

# Student Activities Office

## 2003-04 Objectives and Outcomes

### **1. To create a plan to have more consistency and recognition of the various publications as programs of SAO**

Outcome: A logo was designed in-house for temporary use during 2003-04. Students in one of Alan Rellaforde's graphic design classes were asked to come up with identification/recognition selections for Student Activities and its programs. The students presented their designs to the entire staff, who in turn collectively chose first, second, and third places. A design is yet to be implemented, as more staff discussion is needed to make a final decision.

### **2. To implement risk management procedures for the LEAD Retreat**

Outcome: SAO went through an intensive process with the university's Risk Management Office. As a result, SAO implemented a variety of measures to reduce the liability risk to the LEAD Retreat, and ultimately, the university.

### **3. To establish a seminar series for senior level students**

Outcome: JFR Leadership Programs conducted five workshops during the spring 2004 semester. These workshops focused on career development skills, communication skills, and the world of work and its relationship to student leadership. The interns also developed and implemented a "Dress for Success" fashion show, which was a huge success for the students.

### **4. To convene the Greek Life Task Force to review the programs and determine what revisions need to be made to the original report**

Outcome: With the change in university leadership, the emphasis changed to potentially requiring deferred recruitment for Greek organizations. As a result, the Greek Life Advisor worked extensively with IFC, Panhellenic, and the Vice President for Student Affairs to create the goals for Greek Life. These goals and objectives have been thoroughly discussed with the presidents of both the IFC and Panhellenic councils. The students have agreed to the goals that need to be accomplished over the next six semesters.

### **5. To organize the second annual Greek Life Awards Ceremony to ensure that all groups submit applications for the awards**

Outcome: This event was held in May 2004. Twelve groups applied this year, which was an increase from 2003 by four groups. The overall Greek attendance of this event was low, therefore SAO is considering moving it to the fall semester.

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## **6. To create a Labor Day “Respect the River” safety campaign**

Outcome: This was a very successful campus and community effort. CADEC worked with the AS Government, AS Recycling, and local law enforcement agencies to promote safety on the river and inform our students of the alcohol laws that would be enforced. We tabled in the Free Speech Area daily from August 25-29, 2003, the first week of school. CADEC peer educators made contact with 100-200 students per day. The students gave away 1,000 packets of sunscreen and 1,000 flyers about the hazards of tubing, alcohol laws and fines, and the environmental impact of thousands of young people and their trash left on the river. Additionally, this same information was presented to the University Life classes and at Getting Connected. Two billboards were purchased with the “Respect the River, Respect the Road, Respect Yourself” message and the tagline “Please Don’t Drink and Drive.” On Labor Day, CADEC staff worked DUI checkpoints with area law enforcement officers and distributed prevention information and incentives. 500 car windshield visors, 2,500 sunscreen packets, and 1,500 water bottles were distributed. All giveaways included a “Please Don’t Drink and Drive” message. According to the Chico Police Department, contact was made with 2,945 cars.

## **7. To extend the social norming campaign to include drinking and driving messages**

Outcome: New messages were developed with an emphasis on drinking and driving to meet the goals of the Office of Traffic Safety grant. “Most Chico State students don’t drink and drive” and “Friends help friends make smart party choices. They always plan a safe ride home, watch out for each other, and don’t drink and drive” were the social norming messages that were relayed campuswide on posters and in newspaper ads in the *Orion*. The outcomes were measured by the survey results CADEC received from their spring 2004 survey. 58% stated they had seen the messages while attending CSU, Chico. 54% responded that the statistics used in the on-campus posters about CSU, Chico students drinking behaviors were “somewhat believable.” The choices were “very believable,” “somewhat believable,” “not believable,” and “unsure.” When asked where they got most of their information, 42% of students said from on-campus flyers, and 37% said from the *Orion*. CADEC uses both of these methods to get their messages out to students.

## **8. To conduct focus groups on social norming in the residence halls**

Outcome: The new social norming messages were used in focus groups in the residence halls when CADEC peer educators conducted workshops in the halls. The new messages were tested within the campuswide student population in tabling contacts made during Sexual Responsibility Week in the BMU Galleria. As a result, we produced the most popular and believable messages which were selected by the students.

## **9. To work with the Multicultural Center groups to enhance their program offerings**

Outcome: With the loss of a professional position that was primarily responsible for working in the area of multicultural student programming, this goal was not met for 2003-04. With the renewed interest in ethnic diversity and student retention, this goal will be a challenge to achieve, as resources become increasingly scarce.

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## SAO Goals for 2004-05

- To create a Greek Life website that will include the goals for Greek Life and identify which Greek organizations adhere to the agreed-upon policies.
- To submit a revised *Speech and Advocacy Guidelines* document to the Academic Senate for a recommendation to the University President.
- To monitor grades for first-time freshmen that pledge fraternities and sororities and compare their grades to other first-time freshmen.
- To redesign the *Carillon Call*, the Chico State University Leaders magazine, to fit the needs of the current leadership program.
- To recreate The First Year Experience Survivor Series, a series of workshops designed for first-year students to help them adjust to the both academic and social demands of college life.
- To facilitate the partnership with the Butte County Behavioral Health Department to implement the California State Incentive Grant (SIG) Project for the reduction of binge drinking-related problems among youth and young adults.