Like every campus across the country, we are continually seeking ways to better serve our students while simultaneously preparing for the future.

“Strategic planning for student success” was a defining theme this past year within Student Affairs and Campus Life. To align the student living-learning experience and to support UMass Amherst in its next chapter of evolution, the division underwent a structural reorganization. This included the creation of an Advocacy, Inclusion and Support cluster focused on enhancing services for underrepresented students and creating intersectional partnerships among our support programs. Guided by the collective experience of a broad range of staff, students, and faculty, and facilitated by nationally renowned Student Affairs experts, this year-long process resulted in a new administrative structure that is more collaborative and functionally focused while reflective of our core values of social justice, respect, dialogue, fairness, and innovative thinking in how we mindfully address the daily challenges that define our work. In fall 2014, we were pleased to welcome the return of the University Police Department to our executive area and look forward to building community with our UMPD colleagues.

This report highlights points of pride, key data points, and student success stories, and provides an introduction to our organizational structure. I am immensely grateful to my colleagues within Student Affairs and Campus Life and look forward to our continued collaboration toward our campus’s long term goal of becoming the premier student-success centered public university in the country.

Enku Gelaye
Vice Chancellor for Student Affairs and Campus Life
At UMass Amherst, learning doesn’t end when class is dismissed.

Matching students’ potential to their highest aspirations, Student Affairs and Campus Life (SACL) provides experiences and environments that contribute to a student’s education, whether they’re in the residence halls, off-campus apartments, or even on spring break.

**Goal 1: Transformative Learning**

3,928 students and 434 employers attended 8 career fairs hosted by Career Services in 2013-14. During 2014, Career Services expanded options to include a Graduate School Fair, a Virtual Fair for Veterans, and a Non-Profit Careers Fair, among others. 1,868 students and 299 employers attended these fall 2014 fairs.

400-plus students, staff, and faculty engaged in community service at more than 35 sites in three counties of Western Massachusetts, including over 1,200 hours of community service for Mass Impact Day.

100-plus students traveled on Alternative Spring Break trips to Washington, D.C.; Albany, Georgia; Fogo, Cape Verde Islands; and New Orleans to complete approximately 3,879 hours of community service and address issues of homelessness, poverty, educational inequality, and public health concerns.

Named a Military Friendly School by *GI Jobs Magazine* for the fourth year in a row.

Recognized as one of the top 25 LGBT-Friendly Schools by *Campus Pride*. For the third consecutive year, UMass Amherst received five stars (top ranking) on the LGBT-Friendly Campus Climate Index.

Established a transfer student residential community in McNamara Residence Hall. In addition to a Fall Transfer Welcome, transfer students received a variety of resources, programming, and events customized to support their successful transition and integration into campus.
Goal 2: Student Engagement

Academic success is connected to a student’s personal development. Our comprehensive experiential learning model helps UMass Amherst students connect with the communities they live in and other students having different academic interests.

$24,700 in charitable donations raised by student groups to support diverse issues ranging from domestic violence prevention, to cancer research, to Amherst area homelessness.

3,200 pounds of canned goods collected and donated to the Amherst Survival Center.

16,700 hours of community service contributed by students and interns to support sexual/domestic violence prevention efforts through the Center for Women and Community.

2,443 students at UMass Amherst registered to vote or updated their voter registration with MASSPIRG’s New Voters Project. Over 80 students volunteered to help students register to vote.

40th anniversaries were celebrated by both the Center for Women and Community and the Student Legal Services Office.

The University Police Department completed its 9th Citizens Police Academy. 32 students, staff, and faculty took part in this eleven-week course during which they learned about different aspects of police work, built relationships with individual officers, explored law enforcement as a career opportunity, and viewed demonstrations by specialized UMPD teams such as the K-9 police dog unit.

23 students took part in the Police Cadets program. Participants received 100 hours of education and training on criminal law, police procedures, police department accreditation standards, communication techniques, and physical fitness.

314 Registered Student Organizations and 57 Graduate Student Organizations
- 44 club and recreational sports groups held 190 off-campus games;
- 16 UMass Amherst sports clubs, 24 individual students from teams, and 9 full teams qualified for national championships/finals; and
- 10 RSOs celebrated significant anniversaries - the Outing Club and the Newman Student Association (60th); the African Students Association; Science Fiction Society; and the Taiwanese and Chinese Students Association (50th); BOLTWOOD Project (40th); Game Hobbyists’ League, National Society of Black Engineers, and Men’s Ultimate Frisbee (30th); and the Anime and Manga Club (20th).
Goal 3: Resource Expansion

Providing these excellent programs, services and other opportunities for a campus as large and diverse as UMass Amherst requires financial and physical resources to meet our ambitions.

UMatter at UMass, a multidisciplinary initiative, was implemented to enhance the campus culture of active care and engagement; reduce isolation and loneliness; and increase a sense of connectedness and belonging among all members of our community.

UMatter highlights include:

1) A website offering information on topics such as alcohol and other drugs; bias; bullying; sexual misconduct; violence; and suicide, also providing a centralized guide to campus, regional and national support services to facilitate access in times of crisis.

2) A video collaboration with Massachusetts Northwestern DA’s Office on active bystandership.

3) The 3Ds Active Bystander Intervention program including a 3Ds banner campaign for summer New Students Orientation; bulletin board kits for the residence halls; a series of train-the-trainer trainings for staff; and a bus ad campaign for sexual assault prevention.

3) Distributed 6,000 copies of the “Maroon Folder,” a faculty/staff resource guide to helping students in distress.

4) 8,000 UMatter resource stickers were added to UCard sleeves to assist students in connecting to critical campus support resources.

5) 4,100 new students received UMatter lapel pins and took the UMass Pledge at Fall New Student Convocation.
Goal 4: Excellent Staff

Our greatest resource is our dynamic, highly competent team of knowledgeable educators who deliver programs and services that enhance student development.

1,024 people trained through 23 Gatekeeper suicide prevention sessions.

25 SACL and academic staff attended weeklong intensive ‘Assessment Boot Camp’ training sessions to gain skills and knowledge on assessment topics:
- Differentiating between and identifying the appropriate assessment;
- Program review;
- Evaluation;
- Planning;
- Research methodology/approach to use in data collection; and
- Review and connecting project and department/unit program/learning outcomes to overarching institutional goals and values.

8 SACL staff completed the first Training in Assessment Skills & Knowledge (TASK) Certificate series, a year-long training program focused on developing competency in qualitative assessment projects. Participants developed and completed their own qualitative assessment projects, including gathering, analyzing and interpreting data, and created poster presentations which were shared with peers and colleagues at an open house.

Dean of Students Office and Vice Chancellor for Student Affairs Office staff became certified in Title IX Investigation.

401 Residential Life staff representing 31 residential hall clusters received LGBTQ Ally training and signed ally contracts.
Goal 5: Partnership Recognition

Our excellent staff does not work alone. Involving Student Affairs is integral to achieving excellence in student learning and development, and the results of our collaborative work are quantifiable.

Faculty in Residence Program:

In the fall of 2013, the Faculty in Residence (FIR) program was re-launched with three faculty members living in residences and contributing to academic engagement within the halls via programming, visibility, and one-to-one mentoring of undergraduate students. Each FIR contributed programming and interacted with students with respect to their individual styles and needs. FIRs met with Residential Learning Communities staff and Residence Directors throughout the academic year to discuss programming, ways to collaborate and communicate, and share resources and access to students. They are:

- Dr. Alexandrina Deschamps, Commonwealth Honors College (CHC) and Women, Gender and Sexuality Studies – serving Commonwealth Honors College Residential Community (CHCRC);
- Dr. Christin Glodek, Sociology – serving CHCRC; and,
- Prof. Alex Phillips, English/CHC – serving VanMeter/Butterfield.

UMass Upward Bound:

The UMass Amherst Upward Bound (UB) summer program is part of an effort to increase the rate at which participants successfully complete high school and enroll in and graduate from college. UB participants had average post-summer program GPA gains of .25. The UB senior class of 2014 entered with 40% proficiency on the MCAS tests in Math and English. By May, 100% met MCAS requirements for graduation. UB seniors applied to 52 and received 28 acceptances from 28 colleges/universities. 100% are college-bound, with a cumulative total of $412,567 in scholarships.

Walk this Way (WTW):

Walk this Way, a student-staffed program, encourages peers to change the routes they walk to and from the center of Amherst, avoid residential neighborhoods abutting campus and be aware of their noise levels when walking at night. Joint police patrols, educational initiatives and strategic communication all contributed to successfully decreasing noise complaints by 50% and nuisance house violations by 55%.

Common Read:

In collaboration with the Department of English, the Common Read program provided entering first-year students with 6,354 copies of *Orange is the New Black* by Piper Kerman. A series of related events including an author lecture, book discussions, community panels, and guest speakers, encouraged first-year students to explore the benefits and advantages held by individuals and our society, and the profound capacity we all have for acceptance and change.

Residence Liaison Officer (RLO) Program:

Established by the UMass Police Department, approximately 25 officers were each assigned to specific residence halls to engage in collaborative partnerships with residence hall communities, provide responsive follow-up communications surrounding incidents of concern, and build relationships with students and staff that enhance communication exchange, mutual problem-solving, and trust-building.
By the Numbers

Campus Climate

As a result of our work improving and enhancing our staff, services and resources, we noted the following key performance indicators:

- **640** students participated in Residence Hall House Councils, representing a year-over-year increase of 47.89%.
- **2,812** people were reached through 52 Stonewall Center LGBTQA Speakers Bureau panels.
- **8,430** student, staff and community members were reached through Center for Multicultural Advancement & Student Success (CMASS) events, increasing awareness of diverse communities and culture on the UMass Amherst campus. This significant increase in engagement is due in part to larger-scale collaborative efforts with campus and community partners. One example is “Black Women and the Arts in the 21st Century: A Conversation,” attended by more than 3,500 students, faculty and staff.

A Bias Response Team and specialized staff training were implemented to support swift and effective response to bias-related incidents.

Four dedicated peer theater troupes provided outreach, connection, and education to the university and surrounding community, including:

**Phallacies**: A program by the Men and Masculinities Center addressed topics such as what it means to be a man, breaking away from the stereotypes of homogenic masculinity, LGBTQ sensitivity, bullying, and awareness of rape and domestic violence. In 2013-14, Phallacies performed at UFest for incoming students, in the My Body My Health class, at Take Back the Night, as well as a White Ribbon Day event at the State House (chaired by Governor Deval Patrick).

**Not Ready For Bedtime Players (NRBP)**: A sexuality education program based in the Center for Health Promotion provided weekly performances throughout the academic year and during new student orientation programs. With the goal of educating students to think critically about sexuality, NRBP's skits address a variety of health issues impacting the university community, including healthy sexuality, bystander intervention, LGBTQ issues, gender, violence prevention, and accessing campus resources.

**Body Politics**: Under the Women of Color Leadership network, within the Center for Women and Community, 'Body Politics’ is a multi-generational and transnational women's performance project designed to support women of color in discovering and knowing who they really are, affirming and validating the unique experiences of women of color, and instilling pride and hope in their lives and in creating their own destinies. During 2013, Body Politics explored the unique histories of women of color in a 90-minute performance blending prose, song, speech, movement and other artistic expressions.

**Shaha: The Storytellers**: Collaborating with the Social Justice Education graduate program, the Residential Learning Communities office continued to offer two courses focused on preparing undergraduate peer-educators to present scenes and facilitate dialogue about topics related to social justice and diversity. The Storytellers delivered 14 performances on campus during the course of the year, with approximately 500 students attending. Additionally, Shaha course instructors presented a session about the troupe at the National Conference on Race and Ethnicity in Higher Education in May 2014.
Student Engagement

684 student activities and campus events; 562 RSO-sponsored events in 2012-2013.

$739,000 earned in FY14 by campus Student Businesses, a 4% increase over last year, while expenditures decreased by 1%.

10,615 Residential Education programs, including: 3,287 Residential First Year (RFYE) Programs and 3,514 Multi-Year Experience (MYE) Programs.

96 RFYE Faculty Chats were implemented across all first-year residence halls.

UMass fraternities and sororities partnered to host the 8th annual UDance dance and entertainment marathon and raised $23,000 for the Baystate Children’s Hospital of Springfield, MA.

Club sports teams had a number of national and international successes. Women’s Ice Hockey placed second in the Division I American Collegiate Hockey Association National Championships and five members won bronze medals for Team USA at the Winter World University Games in Italy; the Skydiving Club won gold medals in the 2014 U.S. Parachute Association National Collegiate Parachuting Championships; the Figure Skating Team won gold at the 2014 New England Challenge Cup; UMass Men’s Rugby won the Beast of the East Tournament; Men’s Ultimate Frisbee ranked fourth in the Northeast and 19th nationally; and Western Riding sent three riders to the Intercollegiate Horse Show Association 2014 semi-finals.

Other club teams qualifying or competing in collegiate competitions included UMass Alpine Skiing, Baseball, Disc Golf, Fencing, Field Hockey, Paintball, Table Tennis, Triathlon, and Wrestling. UMass Boxing competed in the regional Golden Gloves Tournament and the Quidditch Team competed in the International Quidditch Association World Cup.
Major Campus Collaborations

4,366 new students participated in Fall New Student Orientation (NSO) 2013.
1,890 parents, 5,408 new and transfer students took part in Summer NSO.
16,590 calls were made to new students through Fall Calling and Minuteman Round Up Programs.
28 On Call meetings took place with Amherst Police and Fire Departments to review weekend incidents involving students, share data on student behavior, and develop collaborative enforcement strategies.
1,317 students were placed into internships through Career Services.
106 students enrolled in Student Bridges SRVC LRNG 293 & 393, providing tutoring and mentoring to students at the Peck-Lawrence Full Services Community School in Holyoke, MA; CHOICES, an on-site after school program for 150 middle school students run by Holyoke Community College; and the Upward Bound Program at Commerce High School in Springfield, MA.

As part of the national It’s On Us campaign to end campus sexual assault, the Center for Women and Community, the Men and Masculinities Center, the College of Social and Behavioral Sciences, the Coalition to End Campus Rape Culture, and the Sociology Department partnered on a series of events including: Project Unbreakable; a candlelight vigil; a lecture on healthy masculinity by Michael Kimmel; Flirting with Danger - a film screening and discussion; and Know Your (Title) IX educational outreach.

Operational Improvements

13,098 students were housed on campus in fall 2013, representing 60% of 21,928 undergraduates.
18 capital projects totaling $18,078,701 were completed by Residential Life.
A remote electronic check-in process was implemented, significantly expediting moving in to residence halls.
35,533 work orders were responded to by Residential Life Facilities Maintenance and Repair staff.
Satisfaction

**Staff Development/Performance**

40 SACL staff presentations were featured at conferences of professional organizations - National Association of Student Affairs Professionals (NASPA), the American College Personnel Association (ACPA), and ACUHO-I (Association of College and University Housing Officers International).

3,500 SACL and Athletics staff received Title IX Compliance trainings.

**Student Success**

5,013 incoming undergraduate students completed *My Student Body*, an online alcohol education course. The pass rate was 99% in the fall and 98% in the spring.

900 families (3,500 people) attended Family Weekend 2013.

285 Center for Health Promotion programs and individual sessions reached 10,369 students.

12,385 students attended 295 Career Services programs.

17,028 students connected with Career Services for services such as career advising, walk-ins, and on-campus interviews (+2% from 16,711 in 2012-13).

10 Neighborhood Clean Ups initiated by UMass fraternities and sororities in area neighborhoods.

Student Legal Services Office conducted approximately 138 Community Legal Education (CLE) programs for approximately 5,400 UMass students and community members.

**Student Retention**

121 emergency Dean of Students loans to students, totalling approximately $23,000.

15,147 visits to the clinical staff of the Center for Counseling and Psychological Health (CCPH).

224 UMass families participated in the Amherst Family Center's 43-week weekday morning drop-in family support program. Family households included 325 children under five and 35 grandparent households.

10,893 visits to the Off-Campus Student Center (+15% from 9,443 in 2012-13).

1,055 students affiliated with the Center for Multicultural Advancement and Student Success (CMASS), representing 5% of all undergraduates. (+17.7.4% from 900 affiliated in 2012-13).

“Having a direct impact on student life is incredibly important to me. Students are even more self-sufficient than they think. We love giving students the confidence and tools to make their own decisions.”

Justin Dowd - Manager, Residential Life
“As a student who is now working for Student Affairs and Campus Life at UMass, it is an eye-opening experience to be part of the massive network that keeps a campus as large and diverse as UMass running on a day-to-day basis.”

Senior, Class of 2015
As a member of the UMass Amherst community, I promise:

• To pursue an education that emphasizes intellectual exploration and fosters individual growth.
• To practice and advocate for our shared principles of inclusion, safety, civility, and involvement.
• To serve as an active bystander in taking personal responsibility for the well-being of myself and others.

- First-Year Student Convocation Pledge