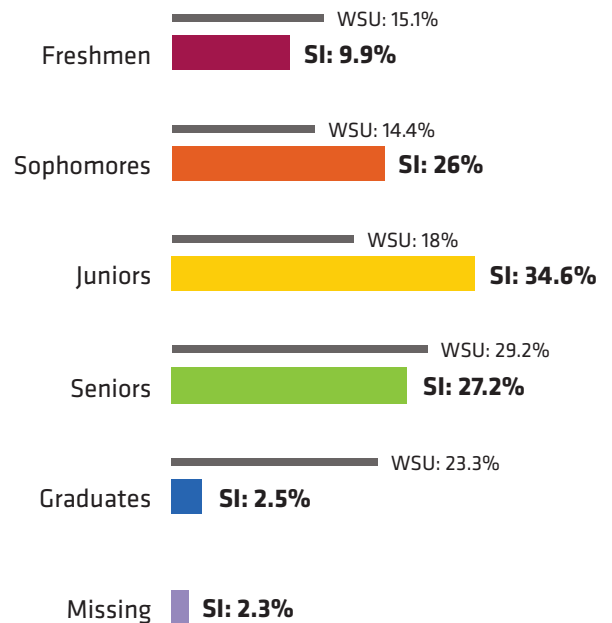


## FIRST-GENERATION STUDENT

**94.7%**

Undergraduate and graduate students involved in Student Involvement are enrolled full-time.

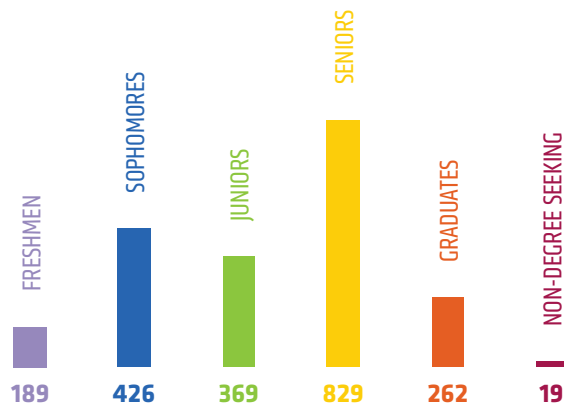
## ENROLLMENT STATUS



## CLASS STANDING

# EVENT ATTENDEE DEMOGRAPHICS

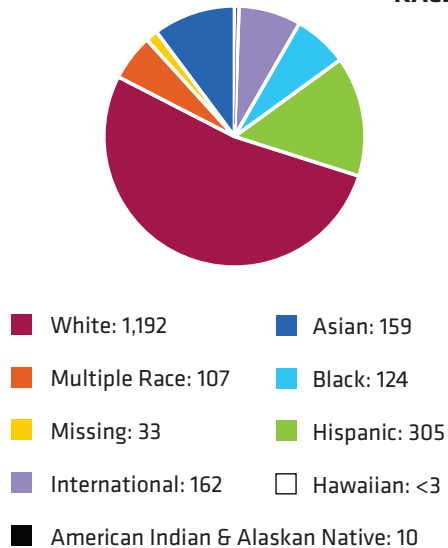
## CLASS



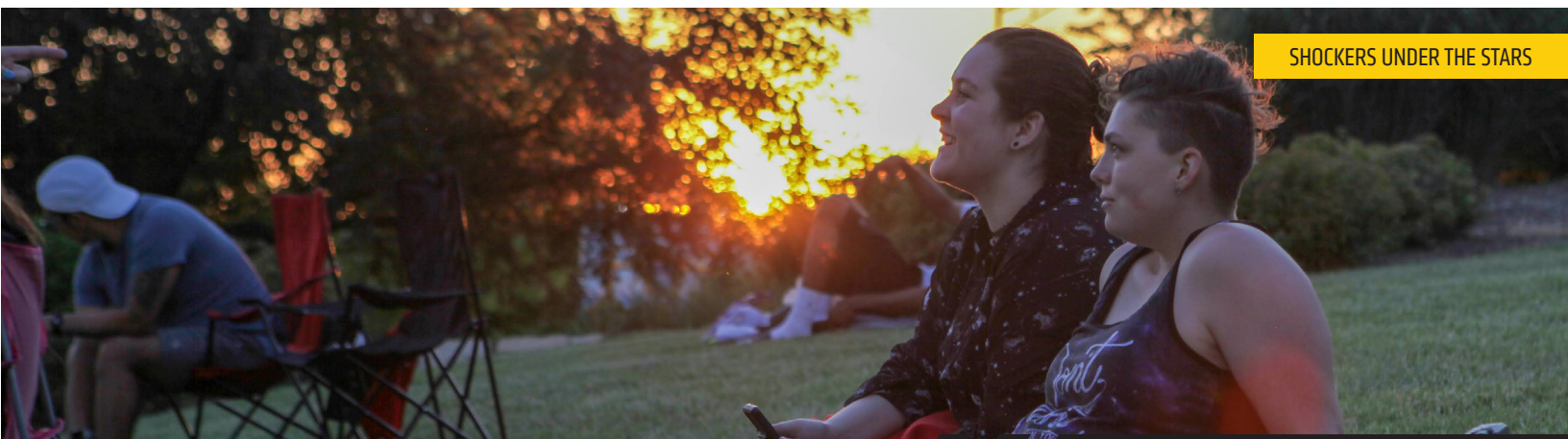
## AGE

under 18 // 7  
 18 - 24 // 1,799  
 25 - 34 // 195  
 35 - 44 // 58  
 45 - 54 // 22  
 55 - 64 // 11  
 65 - 74 // <3  
 75 + // <3

## RACE



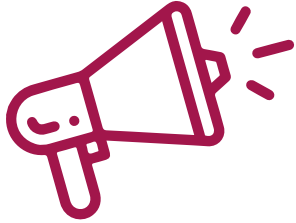
WU'S BIRTHDAY BASH



SHOCKERS UNDER THE STARS

# THE NEWSIE

STUDENT INVOLVEMENT NEWSLETTER // 2020 - 2021 DATA



**527 SUBSCRIBERS**  
AVERAGE OPEN RATE: 22.7%  
AVERAGE CLICK RATE: 1.5%

## OUTREACH

**STUDENT  
INVOLVEMENT  
PARTICIPATED  
IN NUMEROUS  
OUTREACH  
INITIATIVES**

Admissions Group Visits  
Black & Yellow Days  
First-Year Seminar Classroom Visits  
New Student Kick-Off Days  
Presentations  
Virtual Connections  
Welcome Tables  
W-S-You Days



SI AMBASSADORS

## SOCIAL MEDIA

STUDENT INVOLVEMENT SOCIAL MEDIA // 2020 - 2021 DATA



**624 FOLLOWERS**  
57 POSTS  
20 IGTV VIDEOS  
129 STORIES



**2,572 FOLLOWERS**  
245 TWEETS / RETWEETS



**2,294 FOLLOWERS**  
200 POSTS



**36 VIDEOS PUBLISHED**  
1,632 TOTAL VIEWS

## GET CONNECTED

FOR THE LATEST  
**EVENT UPDATES**  
SUBSCRIBE TO OUR  
WEEKLY NEWSLETTER | **NEWSIE**

FOLLOW US ON  
**SOCIAL MEDIA**



[wichita.edu/involvement](http://wichita.edu/involvement)



[getinvolved@wichita.edu](mailto:getinvolved@wichita.edu)



(316) 978 - 3022

@wsu.involvement

@wsuinvolverment

@wsu\_involvement

**STUDENT INVOLVEMENT**





