Report to the Board of Trustees
Student Affairs & Campus Life

October – December, 2015

Maintain and Improve Affordability and Access

- Upward Bound celebrated its 50th anniversary with a reunion of alumni, family, and friends in October. The weekend event included alumni-led workshops for current Upward Bound students from Springfield’s High School of Commerce; a keynote event for current students and their families; presentations by former staff members; and a banquet honoring Victor Woolridge, chair of the UMass Board of Trustees and an Upward Bound alumnus.

- Student Bridges is hosting college access tours for students from middle and high schools throughout the semester. Tours address the concerns and experiences of people of color, first generation students, and/or low income-working class students.

- Student Bridges hosted “Hip Hop Revolution,” a college access event, in November. The program combines a bilingual-focused college resource fair with a talent showcase for Holyoke and Springfield students, bringing together non-profits, universities and colleges, student organizations, performers, and key members of the Holyoke and UMass communities.

- Student Bridges’ mentoring program for underrepresented students paired 10 first-year students with 10 upper-class students. The year-long program provides workshops, events, and study time; mentors receive one credit per semester.

- Student members of the Center for Education Policy & Advocacy (CEPA) organized events associated with the Million Student March, a national day of action seeking to establish tuition-free public college; cancel student debt; and secure a $15 per hour minimum wage for campus workers. Organizers developed activities to educate the campus community about the impact of student debt and recruited participants for dialogues about the issue.

- CEPA-affiliated students are involved in the Fight for $15 Campaign, focusing on raising the minimum wage to $15 per hour for campus workers, including students. Students are exploring the issues, recruiting peers, and organizing educational efforts.

- The Student Legal Services Office and CEPA participated in a Public Higher Education Network of Massachusetts forum on national- and state-level solutions to the higher education affordability crisis. Topics included Pell grants, work study programs, loan forgiveness, income-based repayments, open resource texts, and what it would take to make public higher education free in Massachusetts.

Enhance the Student Learning Experience

- The Center for Women and Community (CWC) is training 48 new student staff and volunteers; 40 – 65 hours of training is required before they begin providing services. Volunteers make referrals and offer information through CWC’s main line, staff social hours and cultural events for the Women of Color Leadership Network, organize events and education addressing issues of sexual and relationship violence, and staff the 24-hour sexual assault crisis line.

- The CWC facilitated its second “Student Leaders in Violence Prevention” training. The 14-hour training is geared toward current and emerging student activists interested in addressing sexual and relationship violence, and is open to leaders from the Five Colleges. Participants can apply their learning by developing intentional, coordinated programs for sexual assault prevention.

- Career Services held its annual internship photo contest this fall. Slideshows highlighting students who completed summer internships were posted across campus via TV monitors; new posters were displayed in Goodell Hall and employer interviewing suites.
The Center for Education Policy & Advocacy (CEPA) hosted a grassroots organizing weekend training, teaching students to be more strategic in social justice efforts through presentations, exercises, and discussions. Topics included increasing student power on campus and in the community; increasing student participation and organizational membership; building effective coalitions; and prioritizing issues of importance.

CEPA offers trainings to registered student organizations, helping members gain knowledge, skills, and awareness about student organizing.

The Student Union Craft Center collaborated with Career Services and the Studio Arts Department to provide an internship designing the center’s new website. The student intern works with an academic advisor and consults weekly with the center’s director.

The Craft Center held an open house targeting first- and second-year students on September 14, attracting more than 200 attendees; 145 registered as members. An open house for graduate and international students took place September 28; 50 students attended and registered as members. The widely promoted events included hands-on demonstrations and free craft activities.

The Craft Center collaborated with campus partners on an open mic night as part of UMass Night Out activities on November 6. The event in the Student Union Ballroom featured original poetry, spoken word, acoustic music, performance art, and comedy.

A Craft Center student staff member has applied to become a Fulbright English Teaching Assistant, with support from the Commonwealth Honors College’s Office of National Scholarship Advisement. The center’s director provided a recommendation; scholarship recipients have not yet been named.

Six undergraduate students received extensive experiential learning through the Student Legal Services Office internship program. Interns receive more than 30 hours of training in ethics, critical thinking, legal writing, substantive law, and office policies and procedures. Thereafter, they meet with clients, assist the staff and attorneys in the preparation of cases, attend court, and receive additional training from guest speakers, projects, and assignments. Interns also accompanied the attorneys on field trips throughout the semester to the state Trial Court, the Appeals Court, federal District Court, the First Circuit Court of Appeals and a law school class.

Six members of the Residential Life staff attended the American College Personnel Association’s College Student Educators International Residential Curriculum Institute in Indianapolis, Ind. to learn to plan and implement a curricular model for residential learning at UMass Amherst. Curricular models clearly define goals and strategy for student learning linked to the university’s educational mission.

Residential Life developed a Moodle course for students who violate the Community Standards Noise Policy. Last year a Community Standards workshop was developed and implemented for students who were not adhering to a range of expectations. Together, these initiatives support students’ learning related to community living, respect, and community expectations.

Residential Life is developing a variety of learning initiatives to be implemented in the residence halls, on topics including wellness; alcohol and other drugs; and equity, diversity and inclusion. Elements include bulletin board materials and programming kits.

Through Student Activities and Involvement, registered student organizations sponsored events to enhance knowledge and development, while building community. Among the programs was an October 27 faculty debate on opposing views of Israel and Palestine, sponsored by the University Union.

Continue a Focus on Diversity and Positive Climate

- Student Affairs and Campus Life created two new publications in conjunction with its UMatter initiative.
  - “UMatter at UMass: A Guide for Parents,” was mailed to the permanent address of all undergraduate students. This guide helps parents understand students’ developmental journey, provides talking points to check in on their students, and highlights university responses and resources for addressing issues such as bias, mental health, sexual misconduct, and stress.
  - “UMatter at UMass: A Guide for New Students,” was distributed through the residence halls and Off Campus Student Services. The guide highlights university responses and resources for addressing issues such as bias, mental health, sexual misconduct, and details how to be an active bystander.

- The division’s Maroon Folder, a listing of campus crisis response protocols, was revised and re-issued to all faculty, staff, and graduate students.

- The division launched a new Title IX website with extensive resources addressing gender discrimination (including discrimination based on gender identity and expression), sexual harassment, and sexual violence.
• The Stonewall Center collaborated with university partners to bring trans author and activist Janet Mock to campus in October. Currently celebrating its 30th anniversary, the Stonewall Center is the third oldest campus LGBTQ center in the country.

• For the fifth consecutive year, UMass Amherst received the highest rating on the LGBTQ-Friendly Campus Pride Index, a national benchmarking tool of LGBTQ-supportive college policies. The university was one of only eight colleges to earn the top score.

• The Office of Religious and Spiritual Life (ORSL) collaborated with members of the Religious Affairs Committee (comprising campus ministers and religious advisers) and the Muslim Students Association to create educational interfaith programs to support this year’s Common Read program. “The True American” is a story about the aftermath of 9/11, the anti-Muslim backlash, and forgiveness. Among the results was “Islam: Religion of Peace? Beyond the Myths,” a program addressing Islamophobia.

• ORSL is distributing more than 160 sets of “Festival of Light” holiday posters to residence halls, campus offices, and local schools, to educate the community about the many diverse religious and cultural holidays celebrated in the fall and winter seasons.

• The Center for Multicultural Advancement and Student Success (CMASS) collaborated with the Center for Counseling and Psychological Health to facilitate weekly meetings for students of color to receive support and discuss the challenges of attending a predominantly white institution.

• CMASS collaborated with the Men and Masculinities Center to host weekly meetings for men of color, to support their academic, social, and individual goals.

• CMASS sponsored four events on topics of cultural traditions, social justice, and the intersections of identities for Latin@ Heritage Month.

• CMASS hosted an Afro Film Festival and "Indigenous Experiences through Film." Ten films were screened, followed by faculty-led discussions.

• CMASS co-sponsored appearances by prominent Asian American speakers Oliver Wang and Brandy Lien Worrall. Wang spoke about his experiences in the music industry; Lien Worrall spoke from her book, "What Doesn't Kill Us," a memoir of growing up with her parents' trauma from the Vietnam War and how it related to being diagnosed with breast cancer as a young adult.

• CMASS and UVC-TV 19 collaborated to record and broadcast presentations from three finalists in CMASS’ annual case study competition Three-person teams from registered student organizations analyze and identify social justice issues, and propose their best solution in order to effect positive change. Cash prizes are awarded to the finalists, with the winning team receiving $1,000 for their organization.

• The Center for Women and Community (CWC) partnered with the Public Health class “My Body, My Health” to train the course’s teaching assistants on sexual violence and Title IX reporting, leading to the course’s 500 students receiving three hours of violence prevention education.

• The CWC completed beta-testing and data analysis of the online course it developed that will be mandated for all 2016 entering students in order to comply with Campus SaVE requirements. “Your Intervention Strategies” aligns with bystander intervention education implemented by the division. The course was produced by CWC staff through a grant from the Office on Violence Against Women, to prevent sexual violence, relationship violence, and stalking.

• The Men and Masculinities Center conducted weekly educational sanction group meetings for men who violated various aspects of the Code of Student Conduct.

• The Men and Masculinities Center, in collaboration with the Center for Counseling and Psychological Health, is hosting “Men, Talking,” a weekly men’s support group.

• Career Services further diversified its student leadership and graduate assistant staff through additional hiring of students of color.

• Student Activities and Involvement provided funding to support students’ attendance at the 20th anniversary of the Million Man March in Washington, D.C.

• Student Activities and Involvement and the University Programming Council were major co-sponsors and coordinators of the Homecoming program. The office/agency sponsored a major speaker, the Homecoming parade, and a late-night dance party.
• Student Activities and Involvement, University Programming Council, and other agencies sponsor the monthly UMass Night Out program series on the first Friday of every month. The program provides students with options for campus-based programs and events.

• Student Activities and Involvement hosted an event planning summit that provided spaces for six major cultural events for the campus community.

• The Student Legal Services Office’s associate director collaborated with the International Programs Office and the division to develop several programs for international students:
  o An international coffee hour was held bi-weekly to bring together UMass community members and international students in an informal setting; sessions included discussions and guest speakers.
  o The second annual international football reception provided students and their families the opportunity to experience an all-American college game day environment and cheer on the UMass football team.
  o A panel series in partnership with Career Services provided students with career advice and internship tips from a group of experts.
  o A panel series on immigration hot topics featured guest speakers addressing a range of issues pertinent to international students.

• Residence Education used multiple strategies to educate students about cultural appropriation at Halloween. Through posters and floor meetings, students were encouraged to think about their choice of costume, to create a more inclusive Halloween for all students.

Develop a Leadership Role in Public Service

• UMass Community Action through Leadership, Learning, and Service (UMass CALLS), has several initiatives for leadership and service:
  o “Take the Lead” offers the opportunity for students to learn leadership skills and values while connecting with campus and community organizations. This program is targeted at students looking to get involved, involved students interested in developing leadership skills, and emerging student leaders seeking structure, guidance, and theory to enhance their effectiveness.
  o Two student-led Alternative Spring Breaks (ASBs) began to meet and accept applications. One ASB will go to Washington, D.C. to work with two community organizations responding to social inequality and poverty; the other will work with Pioneer Valley community organizations that are organizing around food justice and creating alternative economic food practices.
  o CALLS hosted the 10th annual Leadership Reception in October. Some 100 student leaders took part, along with university administration. Among the varied organizations represented were the Student Government Association, student businesses, the Black Student Union, Citizen Scholars program, University Programming Council, a number of fraternities and sororities, and student activists and organizers. The program included speeches by student leaders and idea sharing among leaders and groups.
  o UMass CALLS is facilitating UMass’ involvement in the Clinton Global Initiative University program. The initiative brings together student leaders from across the country to “to discuss and develop innovative solutions to pressing global challenges” with decision-makers and funders.

• Fraternity and sorority members continue to participate in and sponsor events to support local and national causes:
  o More than 200 members canvassed the town of Amherst October 18, as part of the annual Shelter Sunday initiative to address homelessness and hunger.
  o Fraternity and sorority members volunteer at local service providers, such as Craig’s Doors and the Amherst Survival Shelter.
  o Chapters sponsor or participate in fundraising events to support causes including the St. Jude’s Children’s Hospital, Colitis Foundation, Big Brother/Big Sister Program, USO, Alzheimer’s Foundation, and the March of Dimes.

• Career Services hosted a webinar series on careers in public service and government on three Wednesdays in October.

• During October, Career Services staff presented career planning workshops to high school and middle-school students visiting the UMass Springfield Center.
• Career Services hosted its third non-profits career fair during the day on November 18; a panel discussion by professionals working in public service positions followed in the evening.
• The Graduate Student Association hosted its first training session, providing guidance for 40 organizations.
• Student Legal Services Office (SLSO) associate director Pamela Dutta is a board member with Safe Passage, a non-profit organization assisting survivors of domestic violence, their children, friends, and families in Hampshire County. Dutta is also a volunteer rape crisis counselor for the Center for Women and Community, supporting survivors of rape and sexual assault.
• SLSO interim director Corey Carvalho volunteers for the Massachusetts Bar Association’s Dial-A-Lawyer Program, which provides assistance to all, with an emphasis on those who are not eligible for free legal services or cannot afford to hire a lawyer.
• Registered student organizations and club/recreational sport teams engage in various service projects throughout the year.

**Improve the Delivery of Administrative and IT Services**
• A new mobile application, “Living at UMass,” was developed to further aid students and families during fall move-in; updates deployed in October added campus resources and information about events and athletics. The app is available on Apple’s App Store and Google Play.
• The two newest UMass Amherst Police Department officers were sworn in and received their badges during ceremonies attended by about 45 UMPD personnel, friends, and family of the new officers and university staff. Officers Jeffrey Silva and Kelsey Whelihan were welcomed to the ranks by interim Chief Patrick Archbald, who said “these officers are an important part of our exciting future – they bring fresh ideas and new energy of a younger generation … providing us a valuable perspective for agency priorities into the future.”

**Position the University Effectively in the Higher Education Marketplace**
• The Student Government Association attended the American Student Government Association in Washington D.C. It was the largest governance group in attendance among 200 institutions participating.
• Career Services broke attendance records for its annual engineering and technology fair during the fall; 124 employers and 1,450 students participated.
• Career Services collaborated with the College of Natural Sciences to host a life sciences internship and career fair in October. Participating employers included AbbVie, Biogen, Pfizer, Sanofi, Millipore, Shire, Cell Signaling Technology, and the Massachusetts Life Sciences Center.
• Career Services hosted a variety of employers on campus throughout the period, for information sessions and on-campus interviewing.
• Career Services worked with registered student organizations to offer a local area internship fair in November Employers from across Western Massachusetts attended.
• The Student Union Craft Center participated in outreach events for new and prospective students and their families, including a lunch and tabling hosted by the Graduate School; UFest and Family Weekend events coordinated by the New Students Orientation program; Student Activities and Involvement’s annual activities expo; and an Arts Extension Service internship fair. Tours were offered to prospective students visiting the university, with a focus on opportunities to cultivate student creativity, and to gain professional experience as a potential member of the center’s student staff.
• Club and recreational sport teams represented the university at various competitions across the New England region.
• Student Activities and Involvement, and Fraternities and Sororities provided an information session for parents and guests attending Family Weekend in October.

**Increase Efficiency and Effectiveness in Delivering Programs and Services**
• Student Affairs and Campus Life (SACL) implemented Adobe eSign in October, providing a faster, more sustainable alternative to paper forms. The system enables departments and staff to obtain electronic signatures for documents such as expense forms; anyone receiving an eSign document can sign and return from a web browser or mobile device.
• Development of the division’s Student Experience Master Plan continued throughout the period. The university and consultants Cannon Design and Brailsford & Dunlavey have reviewed all space currently assigned to SACL,
tested space needs against currently assigned space; assessed the suitability and condition of spaces; and shared preliminary recommendations. A report will be delivered to the university by December detailing recommended outcomes and their impact on student success; providing guidelines for achieving these outcomes; and offering strategies for managing associated change and development efforts.

- Student Activities and Involvement and the Student Engagement Business Center (SEBC) collaborated to move event planning processes to a digital format. Detailed information and all necessary forms are available to registered student organizers via the SEBC’s new pages on the Student Affairs and Campus Life website and Campus Pulse. SEBC staff members use Adobe eSign, the university’s electronic signature service, for a faster, more sustainable alternative to paper documents.

- Residential Life has enhanced its procurement processes through the combination of Adobe eSign and the BuyWays electronic purchase order system implemented for the last academic year. Purchasers shop from vendors within the BuyWays system, which has reduced order lead time from a week or more to as little as one day. eSign eliminates the need for contracts to be mailed, signed, distributed, and collected.

- Career Services launched a new, more robust CareerConnect online system to list jobs, co-ops and internships. Employers can post opportunities, collect resumes via batched applications or resume books, set up on-campus recruiting, and register for job fairs. Students can list their internship placement data online instead of through five pieces of paperwork. Faculty sponsors approve internships electronically, making it a faster, more efficient way to manage internships for credit. Students can also make appointments through the system for an in-person appointment with a career advisor.

- Career Services partnered with Residence Life Education to train residence hall peer mentors to work with first-year students on career planning at an earlier stage. Mentors participated in a certification program to develop resume reviewing skills.

- Career Services holds monthly LinkedIn learning labs for students who need assistance in social media networking.

- Career Services has partnered with all the university’s colleges to present targeted programs; all career advisors now have scheduled weekly appointments in School of Public Health and Health Sciences, the College of Natural Sciences, the College of Humanities and Fine Arts, and the College of Social and Behavioral Sciences.

- The Center for Multicultural Advancement and Student Success (CMASS) CMASS launched a completely redesigned website on the university’s Drupal platform. The site offers easier navigation and increased integration with social media.

- The Center for Women and Community revised its website and transitioned to the university’s Drupal platform. The website is more user-friendly, particularly for those seeking support around sexual or relationship violence.

- The Recreation Center is on pace to match the 668,073 patrons that entered through the turnstiles in FY15. Among intramural programs, there were 186 flag football teams, 30 more than the previous record; 102 soccer teams, one team short of last fall’s all-time record; 104 volleyball teams, the most since the 1985 – 1986 academic year; and 46 tennis singles; the average over the previous five years is 38. As of mid-October, the Recreation Center had 3,896 unique participants on at least one of 493 teams or individual entries, and was poised to beat last year’s 32,000 participations, a 30-year high.

- Student Activities and Involvement and Fraternities and Sororities assist the town of Amherst with the semi-annual inspection of the zoned fraternity and sorority properties.