

Student Affairs

FY 2026 Strategic Plan Alignment and Budget Presentation

Dr. Dannie Moore



Division of Student Affairs

Health & Wellbeing

- Campus Recreation
- Counseling Center
- Services for Students with Disabilities
- Student Health Center
- Student Wellness

Student Engagement

- Campus Activities & Traditions
- Dean of Students' Office
- Fraternity & Sorority Life
- Student Involvement: Leadership & Service
- Student Legal & Mediation Services

Student Experience

- ELITE, Evolve, ASPIRE
- McNair Scholars Program
- Student & Family Experience
- Veterans Resource Center

Student Venues

- Residence Life
- Lowman Student Center

FY 2025 Accomplishments

Priority 1: Prioritize Student Success and Student Access

- Integrating the student experience and retention team into the Division of Student Affairs, creating a more cohesive and supportive environment for our students.
- Bearkat Camp increased camp capacity by 25% for Summer 2025 and is offering a new 2-day shorter camp option. Retention data for participants show a higher retention for first time freshman of 82.3% vs. non-participants at 70.6%.
- From February 2024 to February 2025, the TimelyCare platform registration percentage increased from 3.5% to 22%, total registered students increased from 750 to 4,746, utilization increased from 6% to 11%, and unique member visits increased from 204 to 767 for Counseling, Psychiatry and Talk Now services.
- Residence Life provided space/access for Peer Mentors from the First Year Experience Program in three residence halls that host living-learning communities to facilitate extra academic assistance for our students (Belvin-Buchanan, Piney Woods Hall and San Jacinto Hall). There are 11 peer mentors who work 6 hr/week in each hall.
- The Lowman Student Center launched a study room initiative to prioritize student needs, providing dedicated spaces for academic focus and collaboration. 120 students officially swiped in to utilize these spaces during the Fall 2024 semester.

FY 2025 Accomplishments

Priority 2: Embody a Culture of Excellence

- We have streamlined budget processes and reallocated resources that has led to financial stability by enhancing efficiency, accuracy, and optimal utilization of funds, creating a framework that supports sustainable growth and stability.
- Fraternity & Sorority Life (FSL) began a cross-divisional collaboration with the Department of Public Health by having a section of HLTH 3361 become an ACE course (a course with a service component) with FSL being the partner and beneficiary. The service project will be 2 days of alcohol awareness presentations and events targeting FSL students (but still open to all SHSU students).
- Club Sports programs continue to compete at a championship level. Spirit Programs, Rugby and Powerlifting are positioned to compete again for National titles.
- Identified funding for the E-sports competition lab in Campus Recreation, with substantial completion expected by May 2025. Additionally, successfully renovated 4 tennis courts into 8 pickleball courts at the McAdams Tennis Complex, with the project completed on March 24 and a ribbon-cutting ceremony held on March 26.
- The Lowman Student Center, in collaboration with the Center for Law, Engagement, and Politics (LEAP), has started showcasing artwork created by LEAP students from diverse majors. These pieces are displayed in various meeting rooms as well as the public lounges.
- Phase I renovations to Campus Edge Apartments (*North building*) were completed and opened for resident move-in on September 13. Phase II renovations (*South building*) will be completed by May 1.

FY 2025 Accomplishments

Priority 3: Elevate the Reputation and Visibility of SHSU

- Joellen Tipton, Executive Director of Residence Life and Lowman Student Center was honored with the *Jim Gibson Exceptional Service Award* for her outstanding service and dedication to Southwest Association of College and University Housing Officers (SWACUHO), at their annual conference in February, held in Norman, OK. This recognition is the highest honor the organization bestows on a member; the recipients are determined by the Executive Board, and it is not usually awarded every year.
- Michael Bullock, Assistant Director of Operations for the Lowman Student Center, was awarded the *Shirley Plakidas New Professional Award* at the Association of College Unions International (ACUI) Region II Conference, held in San Antonio in November.
- Student Involvement: Leadership & Service won an International Catalyst Award in the Student Experience category from Anthology for their work in creating the Ultimate Bearkat Society, which utilizes Anthology Engage software for the Path. Dr. Meredith Conrey, Director, accepted the award on behalf of the team.
- Campus Activities & Traditions offered an experience for students to participate in the SHSU vs. Georgia Southern Bowl Football Game. This consisted of bus transportation provided to students, pep rally attendance, and giveaways.

FY 2025 Accomplishments

Priority 4: Expand and Elevate our Service to the State and Beyond

- 2024-2025 Student Organization Service Hours: 5,526; Economic Impact (\$33.49/hr): \$185,065.74
- Dr. Gene Roberts, Associate Dean of Student Access and Community Standards, serves on the Innovations Team of the Collaborative Law Section of the State Bar of Texas. This dedicated team focuses on enhancing the delivery of legal services by conducting thorough research and offering insightful recommendations. Their mission is to ensure that legal services are not only effective but also customized to meet the unique needs of each participant, benefiting both attorneys and the public.
- Dr. Dannie Moore, Vice President for Student Affairs, collaborated with the Center for Community Engagement to present at the AASCU Conference for Academic and Student Affairs Leaders. Their presentation showcased the impactful Academic Community Engagement (ACE) courses, sharing valuable insights with colleagues from across the nation.

FY 2026 Keep Doing

Statement:

The Division of Student Affairs plans to keep evaluating position needs as vacancies emerge because it helps identify opportunities to optimize our staffing structure and potentially eliminate redundant positions and reallocate resources where they are most needed. This process aligns with Strategy 2: Embody a Culture of Excellence and Goal 2.2 - Align processes and resources. It will eliminate redundancies which reduce operational costs and allow reinvestment into key initiatives that enhance student support services, thereby achieving Pillar 4 – Agility.

Supporting Data:

Improved operational efficiency by strategic restructuring rather than direct replacements and repurposed vacant positions to address emerging student needs.

Resources / Collaborations Required:

Continued collaborations with Human Resources for position classification reviews and compensation analysis, the Budget Office to evaluate financial implications of position modifications, and staffing review meetings with the division leadership team as vacancies emerge.

FY 2026 Keep Doing

Statement:

The Division of Student Affairs is committed to enhancing student access to resources by designating specific meeting rooms as walk-in study spaces for students. When not reserved by a designated date, these rooms will be exclusively available for student use. This initiative aims to minimize unutilized room time while actively promoting an environment conducive to student engagement, retention, and relationship building. By fostering a vibrant atmosphere, we align with Strategy 2: Embody a Culture of Excellence, specifically Goal 2.2, which focuses on aligning processes and resources, and Pillar 2 – Retention.

Supporting Data:

120 students officially swiped in to utilize these spaces during the Fall 2024 semester.

Resources / Collaborations Required:

The LSC Information Desk will oversee all study room reservations using Campus Connect software, ensuring efficient tracking of requests and a smooth reservation process. New signage will be placed around the information desk to showcase the reservation process and ensure students are aware of this resource.

FY 2026 Stop Doing

Statement:

The Division of Student Affairs plans to stop mailing housing brochures to all incoming freshman and instead send the welcome packets via email because this will provide timely personalized messaging to specific populations of students according to their need (freshman on-campus vs upperclassmen off-campus options). This process aligns with Strategy 2: Embody a Culture of Excellence and Goal 2.2 - Align processes and resources. This change will result in cost savings, which supports Pillar 1 - Enrollment by reallocating resources to initiatives that directly enhance the student experience.

Supporting Data:

Financial resources of approximately \$46,000 that can be reallocated to other Residence Life needs.

Resources / Collaborations Required:

This transition requires collaboration with IMC to develop digital templates and email delivery. The transition plan includes creating mobile-friendly templates, establishing campaign schedules, and training housing staff to support students with the new digital resources.

FY 2026 Stop Doing

Statement:

The Division of Student Affairs plans to stop all physical event mailings in favor of digital distribution. By transitioning to digital formats, departments can save on printing and postage expenses, while also minimizing waste and the environmental impact associated with physical mailings. This shift aligns with modern trends towards more sustainable practices and efficient communication methods. This initiative supports Strategy 2: Embody a Culture of Excellence and Goal 2.2: Align processes and resources. By adopting this approach, the division enhances Pillar 4 - Agility by streamlining communication processes and promoting sustainability.

Supporting Data:

Although this initiative has not yet been implemented, we anticipate significant cost savings by transitioning to digital event mailings. The measurable impact can be tracked through reductions in printing and postage expenses. Additionally, metrics such as increased engagement rates, faster communication delivery, and potentially higher attendance at events will be monitored to evaluate the effectiveness of this strategy.

Resources / Collaborations Required:

This transition requires collaboration with IMC and the Marketing & Events Coordinator in the Vice President's Office of Student Affairs who will work with each department within the division.

FY 2026 Start Doing

Statement:

This Division of Student Affairs plans to start a Summer E-Sports Camp for high school students, leveraging the rapidly growing popularity of competitive gaming as an innovative recruitment and retention strategy. With Campus Recreation's existing infrastructure and expertise, SHSU is uniquely positioned to establish this program. Beyond entertainment, these immersive experiences develop critical thinking and technical skills that align with STEM disciplines. The camp directly supports Strategy 1: Prioritize Student Success and Access and Goal 1.1 - Recruit, Retain, Graduate, and Empower Students, while advancing Pillar 1 - Enrollment initiatives.

Supporting Data:

In the summer of 2025, Campus Recreation will host two overnight camp sessions, each accommodating 24 students. Data and feedback will be collected on participation, cost-benefit, and recruitment impact for future considerations.

Resources / Collaborations Required:

Student Affairs recently made an investment in E-sports and will use this as a recruitment tool. Additional resources will include targeted marketing to high schools and specialized staff training. We will collaborate with the College of Science & Engineering Technology and Strategic Enrollment & Innovation.

FY 2026 Start Doing

Statement:

The Division of Student Affairs plans to establish CARE Network to provide direct student outreach and support services for at-risk students. The CARE Network aims to provide immediate outreach and recovery services to increase persistence and retention, addressing academic, social, and wellness barriers. This initiative supports Strategy 1: Prioritize Student Success and Access and Goal 1.3 - Eliminate opportunity and achievement gaps, while advancing Pillar 2 - Retention.

Supporting Data:

The CARE Network aims for a 10% persistence rate from fall to spring and a 10% retention rate from fall to fall. Neurodivergent and at-risk students will see a 2% improvement in these rates compared to peers. Additionally, 10% of students will report better academic, social, or overall health due to the services.

Resources / Collaborations Required:

Collaborate with various departments to identify and support at-risk students, track student persistence and retention rates, and benchmark using data from similar programs.

Student Affairs Summary

Keep Doing

Keep #1: Evaluate position needs as vacancies emerge.

Keep #2: Offer study rooms in the LSC exclusively for students.

Stop Doing

Stop #1: Mail housing brochures to all incoming freshman.

Stop #2: Physical event mailings in lieu of digital distribution.

Start Doing

Start #1: CARE Network for student outreach.

Start #2: Summer E-Sports Camp for high school students.

Questions?



Sam Houston
State University

MEMBER THE TEXAS STATE UNIVERSITY SYSTEM