Welcome to the 2014-2015 Student Affairs and Campus Life Annual Report. We are pleased to share our efforts in support of student success.

Beginning with student transition to university life, and continuing with an ongoing emphasis on inclusion, engagement and wellness, Student Affairs and Campus life works to create a campus climate that is student-centered, supportive, and responsive.

Focusing on key factors leading to student success was our defining theme this past year. By delineating eight significant contributors and aligning resources to maximize each one, we continued our reorganization with a focus on efficiently while effectively meeting the changing and diverse needs of our students.

Each one of our students has unique strengths and needs. Emphasizing the key factors that contribute to overall academic and personal success allows us optimally organize and our resources of people, facilities and finances – and provide individual and holistic support to our students.

Through these efforts, we strive to provide all of our students with the opportunities they need for academic and personal exploration and growth.

Enku Gelaye
Vice Chancellor for Student Affairs and Campus Life

At left: Student Affairs Leadership Team. Top row: David Vaillancourt, Senior Associate Dean of Students; Tyrone Parham, Assistant Vice Chancellor and Chief of Police; Sharon Shevlin, Director of Student Affairs Technology Services; Marcy Clark, Director of Assessment; Dawn Bond, Director of Student Services; Harry Rockland-Miller, Director of Center for Counseling and Psychological Health. Bottom row: Eddie Hull, Executive Director of Residential Life; John Blihar, Director of Campus Recreation; Annemarie Seifert, Associate Vice Chancellor for Student Engagement; Jean MacKimmie, Director of Residence Education; Shelly Perdomo, Interim Assistant Vice Chancellor for Advocacy, Inclusion and Support; Sara Littlecrow-Russell, Chief of Staff.
Transition to Campus:

Connection and Inspiration for the Way Ahead

Entering first-year and transfer students are introduced to life at UMass Amherst with an emphasis on preparing for academic and co-curricular success, and connecting to campus support resources. This includes both summer and fall orientation programs, the Common Read, and a host of other programs.

Moving In, Settling In, Connecting to Community

New Student Orientation (NSO) connects incoming students and their families to campus resources and critical information. The 2015 Summer NSO drew 4,445 new students, more than 970 transfer students, and 1,936 parents. 450 students attended Summer NSO Online. In the fall, the Round-Up Program made 8,293 calls to newly accepted students to check in and help answer any questions about settling into campus life. Highlights of First Week 2015 included the Welcome Back Barbecue (attended by 12,000), UMass Night Out, and the Activities Expo (attended by 4,000) where 200 student groups invited students to meet friends and find some new interests.

Living at UMass

Residence Life Student Services (RLSS) and UVC-TV 19 produced “Living @ UMass,” a series of 11 short videos addressing incoming student questions and concerns from a peer perspective. Videos were shown during student and parent NSO sessions and are posted on the Residential Life website.

RLSS and Student Affairs Technology Services launched “Living at UMass,” a mobile app to support Residence Life operations, such as semester move-in. Features include interactive maps, events calendars, social media feeds and quick ways to contact RLSS.

The Minute Mover program continues growing, with more than 800 students volunteering to help students and families unload and move belongings from the curb to their rooms.

Common Read

The 2014 Common Read selection, Orange is the New Black by Piper Kerman, included:

• A keynote and book signing by Laverne Cox, a transgender activist and cast member of the hit Netflix series based on the book.

• A campus visit by author Piper Kerman, including three course sessions and discussions, a dinner with campus leadership, and a talk attended by more than 600 students, faculty, and staff.

A group of 68 undergraduate students and 65 faculty and staff members read several selections, choosing The True American: Murder and Mercy in Texas by Anand Giridharadas, as the 2015 Common Read.

Connecting Parents and Families

Parent Services is a place for students’ families to stay in touch with campus happenings, answer questions, and provide campus connection for parents, grandparents, guardians, and others who are part of our students’ off campus support networks. More than 5,000 UMass Amherst resource guides were distributed during the parent sessions at NSO. 3,000 family members and friends came to campus for Family Weekend 2014.
$500,000 in individual academic merit scholarships were offered to Upward Bound students.

8,293 calls made to accepted students by NSO’s Round-Up Program, congratulating them and answering questions about campus life.

3,000 people attended October 24-26 Family Weekend – the largest number ever.

800 students volunteered as Minute Movers to help students move in to their residence halls.
Campus Climate: Creating Inclusive Communities through Responsive Systems and Student-Centered Policies

An immersive educational experience can only flourish in a positive campus climate. Influencers of campus climate include a strong emphasis on community standards, pro-social student behavior, and rapid, effective response to impact incidents such as bias.

UMatter at UMass – Creating a Culture of Care

UMatter at UMass is about creating an environment of compassion, connection, and care through multi-faceted intervention strategies such as environmental messaging, bystander intervention, motivational interviewing, and intergroup dialogue. Specific prevention focus points for UMatter initiatives include bias activity, misuse of alcohol and other drugs, harassment and bullying, anxiety and depression, and sexual misconduct. In 2014-15, UMatter program initiatives included:

- A workshop for all new students and their parents, focusing on self-care, staying connected, and being active on campus, developed in conjunction with the New Students Orientation program.
- Active bystander training for all new and transfer students
- All residence directors and resident assistants trained in deploying active bystandership curriculum
- “Is Your Costume Awesome?” anti-bias Halloween campaign
- Anti-harassment on public buses campaign with University Police, Amherst Police, and the Center for Women and Community
- 3D’s Active Bystander messaging campaign
- Signage for 24 hour support resources installed on rooftops, exterior access points, and public and residence hall bathrooms
- Stickers with 24 hour support resources information for 20,000 UCards
- Five trainings on using motivational interviewing (MI) to reduce students’ risky behaviors were deployed to more than 100 SACL staff
- MI training mini-sessions for Hearing Board members and academic advisors

Strengthening the Core by Building from the Margins

To find innovative solutions for social justice problems, the Center for Multicultural Advancement and Student Success (CMASS) launched the Case Study Competition where teams of students identify and develop solutions for issues impacting campus climate. 570 students were part of the Stand Against Racism campaign’s educational workshops, campus march, and digital media that highlight the human impact of racism.

The Center for Women and Community (CWC) offered 67 workshops and events serving 1,235 UMass students. Topics included salary negotiation for women; women of color in the media; navigating campus as an international student; and Islamaphobia. Every year, an average of 75 students gain hands-on experience addressing root causes and impacts of sexism as CWC interns, volunteers, and paid staff.

The university continues to maintain a five-star rating for LGBTQ support on Campus Pride's LGBT-Friendly Campus Index, but there is still work to do to ensure that systems are accessible and policies equitable. As a result of the Stonewall Center's advocacy, students are able to change the gender marker on their record without requiring supporting documentation, and a LGBTQ identity question was added to the New Student Orientation registration form. The “Pronouns Matter” campaign encourages inclusion of a name and pronoun policy on course syllabi, and use of pronouns on event nametags and during meeting go-arounds. Specially trained contacts within the UMass Police Department, the Center for Counseling and Psychological Health, Student Activities and Involvement, and Residence Life facilitate trans students’ access to services and resources.

The Men and Masculinities Center (MMC) supports healthy multicultural and pro-feminist masculinities and reached 7,600 students through events, educational sessions, trainings, support groups, and meetings. The fall semester highlight was Guyland: The Perilous World Where Boys Become Men, a presentation by Michael Kimmel. In June, the Center hosted the NASPA Conference on College Men, an opportunity for in-depth examination of men's issues in higher education.
UMatter by the numbers

8,000 Maroon Folder guides distributed to staff and faculty to facilitate recognizing and responding to students in distress

5,000 UMatter resource self-referral guides distributed to new and transfer students

5,000 UMatter resource guides distributed to parents and families

10,000 UMatter campus resource postcards welcomed back all students in residence halls
Community Standards, Personal Responsibility, and Taking Care of Others

Residence Education proactively communicates community standards to all students in residence halls through brochures, posters, and digital media. In 2014-15, 850 first time conduct violators were referred to community standards education workshops to reinforce these expectations and help students understand the personal responsibilities intrinsic to community living.

The Dean of Students Office (DOSO) plays a critical role in student behavior management around known and spontaneous events. In 2014-15, these included Halloween weekend, fall and spring football tailgating, Super Bowl, and spring weekends before finals.

The Center for Women and Community, in collaboration with Student Affairs Technology Services (SATS) and Information Technology, launched an Online bystander intervention training to help students gain confidence in their ability to take positive action on behalf of another.

The Center for Health Promotion’s Brief Alcohol Screening and Intervention for College Students (BASICS) program received 1136 referrals. 1,243 students completed at least the first session of BASICS. 3- and 6-month post intervention data demonstrate that these students are reducing the quantity and frequency of their drinking and associated negative consequences. These reductions have been consistent throughout the history of BASICS.

Team Positive Presence (TPP) is an Off Campus Student Services (OCSS) student-led effort to promote safe environments during large university events through active bystandership; positive social messaging; social norming; and education on laws and regulations. In the fall and spring, the Walk This Way (WTW) team reduces student noise, alcohol consumption, and pedestrian traffic on adjacent neighborhoods by encouraging late night pedestrians to use main sidewalks, be alert to surroundings, and be mindful of their impact on neighbors. Since WTW began, open container charges have dropped 67%; nuisance house citations decreased 50%; and noise complaints were down by 22%.

As the daytime hours wane in fall and winter, UMPD and Off Campus Student Services work to increase pedestrian safety through the “Watch for Me” campaign. This is underscored by increased traffic enforcement resulting in 1,417 warnings and 1,831 written citations.

The UMass Police Department (UMPD) is one of only two university departments in the state accredited by both MPAC and the Commission on Accreditation for Law Enforcement Agencies (CALEA). The voluntary evaluation sets a high bar, measuring more than 200 standards of professional conduct. Only 58 of 187 municipal and university police departments engaged in the process achieved full MPAC accreditation.

To help students understand their legal rights and responsibilities, the Student Legal Services Office (SLSO) offered 104 CLE sessions, taught an academic course during the spring semester, and hosted two legal assistant internships. The SLSO Community Legal Education (CLE) and outreach programs reached approximately 3,000 students and campus community members.
Inclusion and Diversity:
Support, Connection, and a Place to Call Home

The principles of active inclusion are rooted in a deep value for the experiences and humanity of all members of our community. Through a targeted network of coordinated support, students with marginalized identities who may otherwise be vulnerable to stress and isolation are connected to welcoming community.

Honoring and Learning from History
Exploring the connections and differences of our diverse and complex histories is an important part of building an inclusive community. Commemorative days such as International Women’s Day, International Trans Day of Remembrance, and the Freedom Seder provide points of historical and contemporary focus. Native American, Asian American Pacific Islander, Latino, and Black history months offer more in depth exploration through alumni presentations; film series; and lectures by luminaries like Nipmuc author and poet Larry Spotted Crow Mann, Dominican journalist Raquel Cepeda, and African American scholar-activist Angela Davis. Education campaigns like the “Festival of Light” winter holiday series (featuring Hindu, Pagan, Muslim, Jewish, and Christian celebrations, and the non-religious Chinese Lantern Festival and Kwanzaa) foster understanding and cross-cultural fluency. While social events like the UMass Powwow provide spaces to connect with community.

Community, Support, and Mentoring
The Center for Counseling and Psychological Health and Advocacy and Inclusion and Support (AIS) cluster offices provide a range of therapist facilitated specialized support groups: Stress Management for International Graduate Students; LGBTQIA+ Community Support and Discussion Group; Trans and Transgender-Nonconforming Student Support Group; Women’s Graduate Group; Men, Talking; and Connections in Color. The Center for Women and Community assisted 5,196 people seeking information, referrals, counseling, and advocacy. The office provided clients 1,403 counseling sessions and 526 group sessions.

Formal and informal peer mentoring opportunities such as “Each One Reach One,” “Student Sundays,” and collaborations with Pride Alliance and other student groups help new students navigate university life. Targeted programming such as international student coffee hours, socials, field trips, Social Justice dialogue weekends, and legal education trainings are customized to meet the changing needs of a continually changing student body. The Panhellenic Council completed the first National Panhellenic Conference extension process in more than 30 years and invited Sigma Sigma Sigma to return to campus in fall, 2016.

Spaces and Places for Connection, Learning, and Home Away from Home
Applications for three Defined Residential Communities (DRCs) doubled from the previous year to 440. The Harambee community received 64 applications; the Asian/Asian American community received 176; and gender-inclusive housing was expanded on the first floor of Baker Hall. A Global Perspectives Residential Academic Program (RAP) for international students is slated for Wheeler Hall in 2015-16.

At the Center for Multicultural Advancement and Student Success (CMASS) 1,010 students participated in student development opportunities.

Inclusion and Diversity by the numbers

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<th>30</th>
<th>1,236</th>
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<tr>
<td>participants in 13 student engagement opportunities from Center for Multicultural Advancement and Student Success (CMASS)</td>
<td>students attended Stonewall Center’s 39 programs and events and the Speaker’s Bureau program reached an additional 1,650 students</td>
<td>years as a campus cultural organization celebrated by the Vietnamese Student Association</td>
<td>students participated in 21 CMASS-hosted cultural competency opportunities</td>
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62% of first-year students stated they learned about life experiences diversity issues since living in the residence halls.

1,600 people attended “Sustaining Social Justice Movements and Intersectional Struggle,” a talk by activist, scholar, and author Angela Davis.

300 students and 56 organizations participated in the spring Diversity Career Fair.

$500,000 in individual academic merit scholarships were offered to Upward Bound students.
Civic Engagement and Co-Curricular Learning:
Immersion Education Beyond the Classroom

Student-driven initiatives promote post-graduate success by providing opportunities for hands-on, experiential learning through community services, leadership programs, and other engagement.

Student Activities and Involvement (SAI) advises 300 registered student organizations (RSOs), 50 graduate student organizations (GSOs), 40 fraternity and sorority chapters, and more than 40 club sports teams. In addition, SAI supports the Student Government Association, Graduate Student Senate, Daily Collegian, the University Programming Council, and provides management for staff- and student-initiated programming.

650 events such as Spring Weekend drew more than 25,000 participants. SAI’s Engage, Connect, Serve, Achieve (ECSA) grants provided more than $70,600 for 44 student-led events and programs. 1,400 club sports athletes competed as part of 53 teams. Twenty-three teams qualified for nationals, with 10 teams ranked in the top five of their sport. Special congratulations were extended to six women’s water polo club members named to the 2015 Collegiate Water Polo Association’s scholar-athlete team for student-athletes who achieve grade point averages of 3.2 or higher. The team averaged a GPA of 3.69, the highest of 17 teams reporting.

Service to Community and Campus

More than 975 volunteers and 72 organizations registered on Volunteer UMass, a community service and civic engagement clearinghouse. Student Bridges tutor/mentors logged 14,300 miles interacting with 500 middle and high school pupils in Holyoke and Springfield, Mass. Alternative Spring Break engaged more than 70 students in immersive service-learning experiences in Washington, D.C., Oklahoma, Fogo, Cape Verde, and Haiti. Center for Women and Community (CWC) students and volunteers provided 21,109 hours of community service, including referrals and information, training development and implementation. Women of Color Leadership Network gatherings, events and training addressing sexual and relationship violence, and staffing the 24-hour sexual assault crisis line. UMass Amherst fraternities and sororities attracted some 1,550 members, who were active in community service initiatives including:

- 10 neighborhood clean-up efforts in Fearing Phillips/Nutting Ave neighborhood
- 200 volunteers for Shelter Sunday
- 5,000 canned goods collected for the Western Mass. Food Bank
- 100 bags of clothing for the Amherst Survival Center, Salvation Army, and Goodwill.
- $5,000 for Craig’s Doors, a local homeless shelter

Theta Chi, Phi Sigma Kappa, Tau Kappa Epsilon, Kappa Sigma, Delta Chi, Sigma Delta Tau, and Alpha Kappa Alpha Sorority, Inc. were recognized for outstanding achievement in various areas of fraternity and sorority operations by their national organizations. The Office of Religious and Spiritual Life’s community service projects partnered with Habitat for Humanity, religious registered student organizations (RSOs), and external religious organizations to participate in six projects including the President’s Interfaith Community Service Campus Challenge.

On campus, students are recruited and trained by the Dean of Students Office (DOSO) to provide information, referrals, and to serve on conduct hearing boards. Through Student Legal Services’ 12-credit undergraduate intern program, students received trainings by SLSO staff attorneys throughout the semester; court field trips; and opportunities to collaborate with partner law schools on externships and other co-curricular activities. Student Government Association executive members served on a number of campus committees, including the Diversity Steering Committee and the Confidential Informant Policy Review Committee.

CWC’s violence prevention and response work extends deeply into our local community. Funded by a grant from the Massachusetts Office of Victim Assistance for the CWC’s Specialized Teen Services (STS) program provides counseling and advocacy for Hampshire County teen survivors and their families. In collaboration with the Massachusetts Department of Public Health Rural Sexual and Domestic Violence Project, CWC received a $102,558 grant to continue rural outreach, education, and counseling in the Western Hampshire and Hampden County hilltowns. A partnership with the Town of Amherst and area police departments resulted in a $300,000 grant from the Department of Justice to support the civilian advocate program and for training police on addressing sexual and domestic violence and stalking. CWC and the Hampshire House of Correction recently established an unrecorded, free outgoing phone line for inmates to contact CWC’s rape crisis hotline. The hotline is receiving the highest call volume of any Massachusetts rape crisis center collaborating with a jail or prison.
Civic Engagement and Co-Curricular Learning by the numbers

410 students participated in the Third Annual Mass Impact Day of Service

114 students attended the annual Student Leadership Conference

2,400 new student voters registered by MassPirg

$65,000 raised for the Baystate Children’s Hospital by UMass FTK (For the Kids)
Graduate Student Organizations are now active, continuing their steady growth in numbers for the past three years.

16,300 students attended 46 events sponsored by University Programming Council (UPC).

4,100 guests visited the Student Union Art Gallery.

80 undergraduate students received video production training, access, and hands-on experience through UVC-TV 19.

The Homecoming Parade was the largest in the past 10 years; 40 groups and 18 floats participated.
Civic Engagement and Co-Curricular Learning

Advocacy, Collaboration, and Shared Governance

The Student Government Association (SGA) and Town of Amherst established an advisory board to strengthen the relationships between the residents and area students. SGA senators worked on campus issues, including making Dining Dollars available to student-run businesses and obtaining a seven dollar Student Health Fee increase to support mental health support and wellness at the Center for Counseling and Psychological Health. The Graduate Student Senate (GSS) co-sponsored or funded 82 graduate student organization events. GSS forums were created for graduate students to ask campus leadership questions, provide feedback, and express concerns. Increased graduate student engagement was reflected in the growth of Graduate Student Organizations from 21 to 52.

Art and activism intersect regularly. The Black Student Union held events supporting the #blacklivesmatter movement, including marches, t-shirt sales, die-ins, talks, town hall meetings, and a mural painting. The group also hosted a poetry and R&B concert for Homecoming. The Student Union Art Gallery featured exhibitions on contemporary issues such as Stand Against Racism and the work of Lynx Ranier, whose larger-than-life-size androgynous figures battle with gender identity. The Center for Educational Policy Advocacy (CEPA) brought 114 students to the Millions March NYC/Black Lives Matter event in New York City. The “State of Emergency Campaign,” a student-focused racial justice effort, was adopted by the United States Student Association, the country’s largest student-led advocacy organization. Stonewall Center and CMASS sponsored a Queer People of Color (QPOC) student delegation to the New England QPOC conference at Brown University.

Other issues of grassroots focus for student activists were student debt and fossil fuel divestment. Sixty students traveled to Boston for Lobby Day to speak with state legislators on rising higher education costs and decreases in state and federal funding. On “Wear Your Debt Day” students demonstrated the rising cost of tuition by showcasing the amount of their student loan debt. A UMass student delegation also walked in Boston’s Fight for $15 March to support raising the state minimum wage. 135 student activists presented fossil fuel divestment proposals at two Board of Trustees meetings. Additional education and outreach focused on Earth Day and Global Divestment Day.

The Center for Educational Policy Advocacy (CEPA) and the SGA hosted the United States Student Association (USSA) grassroots organizing weekend and the 2016 IMPACT conference. Twenty-four CEPA members participated in USSA legislative events in Washington, DC and Los Angeles, Calif. CEPA received the Campus of the Year Award from USSA, the country’s largest student-led organization for developing leadership and mobilizing grassroots power to address student issues at the national, state, and local levels.

Bridges to College

Upward Bound partners with low-income students and families from Springfield’s High School of Commerce. Many students will be the first in their family to go to college.

100% of the Upward Bound class of 2014 graduated and enrolled in college for the fall, 2014 semester. The Upward Bound class of 2015 received more than $500,000 in individual academic merit scholarships with three students receiving full college scholarships.

In 2015, Upward Bound and the College of Education established the Access Pathways Partnership (APP) to support college preparation research and practice and create college pathways for communities with large underrepresented populations. The “100 Men to College” initiative, in collaboration with the Men and Masculinities Center helps low-income, first-generation students develop a college-bound identity. Community partners include the Massachusetts Department of Higher Education, Westfield State University, Springfield Technical Community College, and the Springfield Public Schools.

Through Student Bridges, UMass Amherst students receive course credit for tutoring and mentoring high school and middle school students in nearby Springfield and Holyoke. Student Bridges recently celebrated its ninth year by hosting its first alumni night and launching an oral history project. In 2014-5, Student Bridges placed 21 tutor/mentors in partner city schools; led 12 UMass Amherst tours; and hosted more than 400 students and families at two college access and success fairs.
Civic Engagement and Co-Curricular Learning

Student Arts, Media, and Entrepreneurship

UVC-TV 19 provided video production training, access, and hands-on experience to 80 undergraduate student members. 40 workshops on basic and advanced camera use, and video editing supported student groups to create their own media allowing groups like CMASS and Soul TV to live broadcast the Social Justice Case Study competition, cover Stand Against Racism events, and record workshops. Live UVC productions included 25 episodes of “UMass This Week,” 23 episodes of “UMass Sports Weekly,” and 24 episodes of “UMass Yak Back.” All Student Government Association (SGA) meetings were also recorded and/or streamed. The series “Boys to Men” was conceived and produced by four UVC members. The show follows two first-year students as they navigate college life and friendship.

Not Ready for Bedtime Players (NRBP) peer theater troupe gave the keynote performance at the Boosting Alcohol Consciousness Concerning the Health of University Students (BACCHUS) Regional Conference at University of Connecticut and presented a session on social justice and peer theater at the annual American College Health Association National Conference in Orlando, Florida. In addition to weekly campus performances averaging 100 attendees, NRBP participated in a collaborative performance with Phallacies from the Center for Men and Masculinities and Shaha from Residence Education and produced several YouTube videos.

Student Union Art Gallery exhibitions by students, alumni, emerging and professional artists attracted some 4,100 guests during the year. Undergraduate student employees at the Student Union Craft Center gain arts administration and foundational work skills. Focus areas include art installation and change-over, publicity, collateral design, artist relations, special events management, and recordkeeping. The Craft Center’s membership includes 2,460 individuals; 2,230 are undergraduates and 135 are graduate students.

The Center for Student Business (CSB) established processes for student businesses to accept Dining Dollars, Your Campus Meal Plan, and telephone credit card orders. In its newly expanded space, the Bike Co-Op experienced significant growth in revenue by improving its customer service area and expanding retail sales. Students highly value the practical skills gained by working in a student-run business. 90% of departing student staff report their work with a student business influenced their UMass experience “a great deal.” 98% were more confident in their ability to identify, analyze, and solve problems, 96% were confident in their ability to train others in business operations, and 92% were confident in their ability to effectively facilitate meetings.
Civic Engagement and Co-Curricular Learning by the numbers

300 student organizations and departments received services from the Student Engagement Business Center.

500 middle and high school students interacted with Student Bridges tutor-mentors.

90% of students who worked in one of the Center for Student Business student-run businesses valued their experience as “excellent.”

2,230 undergraduates were members of the Student Union Craft Center, participating in 74 weekly evening workshops.

16,300 students attended 45 UPC activities including late night movies, UMass Night Out, “The Big Chill,” fall and spring concerts.
Living-Learning Environments: Enhancing the Immersive Residential Experience

Immersive residential education promotes deep student learning, personal growth, and academic achievement. Although we are one of the largest university residential systems in the country, we are a national leader in offering holistic and dynamic residential experiences to both on and off campus students.

Residence Education hosted 4,678 programs, completed 4,196 topical bulletin boards, and conducted more than 47,000 individual interactions. More than 400 students were active on their House Council executive or programming boards. A heightened emphasis on one-to-one connections created more than 46,700 RA connections during the year. As a result of this focus shift more students reported that their RA knew their name, helped them meet others in the building, and made an effort to develop a meaningful relationship. Enhanced recruitment efforts increased applications for RA positions to an unprecedented 700. Nearly 190 RAs were hired to begin the fall, 2015 semester.

Meaningful Connections, Shared Interests, Strong Beginnings

The Residential First Year Experience program’s programming, large scale events, and field trips creates a solid transition into the opportunities and responsibilities of life at UMass. 16,781 interactions with Peer Mentors connected first year students navigated campus resources, explored majors and career paths, and demystified key processes like registration. 96 faculty chats facilitated meaningful connections with faculty.

Becoming Good Neighbors

More than 2,800 individuals completed Off Campus Student Services (OCSS) Living Off-Campus Certification. The online program teaches students about leasing and housemates, sharing expenses, safety and security, and living responsibly in an off-campus community. The training is recommended or required by most area landlords renting to UMass students.

Living-learning environments by the numbers

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<td>students were housed on campus in fall, comprising 64% of the undergraduate population</td>
<td>customer interactions were tallied by campus Residential Service Desks</td>
<td>packages were processed and delivered by Residential Service Desks</td>
<td>customer service email communications were logged by Residential Life Student Services</td>
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800 students volunteered as Minute Movers to welcome and assist students moving onto campus, over 100 more than last year.

35,533 maintenance and repair work orders were completed by Residential Life Facilities and Operations.

17,283 phone or in-person service interactions were documented by Residential Life Student Services.

754 by-request workshops were presented by Career Services in residence halls.
Compliance and Crisis Management: 
*Listening, Care, and Focused Support*

During emergencies and times of crisis, UMPD, Dean of Students, Center for Counseling and Psychological Health, the Center for Women and Community, and Residential Life coordinate efforts for the safety and emotional well-being of our students. As a core member of the Emergency Operations Center Team, SACL works across university units and with federal, state, and local authorities to care for the welfare of our students, faculty, staff, and visitors.

Proactive Care, Support, and Prevention

The Dean of Students Office (DOSO) provides advice, advocacy, support, and a single point of contact in time of crisis. More than 6,250 support actions taken on behalf of students included 56 interest-free emergency loans for students in financial crisis. The Helpline for financial aid and billing concerns received more than 8,000 calls. More than 1,600 calls were part of a new proactive outreach program to support first-generation students and their families with managing financial aid and billing.

Reaching out with compassion and leveraging technology are key to helping students in distress, supporting students through conduct processes, and maintaining accurate compliance data to provide transparency and accountability. An on-call guidebook and triage rubric for crisis and highly concerning scenarios was reviewed and clarified to establish readily available responses are readily available to front counter staff. The on-call, response, and debrief structure gained support from the newly implemented Voice module which provides a fuller picture of a student's issue or concern by connecting interactions across departmental areas and the Care module for student conduct, title IX, and behavioral intervention incidents and cases. 1,143 individual students presented 1,202 separate cases during the academic year (students may have multiple cases). Of the group, 75 were referred to the Assessment and Care Team (ACT) to facilitate the coordination of multiple support resources.

Preventing and responding to sexual assault and relationship violence requires a proactive approach. In collaboration with the Title IX Committee, the Center for Women and Community (CWC) hosted 32 events and workshops. Twenty-five Title IX trainings for 858 UMass staff focused on fast, effective, and trauma-informed response to incidents of sexual and domestic violence. In compliance with the Campus SaVE Act, CWC developed an online Title IX awareness course that is currently being beta-tested by 300 new students.

Clarity, Consistency, Compliance and Fairness

The Dean of Students Office plays a lead role for campus compliance with all state and federal regulations including the Jeanne Clery Act, Family Education Rights to Privacy Act and Title IX.

Clearances and Dean’s Certifications verify that students have not violated university policies or been subject to disciplinary actions. Requestors include graduate and professional schools, bar associations, government and independent agencies, as well as landlords and international programs. The DOSO processed 7,275 clearances; more than 3,500 were for landlords or apartment complexes. International programs accounted for more than 2,600 clearances; more than 1,000 Dean’s Certifications were issued.

A collaboration between the Student Legal Services Office (SLSO) and DOSO resulted in a new conduct hearing board protocol and revisions to facilitate fair adjudication of the Code of Student Conduct.
6,256 contacts and inquiries were received by the Dean of Students Office.

1,000 students were provided with legal assistance, advice, counseling, representation and referral services by Student Legal Services.

7,275 clearances were processed for landlords, international programs, graduate and professional schools bar associations and government.

1,000 staff members, faculty and administrators participated in online Title IX training.
Wellness, Health and Safety:

Strengthened Academic Performance Through Healthy Choices

A focus on prevention, intervention, and education encourages students to make responsible choices that lead to healthy living and strengthened academic performance.

Non-denominational, student-led meditation groups meet weekly. Students interested in leading meditation groups are provided with seven week training by the Office of Religious and Spiritual Life. Upward Bound worked with the Center for Counseling and Psychological Health to offer workshops on conflict resolution, mindfulness, and meditation/strategic reflection. The UMass chapter of the National Residence Hall Honorary hosted the inaugural Out of the Darkness walk for mental illness awareness and suicide prevention. Nearly 250 walkers and 40 student volunteers raised more than $10,000 for the American Foundation for Suicide Prevention.

Community-Based Safety

The residence liaison officer program with Residence Education and the UMass Police Department enhances student and staff safety by coordinating communications about campus events, roles and responses, campus climate and trends, and staff concerns. Liaisons attended cluster-wide events including welcome celebrations and the end-of-year barbecue, and coordinated a car seat safety program for North Village residents. Additional safety measures included signage on residence hall roofs and ledges providing information on mental health resources.

Preparation for high-traffic events such as Super Bowl and early March celebrations are key to community safety. This was supported by the installation of a custom application for access verification and guest management. New security measures implemented in residence halls included:

• Automated resident verification and guest registrations in all halls.
• Real-time reporting on visits, allowing security to prepare for, or respond to activity changes.
• Access management and security camera upgrades
• Computer access for residence hall staff to provide real time documentation of their observations into the conduct system.

Recreation, Health Education, and Stress-reduction

The Recreation Center had 20,711 unique visitors for a total of 668,073 visits to the facility (an increase of 18,486 visits over the previous year). There were 32,051 intramural program participants (a 30-year high), including 6,647 unique participants and 1,473 team and individual entries. There were 198 intramural basketball teams (the most since 1978–79); 103 women’s and men’s soccer teams (an all-time record); 96 co-rec soccer teams (an all-time record); 98 fall volleyball teams, (the most since 1985–1986); and 68 spring volleyball teams (an all-time record).

The Center for Health Promotion’s Peer Health Educators (PHEs) planned and staffed four Paws Program therapy dog events, reaching 3,860 students. Attendees reported significant reduction in stress levels. PHEs also organized two pre-finals events featuring acupuncture, massage, games, yoga, Reiki, healthy food, and crafts. 96% of attendees reported a decrease in stress, and most say they learned about campus resources and found new techniques for coping with stress.
3,000 student and campus community members participated in Community Legal Education outreach programs by the Student Legal Services office.

20,711 unique visitors came to the Campus Recreation Center, for a total of 668,073 visits.

10,000 dollars was raised by walkers and 40 student volunteers for the American Foundation for Suicide Prevention through the National Residence Hall Honorary.

3,860 students attended Paws Program therapy dog events. Participants reported a significant decrease in stress levels.
Turning aspirations into reality requires discovering and honing skills, exploring passions, gaining experience, and making meaningful connections outside the university.

Turning aspirations into reality
Career Services logged more than 17,800 student interactions, a 4.5% increase from the previous year. Workshops, events, and class presentations reached more than 13,960 students.

One-on-one career advising appointments and walk-in advising volume increased 14% this year to 3,850. Four graduate school preparation events were attended by 130 students. Sessions included mentoring, entrance exam preparation, test-taking strategies, and panel discussions.

Employer participation in career fairs jumped 28%; 557 employers came to campus to network with more than 3,800 students. Non-profit and service/leadership fairs created a greater breadth of career options and employer representation.

The February Career Blast event attracted 131 employers and 1,300 students and the engineering and technology fair drew 104 employers and 1,300 students. Eight career fairs were offered for students in liberal arts majors. A career fairs focused on veterans attracted 27 potential employers and the annual diversity career fair drew representatives from 56 organizations and more than 300 students.

Seventy-nine employers conducted more than 830 on-campus student interviews at Career Services’ Goodell offices. New partner company Oracle hired 30 new UMass Amherst graduates this year; Amazon interacted with more than 100 students in one day during a spring campus visit.

Career Services implemented Career Connect, an industry-leading Symplicity NACElink CSM platform to virtually link employers and college career services users. A collaboration with the Alumni Association, the new Alumni Advisor Network uses the eVisors mentoring platform to connect students and alumni for career mentoring. More than 3,450 full-time positions, and more than 1,600 internships and co-ops were posted on CareerConnect, attracting 6,236 resumes. The CareerConnect job/internship system registered 105,615 log-ins, representing use by 9,679 individual students.

Transitioning toward the future
The Center for Women and Community (CWC) sponsored “SmartStart” salary negotiation workshops to help women approach the job market with the confidence, knowledge, and skills they need to negotiate salaries and benefits.

Center for Multicultural Advancement and Student Success (CMASS) partnered with Financial Aid to educate graduating seniors on loan repayment and financial obligations.

Student Affairs and Campus Life administered a senior survey to assess student experience and inform programming for current and future students.

Many areas including the Stonewall Center and CMASS hosted community-specific awards and Commencement celebrations to honor student achievements, acknowledge their contributions during their time at UMass, and offer meaningful and empowering closure to their undergraduate experience.
Transition Post-UMass by the numbers

17,800 student interactions were logged by Career Services.

13,960 students were reached by workshops, events and class presentations through Career Services.

28% more employers participated in on-campus Career Fairs this year.

130 students attended four graduate school preparation events hosted by Center for Multicultural Affairs and Student Success.