

## **2002-03 Objectives and Outcomes**

### **1. To implement and evaluate the Leadership Theme Floor (Goal 1)**

Outcome: The theme floor had its ups and downs this year. During the first semester, there wasn't any programming on the theme floor. Spring semester, the interns facilitated three programs on the floor. The website was updated and pictures of the RAs were added. With the addition of a third LEAD intern and the new relationship with the hall leadership, the theme floor should be more successful in 2003-04.

### **2. To increase the number of high school and junior high students attending the LEAD High School Conference (Goals 1 & 3)**

Outcome: The participants in the junior high/high school conference increased by 100 for a total of 350. This conference continues to provide opportunities for community outreach and for Chico State students to mentor younger students.

### **3. To establish a user-friendly Greek Life website (Goals 5 & 6)**

Outcome: Most of the Greek organizations have updated their own websites and the main Greek Life website. The website's effectiveness seems to lessen when there is a change in leadership. Continuing to work with the students on this important communication goal is a priority for 2003-04.

### **4. To create and distribute manuals to fraternity and sorority advisors and chapter presidents (Goals 5 & 6)**

Outcome: Still in the process of creating manuals. They will be distributed in late November 2003. This will be in time for the new presidents of the chapters to receive them.

### **5. To complete Faculty/Staff Advisor Handbook (Goal 6)**

Outcome: This publication is complete and is currently being proofread. It is anticipated that the handbook will be distributed in early Fall 2003.

### **6. To continue outreach efforts to academic, professional, and career-related student organizations (Goal 2)**

Outcome: With the increasing number of classes that include service learning projects on campus, there has been ample opportunity presented for SAO to engage with these students and their instructors. This has given SAO a new way to collaborate and partner with academic programs and faculty.

**7. To create a “priceless” campaign aimed at de-glamorizing drinking and targeting freshmen in the residence halls (Goal 3)**

Outcome: 2,500 Chico Natural Highs posters with social norming messages were designed and distributed in first-year students’ residence hall rooms. Social norming messages were placed as screen savers in campus computer labs. In addition, a campus-wide poster campaign contributed six different social norming messages throughout the academic year.

**8. To implement the Office of Traffic Safety (OTS) Sober Initiative Grant (Goal 3)**

Outcome: CADEC is in full implementation of projects made possible through the Office of Traffic Safety grant. The activities of the grant began in February 2003. Drinking and driving messages have been designed, produced, and distributed throughout the campus community. The Chico Safe Rides program was promoted to prospective students and their parents at Summer Orientation 2003. SAO has submitted two quarterly reports to the funding agency to date. SAO is actively moving forward in attempting to reach the goals of this project.

**9. To develop a verified informational brochure for the Ethnic Greek Council (Goal 4)**

Outcome: A united informational brochure was created by the Ethnic Greek Council for all members who pay dues. This was significant in that this brochure allowed the groups to pool resources for the benefit of all of the groups.

**10. To establish long-range goals for the student organizations housed in the Multicultural Center (Goal 4)**

Outcome: Because of the perceived threat of moving the student organizations from the University Center, the ethnic student organizations housed in the Multicultural Center rallied together and presented their concerns to the university president. This “crisis” had the student groups working on their goals and future leadership development. They have created documentation that can be passed along to new officers to help with future planning.

### **SAO Goals for 2003-04**

- To create a plan to have more consistency and recognition of the various publications as programs of SAO.
- To implement risk management procedures for the LEAD Retreat.
- To establish a seminar series for senior level students.
- To convene the Greek Life Task Force to review the progress and to determine what revisions need to be made to the original report.
- To organize the second annual Greek Life Awards Ceremony to ensure that all groups (IFC, Panhellenic, and EGC) submit applications for the awards.
- To create a Labor Day "Respect the River" safety campaign.
- To extend the social norming campaign to include drinking and driving messages.
- To conduct focus groups on social norming in the residence halls.
- To work with the Multicultural Center groups to enhance their program offerings.