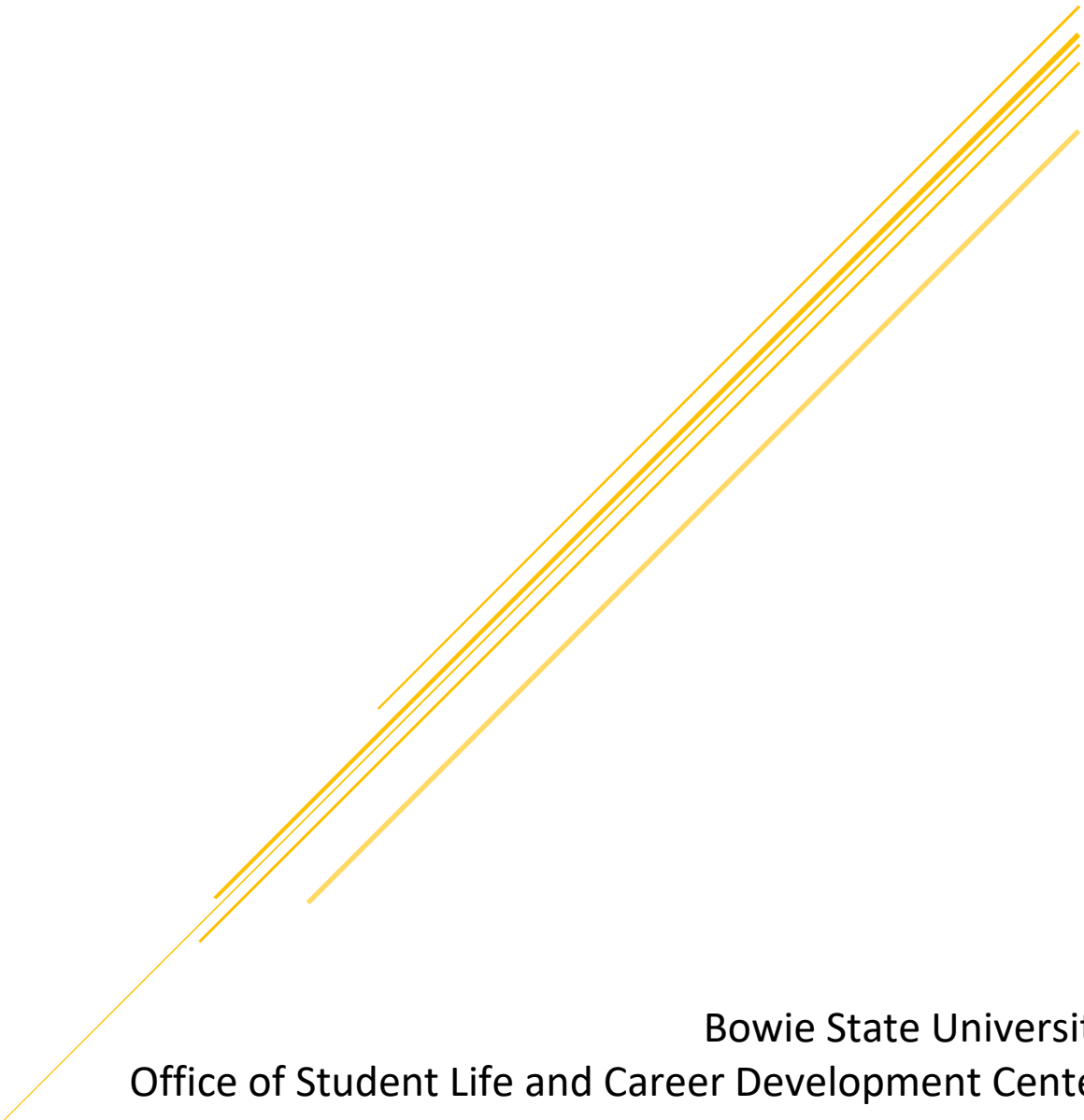


ANNUAL REPORT

2016-2017



Bowie State University
Office of Student Life and Career Development Center

Dear University Community:

This academic year brought many changes that proved to be very successful. The most significant change was the implementation of the Dean of Student Life position and the re-alignment of the Office of Student Life. This change improved operational efficiencies within the Division of Student Affairs by providing more organizational structure to the following areas: Greek Life, Student Activities, Student Leadership, and Commuter Affairs.

Among the major accomplishments during the 2016-2017 academic year were:

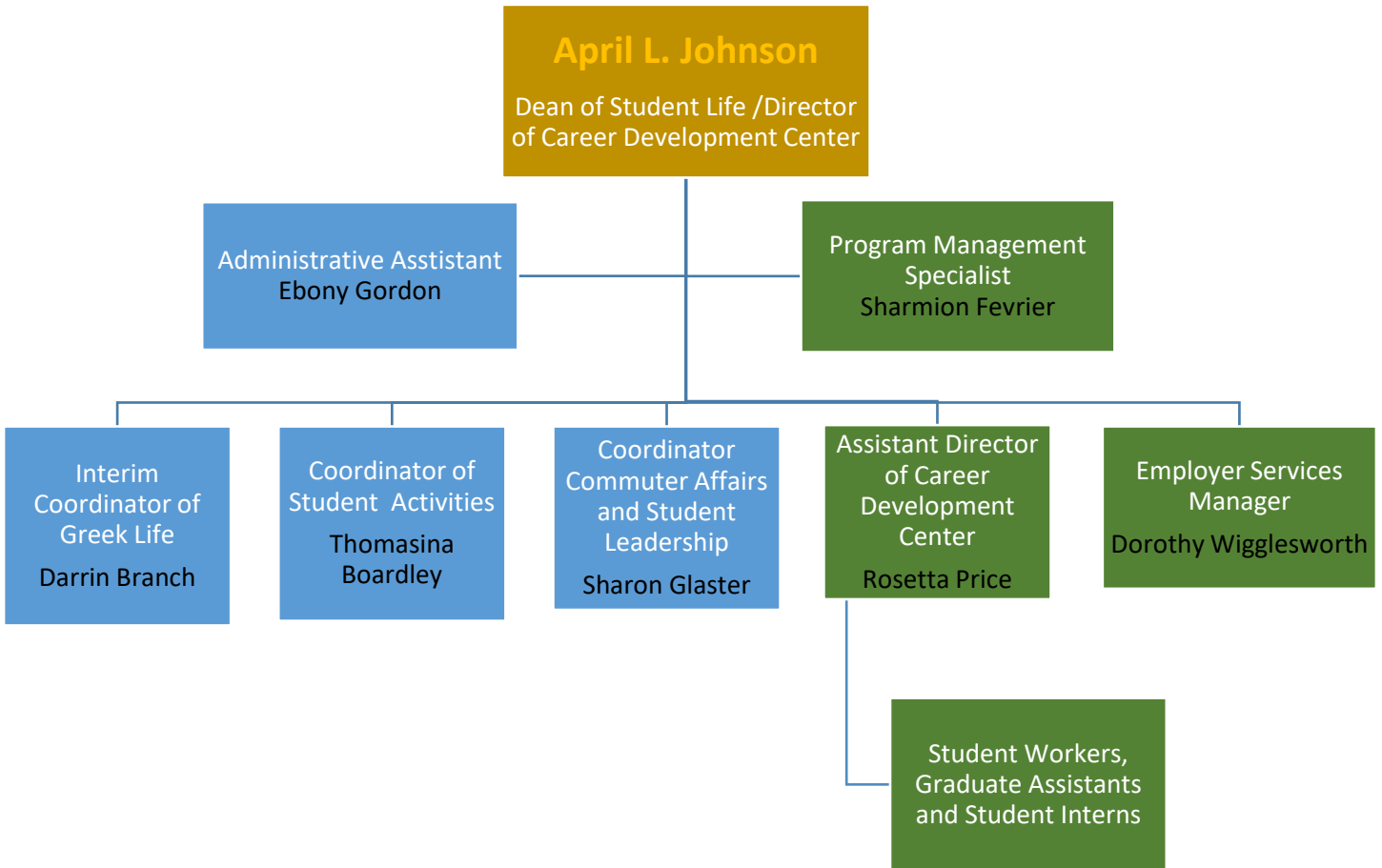
- Student Learning outcomes were created for Greek Life, Student Government Association, Commuter Affairs, and Student Leadership
- Revised the Office of Student Life website and Career Development Center's Employer webpages
- Redesigned the CDC's internship course by adding online components via Blackboard
- Implemented the Bowie Sisters United female mentoring initiative
- Created new marketing materials for the CDC's On-Campus Recruitment program and Experiential Learning program
- Developed and facilitated the first Student Leadership Initiative Program (SLIP) Leadership Conference
- Acquired the Going Global database to assist international students with their job search
- More than 1,400 students attended CDC sponsored events and workshops
- Student Clubs and SGA offered 519 programs and events
- The CDC brought in \$33,250.00 in revenue from their career fairs

The Career Development Center and the Office of Student Life will continue to deliver high quality and relevant co-curricular services and programs that will enhance the University's mission of empowering students to reach their full potential.

Thank You,

Ms. April L. Johnson, Dean of Student Life / Director Career Development Center

Organizational Chart



The Career Development Center
“Rediscovering Our Passion to Serve Students”

Overview of Services and Staffing

The mission of the Career Development Center is to guide students and alumni through all phases of the career planning and decision-making process, and help them to develop, evaluate and implement comprehensive career and educational plans that will prepare them for success. DREAM IT. PLAN IT. LIVE IT.

Staff include:

Ms. April L. Johnson, Dean of Student Life / Director Career Development Center

Ms. Rosetta Price, Assistant Director

Mrs. Dorothy Wigglesworth, Employer Services Manager

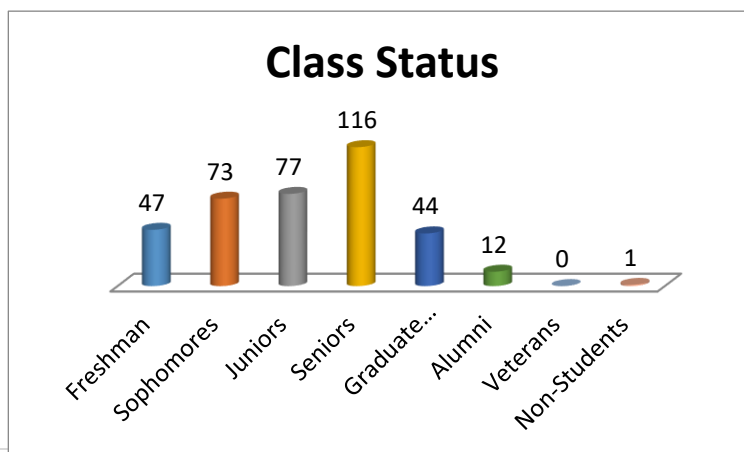
Ms. Sharmion Fevrier, Program Management Specialist

Programming

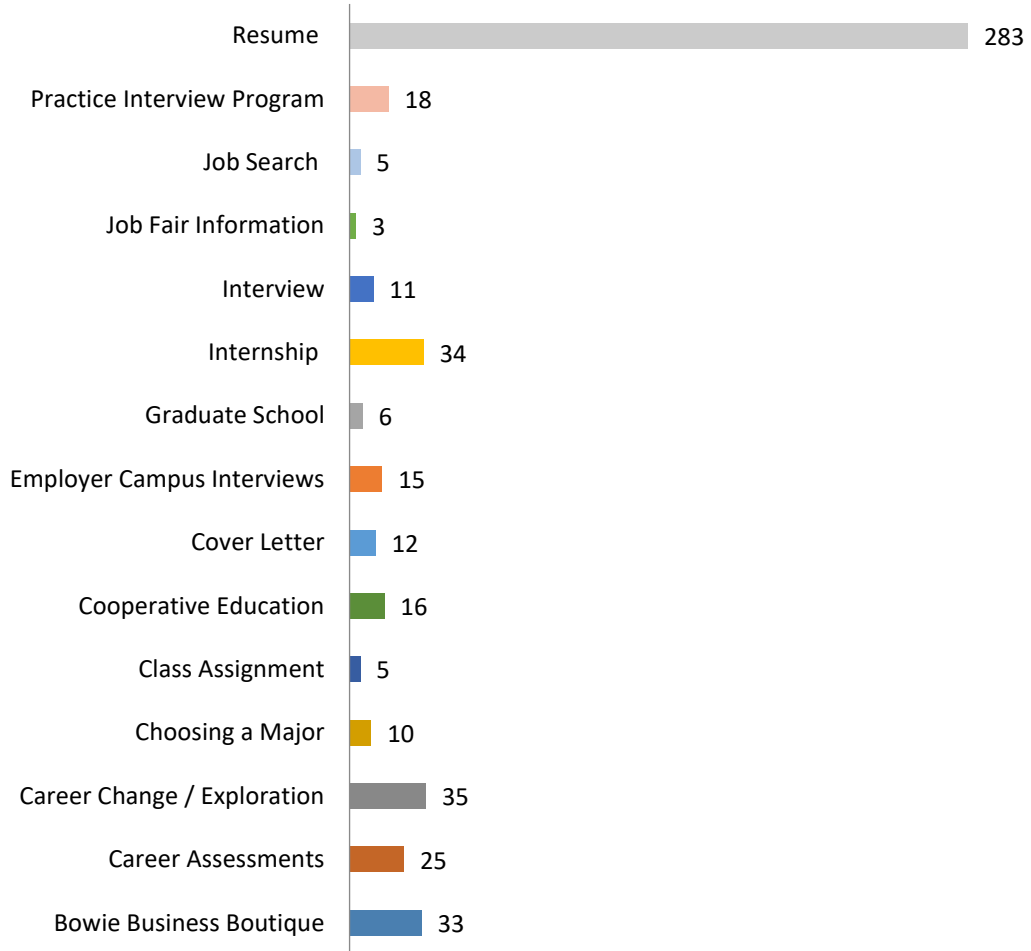
The CDC served 1,491 students in individualized appointments, walk-ins, workshops, career fairs, special events, class visits, and employer information sessions this past year. They facilitated 11 information tables and 16 Practice Interview sessions. 32 students visited the Bowie Business Boutique and 23 left with business attire.

The top three topics students received help with were cover letter and resume/writing and critiquing (295), career exploration/choosing a major (70), and job and internship assistance (69).

They saw 224 first time visitors, 193 upper classmen (juniors and seniors), 44 graduate students, and 120 freshman and sophomores.



Appointment & Walk-In Topics



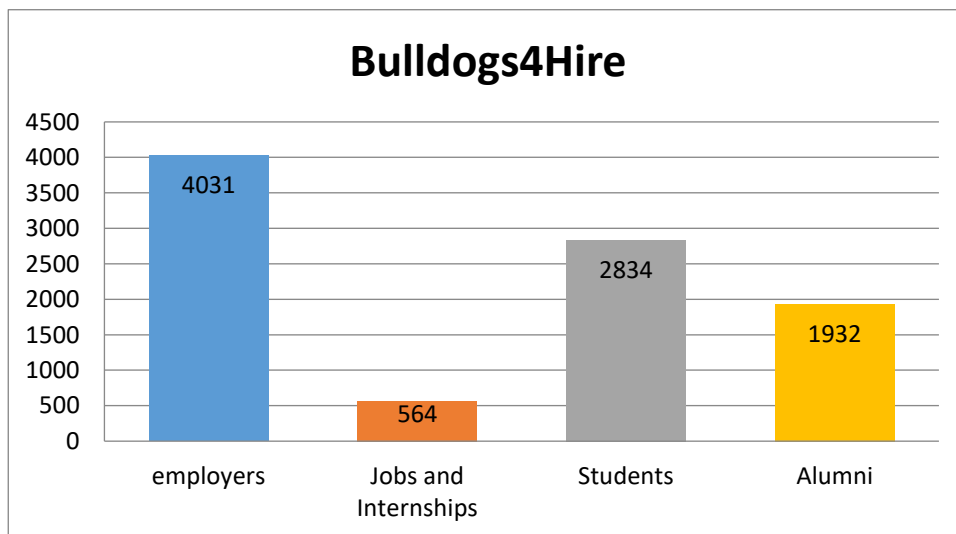
CDC Customer Service Surveys

Responses: 59

| Questions | Strongly Agree | Agree | Somewhat Agree | Disagree | Strongly Disagree |
|---|----------------|-----------|--------------------|---------------|-------------------|
| I was greeted in a friendly, professional manner. | 58 | 1 | 0 | 0 | 0 |
| My questions were answered and my needs were adequately met. | 58 | 1 | 0 | 0 | 0 |
| My overall experience with the CDC was positive. | 59 | 0 | 0 | 0 | 0 |
| | Very confident | Confident | Somewhat Confident | Not Confident | |
| After speaking with a career counselor, how do you feel about taking charge of your career development? | 56 | 3 | 0 | 0 | |

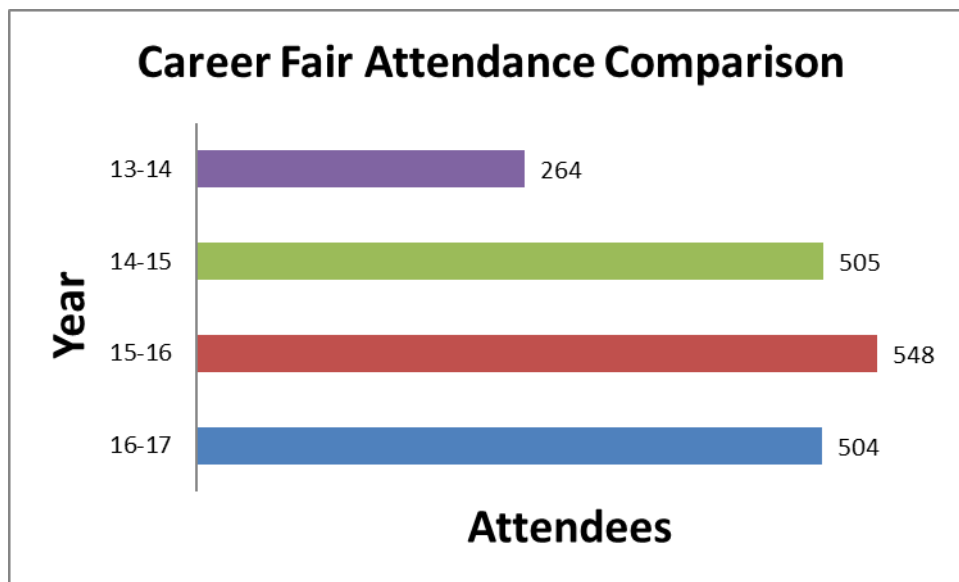
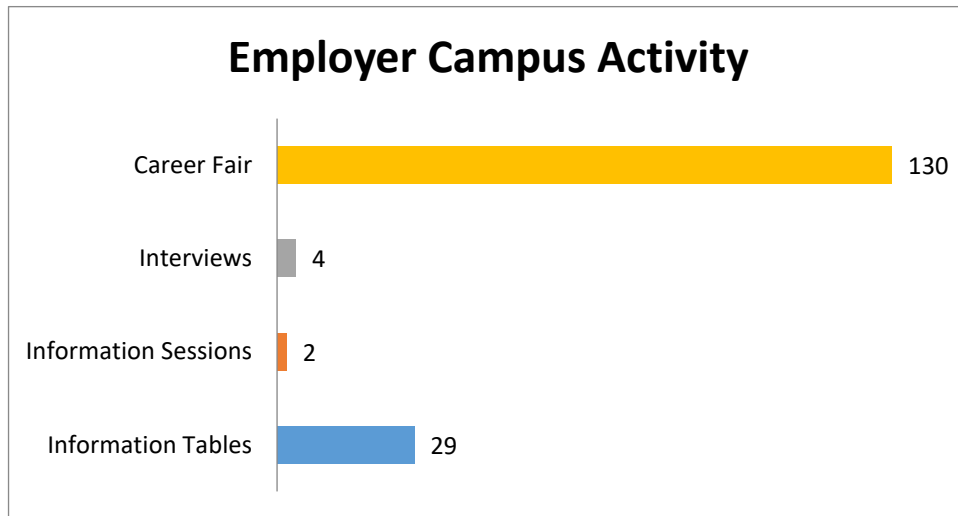
Bulldogs4Hire

The *Bulldogs4Hire* online job and internship database continues to grow. The year ended with 2,834 registered students; 4,031 employers; and 564 jobs and internships. Employers increased by 68% and students increased by 17%. They saw the largest growth in the number of registered alumni, from 342 last year to 1,932 this year.



On-Campus Recruitment

The On-Campus Recruitment program did well this year. A total of 165 companies came to campus to recruit for jobs and internships. 504 students attended career fairs, which is an 8% drop from last year.



Highlights for the Year

In 2014, the CDC established an employer corporate partner program. To date, a total of \$7,550.00 has been raised. Participating employers include Enterprise Holdings, Inc., Nationwide, Maritime Administration, and the U.S. Coast Guard. This year, the CDC also brought in \$33,250.00 in revenue from career fairs.

The CDC's experiential learning courses (Cooperative Education and Internship) were re-designed. The CDC's online resources were utilized to develop career development curriculum for these courses, which are now accessible via Blackboard. Students in these courses shared that the assignments assisted them in identification of occupations to pursue relevant to their majors. One student commented, that she wished she had these assignments as a freshman student and perhaps the assignments could have helped her in identification of a major sooner.

In an effort to brand the Experiential Learning Program (ELP) to the campus community, new marketing materials were created. A logo, posters and fliers with a QRL code that links to the ELP page on the CDC website were developed.

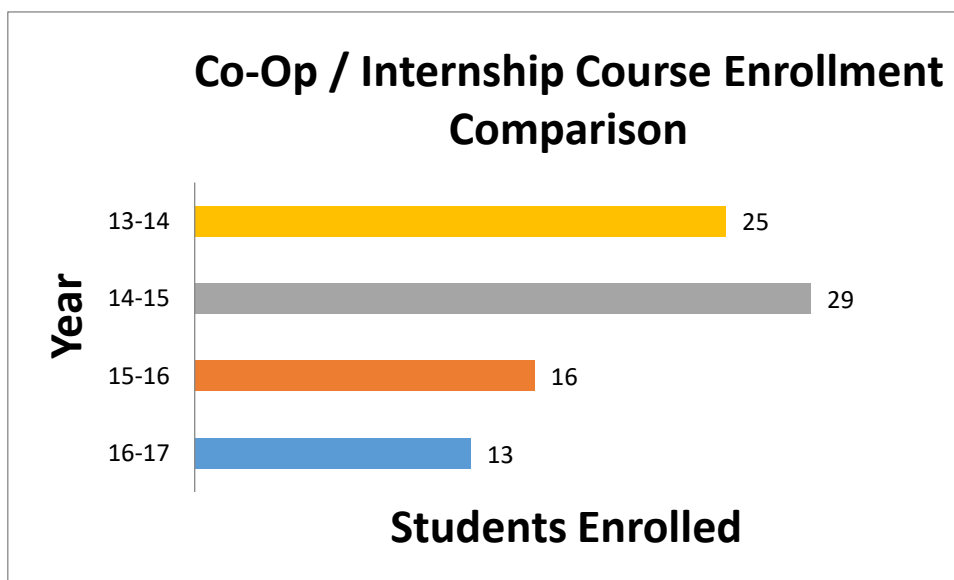
The CDC facilitated several successful events this past year. The first was the LSAT Practice Test and Strategy Session for students enrolled in the Pre-Law track in the History/Government Department. The Princeton Review representative, CAS Retention Coordinator, and the Pre-Law Advisor were instrumental in the success of this event. This session was held on a Saturday and twelve students attended. This marked the first time the Princeton Review facilitated this session at BSU. The second event was an information session facilitated by the United Parcel Service (UPS). This event was targeted to Computer Science students who learned about the company's technology internship program. More than 50 students attended this event. The third event was an information session facilitated by Thurgood Marshall College Fund (TMCF) where 40 students attended. The fourth event was an information session facilitated by INROADS. The CDC collaborated with Dr. Stone (Computer Science professor) who allowed this employer to visit two classes and speak to computer science majors about their internship opportunities.

Another highlight this academic year was the collaboration with the Thurgood Marshall College Fund (TMCF). This year, there was an increase in the number of students participating in career development and leadership training opportunities. 66 students attended the information session and 11 students were selected to attend the leadership conference. Seven of those students were in STEM disciplines, two in Business Administration discipline, one in Communications discipline, and one in the Psychology discipline. TMCF corporate sponsors hired nine students in full-time positions. Those corporate sponsors include KPMG, Hershey, Microsoft, John Deere, JP Morgan Chase, CIA, and Booz Allen Hamilton.

Challenges

One of the prevailing challenges continues to be the low and/or non-attendance of students at planned programs despite efforts to collaborate with individuals who work directly with the population of interest.

A second challenge is the declining enrollment in the Co-Op and Internship courses that the CDC offers. Seven students participated in the Co-op Program in fall 2016 while four students participated in spring 2017. Two students enrolled in the Internship course. This year, there was a shift in the number of students enrolling in the course during the fall semester. The current trend is that more students are enrolling during the fall semester as opposed to the spring semester. Compared to last year's enrollment, there was a decrease by 18% and an 88% decrease compared to four years ago.



A third challenge is the opposition they face when trying to expose students to the real world-of-work and career options. Often times, the CDC is met with resistance when trying to help employers visit classrooms to speak to students about job and internship opportunities. Students do not participate in on-campus interviews, attend recruitment events, or create accounts to search for jobs and internships.

Goals, Objectives, Results

| GOALS | OBJECTIVES | METRICS & RESULTS |
|---|--|---|
| <p><i>GOAL 1: Deliver high quality academic programs and relevant co-curricular experiences.</i></p> | <p>Strengthen the university's signature program, Education Innovation Initiative (EI²), to assist us with closing the achievement gap in under-represented populations in STEAM and to provide unique workforce ready experiences.</p> | <p>Metric: Facilitate two career related programs by December 1, 2016.</p> <p>Results: We facilitated two workshops. The first was on October 31, 2017. INROADS came to campus to share information about their internships. The second was on November 2, 2016. TMCF came to share information about their internships and scholarships. None of the RAM, EI², First in the World or HBCU-Up students attended.</p> <p>Metric: Hire Industry Specialist, Ecosystem for Student Success by September 15, 2016.</p> <p>Results: A candidate was interviewed and chosen; but did not start due to personal issues.</p> |
| | <p>Establish the Bowie Sisters United Program.</p> | <p>Results: Marketing materials (flier and interest cards) were created and distributed in November 2016. Five events were facilitated for participants. 45 young ladies registered for the program and attended the events. We decided not to implement the mentoring component this year. We wanted to</p> |

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| | | focus on building the program and a relationship with the participants. |
| <i>GOAL 2: Advance the overall effective and efficient use of resources and identify new revenue sources to support the university's core mission.</i> | Increase the university's funding stream through growth in grants, contracts, fundraising, and auxiliary enterprises. | Metric: Solicit employers to participate in our Corporate Partners Sponsorship Program. Establish 1 new corporate sponsor by March 15, 2017. Results: We secured 1 new corporate sponsor this year, the U.S. Coast Guard. To date this program has raised \$7,550.00. |
| <i>GOAL 3: Conduct and sustain academic transformation initiatives to improve student success and promote greater faculty collaboration.</i> | Strengthen the campus culture with respect to academic transformation and innovation. | Metric: Participate in the summer 2016 Lotto training to re-design the IDIS courses by adding more online components via Blackboard by October 15, 2016. Results: Ms. Price, the CDC Assistant Director, completed two summer 2016 LOTTO Blackboard Training Sessions. During these sessions, career development curriculum was developed using CDC's online resources. This curriculum was approved by the Director of Academic Computing. Students enrolled in the IDIS 201 course this fall completed these online assignments. Students shared in their reflection papers how the assignments were beneficial to them in identifying |

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| | | occupations they were interested in pursuing. |
| | Enhance university-wide retention efforts by partnering with campus departments to facilitate programs geared toward retention efforts and improving graduation rates. | <p>Metric: Work with OPAA and Alumni Affairs to create a process to identify where our graduates are attending graduate/professional schools and where they are employed. Report on process in December 2016. Provide Career Outcomes data for May and December 2015 graduates in May 2017.</p> <p>Results: We secured the software module that would house the career outcomes survey and the data. The survey was created and loaded into the software system. We also contacted a company that would capture career outcomes data for a small fee. Unfortunately, we lost the staff that would have assisted us with this project. After working with the software vendor, we also realized that (1) we can only administer the survey during a specified time-frame window, and (2) the survey only allowed for us to capture data from the most recent graduates. This being the case, we concluded that this software system was not conducive to our needs.</p> |

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| | | <p>We will not pay for this module in AY 2018.</p> <p>Metric: Create a list of Sophomore Year Experience programs and events that are offered campus-wide by September 15, 2016.</p> <p>Results: Not completed. Although we met with those on campus who work with sophomores, we were unable to retrieve information from them regarding their calendar of events.</p> <p>Metric: Collaborate with the Academic Advisement Center to facilitate the Exploring Majors Fair in September 2016.</p> <p>Results: This event was held on September 28, 2016.</p> <p>Metric: Collaborate with the Sport Management department to facilitate the annual Sport Management Summit in May 2017.</p> <p>Results: This event was held on May 5, 2017.</p> <p>Metric: Collaborate with the College of Education to facilitate the annual Teacher Recruitment Day in December 2016.</p> <p>Results: This event was held on December 2, 2016.</p> |
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Office of Student Life

“Rediscovering our Passion to Serve Students”

Overview of Services and Staffing

The mission of the Office of Student Life is to provide high quality programs and activities that complement the in-class experiences of all students. It is our belief that these programs must be intentional in an effort to connect students to the University as well as foster student involvement and retention. We are responsible for the coordination and implementation of Student Leadership Programs, Commuter Affairs, Student Activities, and Greek Life. This office advises the Student Government Association (SGA), the Royal Court, and all student clubs and organizations.

Staff Include:

Mrs. Sharon Glaster, Coordinator of Student Leadership and Commuter Affairs

Mrs. Thomasina Boardley, Coordinator of Student Activities

Mr. Darrin Branch, Interim, Coordinator of Greek Life

Mrs. Ebony Gordon, Administrative Assistant II

Programming

The Office of Student Life launched the Bowie Sisters United program in January. They facilitated six programs and a total of 42 female students participated. The Student Government Association, Campus Activity Board, and the Royal Court facilitated a total of 188 programs. There were 33 active student organizations this academic year who facilitated 213 programs. In total, they offered 407 events, programs, and activities for our students to be engaged in our campus community.

Challenges

The restructuring of the office and personnel changes have proven to be effective; however, there remains opportunities for improving systems to maintain accurate records and gather and track data. Another challenge is the small departmental operating budget. The Office of Student Life consists of four programming areas (commuters, student leadership, student activities, and Greek life) and the budget to facilitate programs is \$14,000.00. With a second year of increased enrollment,

this budget is certainly not enough to meet our mission of providing activities and programs that foster student involvement and retention.

Goals, Objectives, Results

| GOALS | OBJECTIVES | METRICS & RESULTS |
|---|--|--|
| <p><i>GOAL 1: Deliver high quality academic programs and relevant co-curricular experiences.</i></p> | <p>Utilize assessment measures to enhance and improve student affairs programs</p> | <p>Metric: Create / update process for Student Life to assist SGA with student organization activation.</p> <p>Results: It was decided that effective June 1, 2017, the Dean of Student Life will supervise and manage the Student Organizations (including activation, re-activation, training, and space request approvals).</p> <p>Metric: Develop learning outcomes for Student Government Association.</p> <p>Results: Completed.</p> <p>Metric: Assist SGA with re-assigning computers to executive board members and properly disposing of non-working computers.</p> <p>Results: DIT tried to repair the computers; however, the majority of the computers need to be replaced. The 2017-2018 SGA President will work with the Treasurer on purchasing and phasing in new computers.</p> |

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| | <p>Improve program effectiveness is the Office of Student Life.</p> | <p>Metric: Facilitate the CAS assessment for Greek Life and Student Leadership. Provide review and recommendations report to Vice President of Student Affairs by October 15, 2016.</p> <p>Results: Due to the change in staffing for the Greek Life Area, the new staff was asked to complete the assessment. Both areas completed the assessment; however, recommendations are still being compiled.</p> |
| <p><i>Goal 3: Conduct and sustain academic transformation initiatives to improve student success and promote greater faculty collaboration.</i></p> | <p>Enhance university-wide retention efforts by partnering with campus departments to facilitate programs geared toward retention efforts and improving graduation rates.</p> | <p>Metric: Create partnerships across campus with units to support the Bowie Male Initiative, Bowie Sisters United, EI², and Closing the Achievement Gap.</p> <p>Results: Bowie Sisters United was launched in January. 42 students participated. The Bowie Sisters United program partnered with the Retention Coordinators, Academic Affairs and the Radiance program.</p> <p>Results: The SGA Executive Board partnered with the male mentoring group, Ignite, to take Male Initiative participants to Atlanta for the annual Leadership Development Experience.</p> |
| <p><i>GOAL 5: Advance the overall effective and efficient use of</i></p> | <p>Enhance the effective and efficient use of resources.</p> | <p>Metric: Create and implement new policies and procedures for</p> |

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| <p>resources and identify new revenue sources to support the university's core mission.</p> | | <p>requesting and approving budget expenditures and submitting PeopleSoft requisitions by August 15, 2016.</p> <p>Results: Completed</p> |
| | <p>Continue to ensure operational efficiency by maintaining a high level of fiscal accountability, transparency, and compliance.</p> | <p>Metric: Create first draft of an Operating Manual for the Office of Student Life by November 15, 2016 and a final draft by March 15, 2017.</p> <p>Results: First draft is completed; however, updates and revisions are still pending.</p> |

COMMUTER AFFAIRS AND STUDENT LEADERSHIP

“Developing Leaders One Student at a Time”

Overview of Services and Staffing

The Office of Student Leadership coordinates campus wide efforts to ensure that all students are given the opportunity to develop and hone their leadership skills. We recognize the importance of students' participation in their own leadership development and offer specific programs and services to support this growth. Leadership development opportunities are available to all students and student groups.

The Office of Commuter Affairs supports and advocates for Bowie State University's vast and diverse commuter student population. The office also serves as a resource center for students interested in commuter student involvement on campus. We provide services to Bowie State University commuters; to include an off campus housing online database, roommate resources, and transportation and parking information.

Programming

This past academic year, 32 programs were facilitated for commuter students and 3,095 students attended. Thirty student leadership programs were facilitated and 1,086 students attended. To date, there are 93 active participants in the Student Leadership Initiative Program (SLIP).

Highlights for the Year

In the fall, the Off-Campus Housing 101 website was launched. This online resource allowed students to search a database of off-campus housing listings, securely create and view roommate profiles, and download off-campus housing resources. The landing page was viewed 2,650 times, and the subsequent pages were viewed 20,053 times. In addition to this online database, the office created a webpage with links to additional off campus housing options and resources.

This academic year marks the first full year that the SLIP program has been in operation. Although they accomplished several goals, two are most noteworthy. First, they developed and implemented the 1st Annual SLIP Leadership Conference, which was held in the spring semester.

Twenty-nine students attended. The second accomplishment was the development and implementation of a comprehensive curriculum for second year SLIP students.

The office collaborated with Academic Affairs to facilitate workshops and study sessions for commuters, three days per week, in the Commuter Lounge. In addition, they designed signature commuter student events, which were held bi-monthly in the Commuter Student Lounge. 258 students attended these events.

Challenges

As mentioned previously, the small budget allotted for programming and providing services to commuter students and the student leadership program are insufficient. Currently, these two offices are receiving funding from the Student Center / Conference Services auxiliary budget. However, as the costs to operate the Student Center increases, the amount of funds allocated to the student leadership and commuter programs for next academic year will decrease significantly. 5

Goals, Objectives, Results

| GOALS | OBJECTIVES | METRICS & RESULTS |
|---|--|--|
| <p><i>GOAL 1: Deliver high quality academic programs and relevant co-curricular experiences.</i></p> | <p>Enhance student engagement and development.</p> | <p>Metric: Deliver five-student leadership programs per semester. Results: Completed Metric: Conduct one student leadership retreat per year. Results: Completed Metric: Research Off Campus Housing 101 software system for possible purchase and use starting Spring 2017. Results: Completed Metric: Work with campus colleagues to redecorate the Commuter Student Lounge</p> |

| | | |
|--|---|---|
| | | <p>Results: Met with design company and identified room changes and furniture needs. Rearranged existing furniture in the lounge to become more commuter friendly. Due to budget constraints, they were not able to purchase new furniture.</p> |
| <p><i>GOAL 3: Conduct and sustain academic transformation initiatives to improve student success and promote greater faculty collaboration.</i></p> | <p>Augment the student academic experience through supportive programming and collaboration with faculty and departments.</p> | <p>Metric: Create partnerships with faculty and departments to conduct two workshops or leadership trainings per semester in their areas of expertise.</p> <p>Results: Collaborated with Dr. Barbara Smith of the Department of Education, in presenting to students an etiquette workshop.</p> <p>Created partnership with Darren Swain, from the Office Of Institutional Advancement, for the Induction of New Members into SLIP, presenting to New Leaders, and Developing a Community Partnership for Leadership Initiatives.</p> <p>Created partnership with the Career Development Center to offer the SIGI3 Career Assessment for leadership students.</p> |

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| | | <p>Collaborated with the Department of Communications in accessing materials and criteria for Public Speaking and Elevator Speech materials.</p> |
| <p><i>GOAL 5: Advance the overall effective and efficient use of resources and identify new revenue sources to support the university's core mission.</i></p> | <p>Continue to ensure operational efficiency by maintaining a high level of fiscal accountability, transparency, and compliance.</p> | <p>Metric: Create first draft of Commuter Affairs Operating Manual by October 15, 2016 and a final draft by March 15, 2017.</p> <p>Results: Completed and submitted to VP of Student Affairs.</p> <p>Metric: Create first draft of Student Leadership Operating Manual by October 30, 2016 and a final draft by March 15, 2017.</p> <p>Results: Completed and submitted to VP of Student Affairs.</p> |

Greek Life

“Rediscovering Our Passion to Serve Students”

Overview of Services and Staffing

The Office of Greek Life supports a learning community that inspires students to become involved outside of the classroom by finding a sense of community through brotherhood and sisterhood, character development, and academic initiatives. We seek to create an environment that supports campus fraternities and sororities achieve academic success, foster leadership development, provide community service, and enhance the holistic student experience at Bowie State University.

Membership Statistics

Total active Greek Life Organizations: **12**

Active National Pan- Hellenic Council (NPHC) Organizations: **8**

Active Council of Independent Organizations (CIO): **4**

Fraternity Members: **59**

Sorority Members: **42**

Total Fraternity and Sorority Members: 101

Male Social Fellowship Members: **5**

Female Social Fellowship Members: **3**

Total Social Fellowship Members: **8**

Total undergraduate members under the Office of Greek Life: 109

Total number of 16/17 school year new initiates: **31**

Total number of May 2017 Greek Life graduates: **25**

Total undergraduate enrollment at BSU: 4,711

Percentage of undergraduates affiliated with a Greek and Social Fellowship: **2.33%**

Programming

This academic year, the fraternities and sororities facilitated 56 programs. In addition, they participated in three community service projects and three leadership development seminars.

Academic Standings

| Organization | Spring 17 Cum GPA |
|---|-------------------|
| Alpha Phi Alpha Fraternity, Inc. | 3.30 |
| Alpha Kappa Alpha Sorority, Inc. | 2.81 |
| Kappa Alpha Psi Fraternity, Inc. | 3.26 |
| Omega Psi Phi Fraternity, Inc. | 2.71 |
| Delta Sigma Theta Sorority, Inc. | 3.33 |
| Phi Beta Sigma Fraternity, Inc. | 2.82 |
| Zeta Phi Beta Sorority, Inc. | 3.14 |
| Sigma Gamma Rho Sorority, Inc. | 3.75 |
| Total NPHC Cumulative GPA | 3.14 |
| Kappa Kappa Psi National Honorary Band Fraternity, Inc. | 2.98 |
| Tau Beta Sigma National Honorary Band Sorority, Inc. | 2.75 |
| Groove Phi Groove Social Fellowship | 2.86 |
| Swing Phi Swing Social Fellowship | 2.73 |
| Total CIO Spring 17 Cumulative GPA | 2.83 |
| | |
| Total Greek Life Spring 17 Cumulative GPA | 3.04 |

Highlights for the Year

The Membership Intake Process (MIP) and required paperwork was totally revamped. Bi-weekly meetings were held with all Greek organization members, and regular professional development training was offered.

Challenges

As previously mentioned, the restructuring of the Office of Student Life and the personnel changes have proven to be effective; however, there remains opportunities for improving communications between the Greek Life Office and the on-campus Greek Advisors, as well as, implementing systems to maintain accurate records and track data. Another challenge is the small departmental operating budget. Again, if it were not for the generosity of the Student Center / Conference Services department, which provides a \$5,000.00 budget for Greek Life, this office would be inoperable.

Goals, Objectives, Results

| GOALS | OBJECTIVES | METRICS & RESULTS |
|--|--|---|
| <p><i>GOAL 5: Advance the overall effective and efficient use of resources and identify new revenue sources to support the university's core mission.</i></p> | <p>Continue to ensure operational efficiency by maintaining a high level of fiscal accountability, transparency, and compliance.</p> | <p>Metric: Create first draft of Greek Life Operating Manual by November 1, 2016 and a final draft by March 15, 2016. Results: Not Completed</p> <p>Metric: Create a plot maintenance checklist. Results: Completed</p> <p>Metric: Create system for Greeks to submit monthly reports electronically. Revise what is included in monthly reports. Results: Completed</p> <p>Metric: Create system for Greeks to submit community service reports electronically. Results: Completed</p> <p>Metric: Facilitate bi-weekly NPHC/CIO meetings Results: Bi-weekly meetings were held with organizations during the fall and spring semesters.</p> <p>Metric: Facilitate monthly Advisor meetings Results: Advisor meetings were held 3 times this academic year.</p> <p>Metric: Plan and facilitate 2017 Hazing Week events Results: National Hazing Week is September 18-22, 2017. A draft</p> |

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| | | <p>program will be planned this summer.</p> <p>Metric: Create probate location and costs document.</p> <p>Results: Completed</p> |
|--|--|--|