

UNIT REPORT

Semi and Annual Report FY18

Generated: 10/1/18, 2:07 PM

Student Housing and Residential Life

Student Housing and Residential Life Mission

Description:

Mission Statement: We are a diverse community of students, staff, and faculty who foster student success in living-learning environments by building relationships, promoting engagement, and leading with an ethic of care.

Student Housing & Residential Life Vision

Description: Vision Statement: Student Housing & Residential Life is the unrivaled residential experience in student success!

1 Goal #1: SHRL Programmatic Marketing

Description:

Incorporate SHRL programmatic and experiential opportunities into our marketing vehicles and activities such as the website, social media, and various items in the fall and spring recruitment campaigns. (transparency; accountability; innovation)

Goal Status: Partially accomplished

Status Narrative:

i. Website

The SHRL Marketing area is currently re-branding the website to be in alignment with the University of Houston template and to make it more user-friendly. Additionally, the website will have a section that discusses job opportunities and ways for residents to get involved. Marketing will also feature programmatic opportunities for residents both in their residential halls and around campus. The anticipated launch of the website will be on or before December 1, 2018.

ii. Social Media

On social media, the marketing team is engaging current and prospective residents about what it means to live on campus. Through sharing photos of our residential graduates, hosting social media takeovers with Residential Life Coordinators, and promotion of our summer orientation sessions, the marketing team has been able to expand their reach to more students and get them excited about living on campus.

iii. Outreach

The SHRL Marketing team has added a section in the New Student Orientation presentation that explained various social and leadership opportunities and highlighted ways for students to get involved when they come to campus in the fall. This new section included important information about the Move-In experience, a student testimonial, and an opportunity for parents to be involved in sharing their story about their student living on campus.

2 Goal #2: Lifecycle Strategy

Description:

Develop and implement a marketing and communication strategy that goes beyond asking students to sign up for housing. A "lifecycle" approach to student communication is important. (Empowerment)

Goal Status: In progress

Status Narrative:

i. Move-In Videos

During the summer orientation presentations, SHRL marketing staff recruited families to participate in short films that will show the various moments leading up to Move-In. In addition to filming the families before they arrive for Move-In, SHRL Marketing will film the families during the Move-In process and capture their experiences to share in future promotional and marketing materials.

ii. Current Resident Communication Plan

SHRL Marketing is in the beginning stages of developing a comprehensive email communication plan that will provide information on SHRL dates and deadlines, leadership or employment opportunities, and feature stories about residents throughout the academic year. In addition to written content, the emails will include videos promoting upcoming involvement opportunities that will be filmed, edited, and promoted by student assistants in the SHRL Marketing office. The communications plan will begin in August 2018 and run through May 2019.

iii. Opening Events Videos

SHRL Marketing has partnered with University IT to film several videos from the student's perspective of the opening events that we host for residential students. The videos will be shared with current residents via email to provide a recap of their opening events experience and on social media to highlight the excitement and energy that our students experience before classes begin.

iv. Residence Life Coordinator Engagement

SHRL Marketing is supporting the Residence Life Coordinators by creating custom welcome videos that can be sent to the residents when they arrive. The team will also be working with the Residence Life Coordinators to film a mid-semester video check-in from the RLC to connect with residents.

3 Goal #3: Conduct Sanctioning

Description:

Develop a high impact learning experience sanctioning option for students who violate Student Housing and Residential Life Policies, Procedures, and/or License Agreement. (Innovation; Accountability)

Goal Status: Accomplished

Status Narrative:

SHRL developed an Ethical Decision Making Workshop, a collaborative sanction with the Dean of Students Office. This sanction was offered twice during the fall semester and will be offered monthly during the spring 2018 semester.

4 Goal #4: Charges & Credits Communication

Description: Develop and articulate email correspondence to residential students when issuing charges and credits. (collaboration; transparency)

Goal Status: Changed

Status Narrative:

SHRL currently has implemented email correspondence when changes are made to the student account for room assignment. SHRL has determined to not fully implement the ability to send email notification upon individual account charges due to competing priorities.

5 Goal #5: Staffing

Description:

Evaluate current student staffing positions to modify an existing position (Senior RA) or create a new student worker position to focus more specifically on student success initiatives such as one on one student meetings related to their Mapworks risk indicator. (empowerment; innovation)

Goal Status: Accomplished

Status Narrative:

The Community Mentor position was created and implemented in fall 2017. The Community Mentors advise hall council and meet with students identified as having student success issues as defined through the Mapworks database.

6 Goal #6: Mercury 3 Training - Conference Staff

Description:

Develop a methodology and training for conference staff at all levels to utilize Mercury 3 for billing and room allocation management. (Empowerment; innovation)

Goal Status: Accomplished

Status Narrative:

As it is written, this goal is partially complete but needs to be changed to omit the billing component. Both a methodology and training have been developed for room allocation which is currently in use. However, due to the University's policies around authentication, the billing component is not something that can be pursued at this time.

7 Goal #7: Business Process Review

Description:

Conduct a business process review of all aspects of housing operations in relationship to upgrade of housing management system (Mercury 3). (accountability)

Goal Status: Accomplished

Status Narrative:

Developments on processes have been made and how-to guides have been created for many processes. Processes include staff hiring processes, exception requests, and cancellations.

8 Goal #8: Mercury 3 Training - SHRL Staff

Description: Implement and train professional staff on Mercury 3 Housing Management System. (Empowerment)

Goal Status: Accomplished

Status Narrative:

Mercury 3 was released in June 2017 and staff training on all levels occurred.

9 Goal #9: Customer Service Standard

Description:

Develop and deploy a departmental customer service standard and provide training to all staff levels related to set standards. (accountability)

Goal Status: Accomplished

Status Narrative:

The DSAES Customer Service Standard was a training topic at all student staff levels during the summer and fall trainings.

10 Goal #10: Diversity & Inclusion

Description: Incorporate enhanced level of diversity and inclusion competency work in training and in-services. (diversity; empowerment)

Goal Status: Accomplished

Status Narrative:

Niya Blair and Adria Terry of the UH Center for Diversity and Inclusion (CDI) conducted diversity workshops for: Community Mentors on January 12, 2018, Residence Life Coordinators on January 31, 2018, and Supervisors - Residential Desk on March 21, 2018. Additionally, CDI distributed the Intercultural Development Inventory (IDI) to the SHRL staff, which was followed up by a discussion/presentation at the April 5 SHRL Vision Meeting. On February 14, 2018, the Resident Advisors had an In-Service, "Diversity in the Dark," conducted by Residence Halls Association (RHA). And, at present, Susan Kimbrough, Courtney McElroy, and Mark Vitek are in discussion with Niya Blair about long-term SHRL diversity and inclusion training needs.

11 Goal #11: Conference Services Assessment

Description: Develop and disseminate an assessment tool for both conference services as well as guest housing. (accountability)

Goal Status: Partially accomplished

Status Narrative:

SHRL Conferences has an assessment tool and it was disseminated. Guest housing also has a tool but it will begin soliciting responses beginning in FY19 with all guests receiving a survey upon check-out and final payment.

12 Goal #12: Expand Assessment Cycle

Description:

Expand our current assessment cycle helping to make stronger connection with department planning processes. Work with Executive Leadership Team on annual cycle inclusive and beyond the annual retreat. (accountability; transparency; collaboration)

Goal Status: Accomplished

Status Narrative:

SHRL staff has developed a new assessment cycle that follows the DSAES calendar of assessment activities/reports, while also "closing the loop" on projects. The calendar was implemented in February 2018, along with a process to document departmental assessment projects. Student Housing & Residential Life can also consult with departmental assessment leads on projects.

13 Goal #13: SHRL Training

Description: Assess training for full-time and part-time Res. Life positions and outline a plan to address training gaps. (accountability)

Goal Status: Partially accomplished

Status Narrative:

The Associate Director of Residential Life and the Assistant Directors for Residential Life (ADRL) created a self-assessment tool based in ACUHO-I Core Competencies that allows staff members to assess their proficiencies (1=foundational, 2=intermediate, or, 3=advanced) in a numbers of important theme areas. The self-assessment was distributed to Residence Life Coordinators and Supervisors - Residential Desk on July 11, 2018, and were due on July 18, 2018. The information gathered will be used by ADRLs and the respective employee in determining the content of the given RLC/SRD professional development plan.

14 Goal #14: Student Hiring & Training

Description: Complete student hiring guide and training to allow for consistent and uniform hiring process for SHRL. (accountability)

Goal Status: In progress

Status Narrative:

The SHRL Business Office has organized a team of HR/Payroll coordinators for DSA and has begun gathering information. Student Housing & Residential Life hired a new Assistant Director for SHRL Business Services, who is still transitioning into the role. The Assistant Director will take the lead on finishing and documenting this goal.

15 Goal #15: Electronic Financial Reporting

Description: Creation of electronic monthly financial reporting to assist managers in budget tracking. (empowerment)

Goal Status: Accomplished

Status Narrative:

Creation of electronic monthly financial reports for DSA was completed Spring 2017. September 2017 all DSA departments except SHRL began using the reports. Student Housing & Residential Life is using this process at a departmental level; however, Student Housing & Residential Life hired a new Assistant Director for SHRL Business Services, who is still transitioning into the role. The Assistant Director will take the lead on initiating program specific reporting.

16 Goal #16: Facilities Communication Plan

Description:

Goal #16: Develop and implement a marketing and communication plan for students to become familiar with facilities staff, projects and future initiatives in the residence halls. (collaboration; transparency)

Goal Status: Changed

Status Narrative:

This goal has been postponed for FY19 due to organizational change.

17 Goal #17: Donations

Description: Raise \$25K in-kind/cash (including Opening) donations through Development Committee outreach. (collaboration; innovation)

Goal Status: Accomplished

Status Narrative:

Opening donations are now managed through the SHRL Development Committee. The Development Committee chair serves as an ad hoc member of the SHRL Opening Chairs Committee.

Delayed: Quadrangle Alumni donation campaign tied to memorabilia (mailbox doors, limestone) delayed due to construction delays in the new project.

18 Goal #18: Resident Advisor Demographic Representation

Description:

Assess the Resident Advisor selection process as it relates to demographic representation of selected candidates with the campus population demographics. From that information, set goals and make needed changes to RA selection to achieve an RA staff that is representative of the diverse campus population. (diversity; accountability)

Goal Status: Accomplished

Status Narrative:

The SHRL Student Staff Selection Committee collected demographic information on the fall 2016 and fall 2017 Resident Advisor staffs. These demographics were compared to the residential population and all-UH population demographics for the same respective terms. Numbers show that the Resident Advisor staff is representative of the residential population and all-UH population. No action will be taken at this time; however, the SHRL Student Staff Selection Committee will continue to run these numbers every semester and make recommendations, if determined it is needed.

1 Assessment Activity #1: Diversity & Inclusion Training

Learning Outcome/Assessment Activity Description:

As a result of participating in diversity & inclusion training, Student Housing & Residential Life Resident Advisors will gain the skills and knowledge necessary to serve the diverse population of residents and guests who use our services.

Purpose of Assessment Activity:

1. Measure if SHRL Resident Advisors have retained information learned about diversity and inclusion

Method of Assessment: Pre/Post Test

Method of Assessment Description:

We will administer a Pre-test in September 2017 and a Post-test in July 2018. In addition to these overall assessments, SHRL Resident Advisors will complete a small pre-test and post-test (or other assessment activities) immediately before/after each training or in-service that is focused on diversity and inclusion throughout the year.

Frequency / Timeline of Assessment Activity:

1. Pre-test will be given at the beginning of the fiscal year (September 2017) and a post-test will be given at the end of the fiscal year (July 2018)
2. On-going post-evaluations will be given after each training and/or in-service held (that have a diversity/inclusion focus)

Results:

After further review, Student Housing & Residential Life has decided to abandon this assessment project. In the near future, the department will work towards creating a new strategic plan, which will provide further direction for incorporating diversity and inclusion initiatives and knowledge in the work that we do.

Action to be taken as a result of the activity:

N/A

2 Assessment Activity #2: Resident Advisor Demographics

Learning Outcome/Assessment Activity Description:

Student Housing & Residential Life will evaluate the Resident Advisor demographics and compare those to the demographics of the populations

in which we serve.

Purpose of Assessment Activity:

We want to gauge whether our newly hired Resident Advisor staff is reflective of the diverse population which we serve, in order to evaluate our Resident Advisor recruitment and selection process.

Method of Assessment: Data Analysis

Method of Assessment Description:

1. Determine the number of Resident Advisors per ethnic background/race via a query.
2. Determine the number of fall 2017 Residents per ethnic background/race via a query.
3. Compare UH demographics/SHRL resident demographics to Resident Advisor demographics.

Frequency / Timeline of Assessment Activity:

#1 will be done in August 2017

#2 will be done in December 2017

#3 will be done in spring 2018

Results:

Student Housing & Residential Life ran a query of the fall 2016 and fall 2017 cohorts of Resident Advisors to determine the ethnic group representations provided in PeopleSoft. The number and percentage for each ethnic group represented were placed into two charts above, one for fall 2016 and one for fall 2017. Those percentages were compared to the percentage of ethnic group representation of all Student Housing & Residential Life residents and entire UH community (numbers provided by DSAES Assessment & Planning). The ethnic group representation percentages of Resident Advisor cohorts are fairly reflective of the ethnic group representation percentages of “in housing.”

Attached Files

[Assessment Activity #2 Results.docx](#)

Action to be taken as a result of the activity:

At this time, no action will be taken, as the percentages are reflective of each other. However, this assessment project will continue to be updated yearly, so action can be taken, if deemed necessary.

3 Assessment Activity #3: Benchworks Satisfaction Survey

Learning Outcome/Assessment Activity Description:

Student Housing & Residential Life will understand the level of satisfaction our residents have with their on-campus experience evaluated through the following 17 Benchworks Satisfaction Survey factors: 1. Hall/Apt Student Staff; 2. Hall/Apt Programming; 3. Hall/Apt Environment; 4. Facilities; 5. Services Provided; 6. Room Assignment or Change Process; 7. Safety and Security; 8. Roommates; 9. Dining Services; 10. Community Environment; 11. Personal Interactions; 12. Sense of Community; 13. Diverse Interactions; 14. Self-Management; 15. Alcohol and Drug Use; 16. Sustainability; 17. LLC Connections and Support.

Purpose of Assessment Activity:

The purpose of the Benchworks survey is to measure students' satisfaction with their on-campus living experience, as determined by the 17 Benchworks factors.

Method of Assessment: Survey

Method of Assessment Description:

The Benchworks survey, from Macmillan, is released to residents in November 2017. Once the survey closes, the fall 2017 factors will be compared to previous year's factors.

Frequency / Timeline of Assessment Activity:

Once yearly in November 2017

Results:

Please see the attached results of Benchworks scores by factor for fall 2017.

Attached Files

[AssessmentProjectThree - Benchworks.docx](#)

Action to be taken as a result of the activity:

Overall, the Benchworks scores reflect that our residents are satisfied with Student Housing & Residential Life. Scores were shared with campus partners, which may result in further action by those stakeholders.

Student Housing & Residential Life will focus on “LLC Connections & Support,” as the mean score dropped from 4.57 in fall 2016 to 4.47 in fall 2017. Additionally, in fall 2013, LLC Connections & Support was first added as a category on the Benchworks satisfaction survey. In that first year, the mean was 4.87, meaning a 0.40 drop in the mean from fall 2013 to fall 2017.

The questions that impact the “LLC Connections & Support” factor include:

- Living-Learning Outcomes – As a result of your living-learning community, you are better able to: Connect with faculty/instructors
- Living-Learning Outcomes – As a result of your living-learning community, you are better able to: Connect with fellow students within your living-learning community
- Living-Learning Outcomes – As a result of your living-learning community, you are better able to: Form effective study groups
- Living-Learning Outcomes – As a result of your living-learning community, you are better able to: Be academically successful

There are several Theme Communities and some Living Learning Communities in which campus partners run the programmatic aspect of the communities. Therefore, Student Housing & Residential Life will focus on those communities in which our department is responsible for executing. Those communities include: Cougar Experience Scholars, Gender Diversity Community, Impact, and International House. Student Housing & Residential Life will develop an action plan to: 1. Increase knowledge of what a living learning community is; 2. Implement a community agreement, which must be signed by the resident on the community; 3. Create more intentional community building programming; and 4. Engage our Faculty-In-Residents with each of the communities. The hall staff will also encourage the residents to complete the Benchworks survey in fall 2018.

We will know if our efforts are successful with an increased mean (above 4.47 earned in fall 2017). Additionally, Student Housing & Residential Life will develop an assessment strategy to showcase the successes of these communities outside of the Benchworks satisfaction survey.

FY 18 Annual Report

Utilization Reports:

Attached Files

- [Conduct_Transports.docx](#)
- [Donations Chart.docx](#)
- [Conference Services & Guest Housing.docx](#)
- [20172018ProgrammingNumbers - missing info.docx](#)
- [SHRL Occupancy Chart.docx](#)
- [Student Selection Graphs.docx](#)

Marketing Highlights (only if applies):

Established (branding, marketing, strategies, etc.)

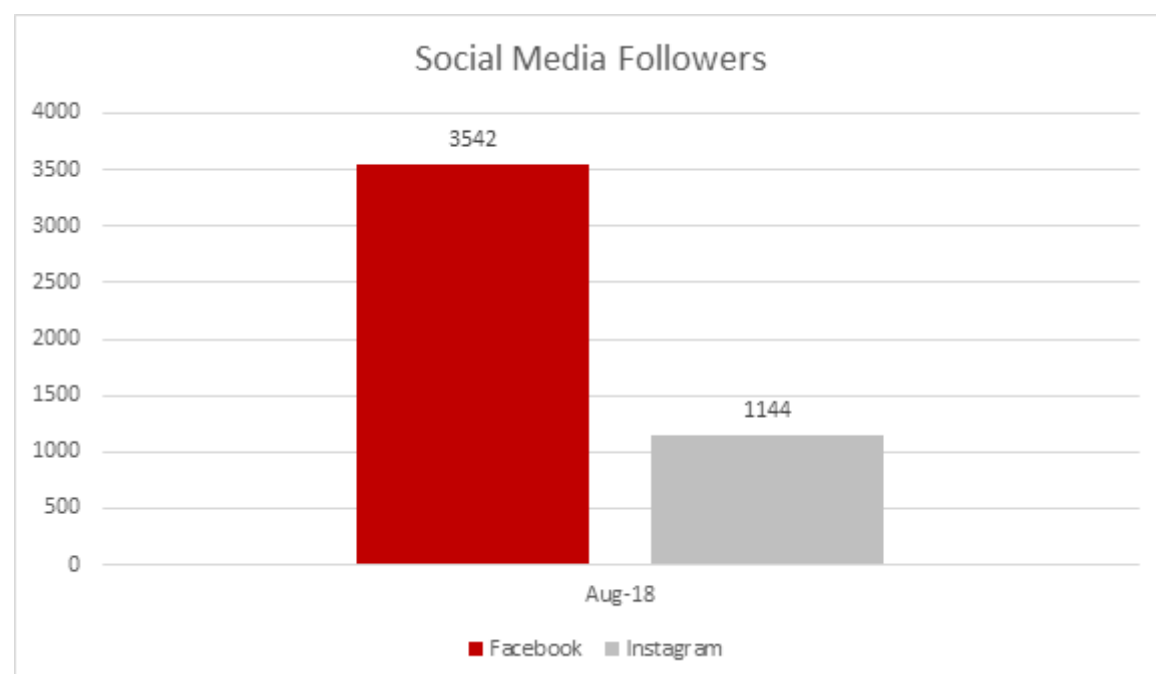
- Collaborated with Cullen Oaks and Cambridge Oaks to design and print bus shuttle advertisements encouraging students to live on campus
- Participated in tabling during the Center for Student Media spring housing fair

Initiated (branding, marketing, strategies, etc.)

- Designed advertisements for inclusion in the following UH Center for Student Media publications:Coog Deals, Transition Magazine, The Daily Cougar
- Partnered with Auxiliary Services to design a bus shuttle wrap that highlights the residential experiences through photos on the bus windows to links to follow SHRL social media platforms
- Implemented a series of Robo Calls to new students encouraging them to sign up to live on campus and a series of calls to current residents to inquire about their housing status
- Designed and distributed a downloadable Move-In Guide with informatino about what to bring, emergency preparation, and important contacts

Provide accomplishments in marketing metrics (engagement, impact, reach, etc.)

- The bus shuttle advertisements that were created will create 808,920 monthly impressions from July 1, 2018-June 30, 2019



Student Housing & Residential Life Website Metrics

Total number of website hits: 101,251,718

Top four states people visited the website from:

- Texas - 167,556
- California - 4,618
- New York - 2,685
- Florida - 2,169

Average number of minutes spent per website visit: 1:21

Number of new sessions (i.e. who is new to the site versus returning): 7,122,574

Bounce Rate: 43.38%

Staff Highlights: Personnel Updates (only if changes occurred):

1. Identify Staff that have Retired/Departed/Promoted

1. Kellie Spellman, Assistant Director for Marketing & Communications, Departed September 2017
2. Adam Leal, Assistant Director for Business Services, Departed January 2018
3. Avis London, Residence Life Coordinator for Moody Towers, departed March 2018
4. Connie Blackmon, Supervisor Residential Desk for Moody Towers, departed March 2018
5. Shaniqua Johnson, Residence Life Coordinator for Cougar Place, departed March 2018
6. Leanica Adams, Promoted from Housing Manager for Customer Service and Training to Assistant Director for Customer Service & Operations, effective April 1, 2018
7. Carrie Cooper, Program Coordinator for Leadership & Learning Programs, departed June 2018
8. Brian Hall, Residence Life Coordinator for Bayou Oaks, departed June 2018

2. Identify New Staff Members

1. Kellie Spellman, Assistant Director for Marketing & Communications, Started August 2017
2. Christopher Allen, Residence Life Coordinator, Moody Towers South, Started January 2018
3. Alexsandra Preston, Assistant Director for Marketing and Communications, started in March 2018
4. Sharon Pesquera, Supervisor Residential Desk for Moody Towers, started in May 2018
5. Alan Townsell, University of Houston, 2018 ACUHO-I Summer Conference Intern
6. Victoria Willaims, North Carolina Central University, 2018 ACUHO-I Summer Conference Intern
7. Zachariah Brumfield, Ball State University, 2018 ACUHO-I Summer Conference Intern
8. Bari Boyd, Slippery Rock University of Pennsylvania, 2018 ACUHO-I Summer Conference Intern for Marketing
9. Jarell Miller, Residence Life Coordinator, Moody Towers North, started in June 2018
10. Melissa Rolland, Residence Life Coordinator, Cougar Village I, started in June 2018
11. Justin Avera, Coordinator for Emergency and Risk Management (new position created in FY2018), started in June 2018
12. Stephanie Hignojos, Program Coordinator for Leadership & Learning Programs, started in July 2018
13. Bri'Ann Price, Residence Life Coordinator, Cougar Village II, started in July 2018
14. Lynn Smith, Assistant Director SHRL Business Office, started in August 2018

Staff Highlights: Presentations, Involvement/Oversight and/or Awards and Recognition:

Staff Highlights: Presentations, Involvement/Oversight and/or Awards and Recognition On-going

Description	Presentation/Award/Board Participation/Publication	Conference/Association/Awarding Entity	Staff Name(s)	Date awarded/hosted/published
DSAES Golden Paw Award	Award	UH DSAES	Brian Hall; Avis London; Shaniqua Johnson; Shemeka Phipps; Alyssa Veteto; Aaron Crowe; George Hill; Kandace Kendall	November 2017
Earned doctorate degree – “ <i>An Exploratory Study of How Institutions Utilize Systems to Respond to Students Who Are Exhibiting Threatening Behavior</i> ”	Education & Dissertation Defense Presentation	University of Georgia	Dr. Douglas Bell	October 20, 2017
Banner Award	Award for outstanding service on behalf of UH	UH Black Alumni Association	Janelle Brown	Summer 2018
UEP Champion	Award	UH Urban Experience Program	Janelle Brown	
“ <i>SWACUHO U: You are the Spark</i> ”	Presentation	SWACUHO-U Drive-In Conference	Don Yackley	November 2017
Most Spirited Delegation	Award	SWACUHO RA Conference	Conference Delegation	October 2017
Top 10 Program Winner – “ <i>Let’s Piece Together That Resume</i> ”	Award	SWACUHO RA Conference	RAs Konstinos Vogiatzis and Alycia Olsen	October 2017
Top 10 Program Winner – “ <i>Let’s Connect, Building a Rainbow Block of Trust</i> ”	Award	SWACUHO RA Conference at Oklahoma State University	RLC George Hill	October 2017
“ <i>Marvel Madness: Exploring Superhero Careers in Higher Education RA Conference</i> ”	Presentation	SWACUHO RA Conference at Oklahoma State University	George Hill & Shemeka Phipps	October 2017

Regional Winner of Community Service Program "Of The Month"	Award	SWACUHO, Regional	Troisha Busano's nomination of Mapworks Fest	September 2017
Regional Winner of Diversity Program "Of The Month"	Award	SWACUHO, Regional	Shristi Singh's nomination of Cultural Taste of Houston	September 2017
Regional Winner for Student Staff Member "Of The Month"	Award	SWAUCHO, Regional	Shaniqua Johnson's nomination of Ethan Smith	September 2017
Top 10 Program Winner – "Speed Friending"	Award	SWACURH, Regional at University of Central Arkansas	Krienne Magalong and Emily Black	November 2017
Top 10 Program Winner – "Coming Out"	Award	SWACURH, Regional at University of Central Arkansas	Jessica King	November 2017
Top 10 Program Winner – "Can You Keep Up"	Award	SWACURH, Regional at University of Central Arkansas	Danielle Scott	November 2017
Three Year Service Pins	Award	SWACURH, Regional at University of Central Arkansas	Kathryn Delgado, Genesis Robles, Aric Ilbeig, Aspen Shariff-Bey, Zhanna Vanderschoot, Kendra Williams	November 2017
"Exploring Careers in Higher Education"	Presentation	HDFS 4322	Shemeka Phipps	
2018 ACUHO-I Exhibits and Display Committee	Board Participation	ACUHO-I, National	Kenny Mauk	
Student Leadership Programs Knowledge Community Resource Co-Coordinator	Board Participation	NASPA, National	Amy Fitzjarrald	2017-2019 term
NASPA Journal About Women in Higher Education (NJAWHE) New Professional & Graduate Student Board, Reviewer	Board Participation	NASPA, National	Amy Fitzjarrald	2017-2019 term
ACPA 2018 Conference Local Arrangements Committee	Board Participation	ACPA, National	Amy Fitzjarrald	Ended Mar 2018
Exhibits & Display Committee	Board Participation	SWACUHO, Regional	Kenny Mauk	
SWACUHO Annual Conference 2020 Co-Chair	Board Participation	SWACUHO, Regional	Kenny Mauk	On-going
"Translating the Resident Advisor Role into Post College Life"	Residence Advisor Training Presentation	Southeastern University of Louisiana	George Hill	January 2018
"Cards Against Micro Aggressions"	Residence Advisor Training Presentation	Southeastern University of Louisiana	George Hill	January 2018
"Purposeful Programming"	Greek Leadership Conference	University of North Florida	George Hill	January 2018
"Motivating the Middle"	Greek Leadership Conference	University of North Florida	George Hill	January 2018
Programming 101, Fundamentals of Effective Programming	Presentation	Residence Hall Association Training at University of Oklahoma	George Hill	September 2017
Time Management	Presentation	Residence Hall Association Training at University of Oklahoma	George Hill	September 2017
Communication Using Social Media	Presentation	Residence Hall Association Training at University of Oklahoma	George Hill	September 2017
Community Building	Presentation	Residence Hall Association Training at University of Oklahoma	George Hill	September 2017
Social Contracts	Presentation	Residence Hall Association Training at University of Oklahoma	George Hill	September 2017
Keynote Speaker	Presentation	Louisiana Association of Housing Officers Emerging Resident Advisors at Tall Timbers	George Hill	November 2017
Cards Against Micro Aggressions	Presentation	Louisiana Association of Housing Officers Emerging Resident Advisors at Tall Timbers	George Hill	November 2017
Who Inspires You?	Presentation	Louisiana Association of Housing Officers Emerging Resident Advisors at Tall Timbers	George Hill	November 2017
How to be a Consummate Professional	Faculty Presentation	ACUHO-I STARS College, National	Don Yackley	July 2018
Developing Your Action Plan	Faculty Presentation	ACUHO-I STARS College, National	Don Yackley	July 2018
"LinkedIn Food Sees All, Knows All"	Presentation	SWACURH, Regional at University of Central Arkansas	Aaron Sustaita	November 2017
"Worth it: Nutrition Edition"	Presentation	SWACURH, Regional at University of Central Arkansas	Kendra Williams	November 2017
"SWACURH U: The Race of Life"	Presentation	SWACURH, Regional at University of Central Arkansas	Aspen Shariff-Bey	November 2017
"SWACURH U: Countdown to Compliments"	Presentation	SWACURH, Regional at University of Central Arkansas	Aric Ilbeig & Zhanna Vanderschoot	November 2017
Mid-Level Professional of Distinction	Award	SWACUHO, Regional	Lin Crowson	February 2018
"Housing Conduct Bootcamp Pre-Conference Workshop"	Presentation	Association for Student Conduct Administrators Annual Conference, National	Doug Bell	February 2018

"Utilizing Systems to Respond to Threatening Behavior: An Exploratory Dissertation Study"	Presentation	Association for Student Conduct Administrators Annual Conference, National	Doug Bell	February 2018
2018 National Housing Training Institute	Faculty Presentation	ACUHO-I, National	Kenny Mauk	June 2018
Program Review Committee	Board Participation	ACUHO-I, National	Susan Kimbrough & Alyssa Veteto	On-going
Legal Issues in Housing Course Completion Certificate	Board Participation	ACUHO-I, National	Susan Kimbrough	On-going
2018 Commitment to Service for "After the Storm"	Award	2018 SWACURH Regional Business Conference	Residence Halls Association	February 2018
"What's in a Name"	Presentation	SWACUHO, Regional	Kenny Mauk & Don Yackley	February 2018
Top 5 SWACUHO Program	Award	SWACUHO, Regional	Kenny Mauk & Don Yackley	February 2018
Leadership in NASPA's Second Century	Publication	NASPA Knowledge Community Online Publication, National	Amy Fitzjarrald	February 2018
SWAUCHO Senior Housing Officer Steering Committee	Board Participation	SWAUCHO, Regional	Kenny Mauk	On-going
SWACUHO Professional Development Committee Co-Chair	Board Participation	SWACUHO, Regional	Don Yackley	On-going
SWACUHO Professional Development Committee Member	Board Participation	SWACUHO, Regional	Susan Kimbrough & Amy Fitzjarrald	April 2018-Present
SWACUHO Program Committee	Board Participation	SWACUHO, Regional	Susan Kimbrough	On-going
Tier One Customer Service Individual Award	Award	UH DSAES Awards	Kandace Kendall	May 2018
Tier One Customer Service Departmental Award	Award	UH DSAES Awards	Student Housing & Residential Life	May 2018
Outstanding Administrative Assistant/Support Staff Award	Award	UH DSAES Awards	Jeanette Miller	May 2018
New Professionals Institute	Participation	NASPA Region III/SACSA, Regional	Shemeka Phipps	June 2018
TACUSPA Thomas Moorman Fellowship	Award	TACUSPA, Regional	Cassandra Butcher	July 2018
"Leadership Transition Training"	Presentation	SWACURH Regional Business Conference	Alyssa Veteto	February 2018
ASCA Mentoring Program Mentor & Mentee	Board Participation	ASCA, National	Alyssa Veteto	On-going
Outstanding Program Award	Award	UH Center for Student Involvement	Residence Halls Association	April 2018
5 Years of Service Pin	Award	UH Student Housing & Residential Life	Leanica Adams, Brian Hall, Susan Kimbrough, Shannon Moore, Mackenzie Wysong	March 2018
10 Years of Service Pin	Award	UH Student Housing & Residential Life	Teeba Rose	March 2018
The Turbulent Times: Confronting Challenges in Emerging Adulthood. New, Creative and Innovative Ideas	Presentation	26 th Annual World Congress on Learning Disabilities	Shemeka Phipps	
Standards of Distinction Review Committee	Board Participation	Sigma Lambda Gamma National Sorority, Inc., National	Amy Fitzjarrald	May-July 2018
Recognition of 1968 UH Black Graduates	Presentation	UH Black Alumni Association Heritage Brunch	Janelle Brown	June 2018
UH Parent Orientation/Reception Sessions	Presentation	University of Houston	Janelle Brown	Summer 2018
Search Committee for Director of Housing	Board Participation	University of Houston Clear Lake	Susan Kimbrough	Fall 2018

Staff Highlights: Intentional Staff engagement with students outside of job duties (only if applies):

Leanica Adams

SHRL Opening 2018 Sub-Committee Chair for Off-site Check-In

DSAES Customer Service Champion Committee

Postal Service Steering Committee

Cougar Card Advisory Committee

Cat's Back 2018 Volunteer

James Aguanno

SHRL Opening 2018 Chair-Elect

SHRL Emergency Preparedness Committee

SHRL 2018 Laundry Services RFP Committee

Rosemary Aleman

SHRL Opening 2018 Cougar Movers Subcommittee

Christopher Allen (Started January 2018)

SHRL Professional Development Committee

SHRL Opening 2018 On-Site Check-In/Hospitality Subcommittee

Cougar Casino Committee

Rhoda Arnes

CFSL Fraternal Excellence Program Interviewer

DSAES Marketing Communications Committee

SHRL Opening 2018 Sub-committee Chair for Cougar Movers Crew Leaders & Volunteers

SHRL Recognition Committee

Justin Avera (On-boarded June 2018)

Doug Bell

UH CART

CFSL Fraternal Excellence Program Interviewer

SHRL Opening 2018 On-site Check-In/Hospitality Subcommittee

SHRL Emergency Preparedness Committee

DSAES Achievement Initiative for Minority Male Leaders

Center for Diversity & Inclusion Coordinator Search Committee

DSAES Assessment Committee

Connie Blackmon (Departed March 2018)

SHRL Opening 2018 Cougar Movers Crew Leaders & Volunteers Subcommittee

Janelle Brown

Alpha Kappa Alpha Sorority, On-campus Advisor

Urban Experience, Campus Mentor

SHRL Closing 2018 Committee Chair

SHRL Opening 2018 Off-site Check-in Subcommittee

Cassandra Butcher, Graduate Assistant

SHRL Opening 2018 Opening Events Subcommittee

SHRL Professional Development Committee

Bernice Cantu

SHRL Opening 2018 Parking & Security Subcommittee

Mental Health First Aid Training, May 4, 2018

Carrie Cooper (Departed June 2018)

Residence Halls Association, Advisor
 CFSL Fraternal Excellence Program Interviewer
 SHRL Opening 2018 Opening Events Subcommittee, Chair
 SHRL Sexual Violence Prevention and Education Committee, Chair
 SHRL Professional Development Committee
 DSAES Professional Development Committee
 UH Sexual Violence Prevention and Education (SVPE) Strategies Committee
 UH Weeks of Welcome Committee
 UH Fall 2017 Homecoming Committee
 DSAES Family Weekend Committee
 DSAES Sibling Day Committee
 SWACURH Regional Leadership Conference Advisor, November 2017
 Center for Student Involvement's Activities Coordinator for Leadership & Civic Engagement Search Committee
 Code Red Training, October 20, 2017
 Mental Health First Aid Training, May 4, 2018

Aaron Crowe

CFSL Fraternal Excellence Program Interviewer
 National Residence Hall Honorary, Advisor
 Lambda Theta Alpha Latin Sorority, Inc. Advisor
 SHRL Opening 2018 Opening Events Subcommittee
 SHRL Development Committee
 Cougar Casino Committee
 Scarlet Seals Mentor

Lin Crowson

SHRL Sexual Violence Prevention and Education Committee
 SHRL Opening 2018 Opening Events Subcommittee
 UH Sexual Violence Prevention and Education (SVPE) Strategies Committee
 SHRL Development Committee
 Cat's Back 2018 Volunteer

Tiffany Dewberry

SHRL Recognition Committee
 Mental Health First Aid Training

Chloe Felton

SHRL Professional Development Committee

Amy Fitzjarrald

National Residence Hall Honorary, Advisor

CFSL Fraternal Excellence Program Interviewer
 SHRL Sexual Violence Prevention and Education Committee
 DSAES Assessment Committee
 SWACURH Regional Leadership Conference Advisor, November 2017
 Beta Theta Pi Fraternity, Education Advisor
 DSAES LINK Mentee, 2017-2018 Cohort
 SHRL Opening 2018 Chair
 Sigma Lambda Gamma national Sorority, Inc. Lambda Delta Chapter Intake Advisor (Houston Baptist University)
 NASPA Center for Women Candid Conversations 365 Mentee, 2017-2018 Cohort
 Code Red Assist Training, April 13, 2018
 Cat's Back 2018 Volunteer

Andrea Griffin

SHRL Opening 2018 Hospitality and Staff Meals Subcommittee

Alicia Gusman

SHRL Opening 2018 Facilities Subcommittee
 SHRL Closing 2018 Committee
 DA Training Committee
 Mental Health First Aid Training, May 4, 2018

Brian Hall (Departed June 2018)

CFSL Fraternal Excellence Program Interviewer
 DSAES Professional Development Committee
 SHRL Opening 2018 Parking & Security Subcommittee, Chair
 SHRL Emergency Preparedness Committee
 SHRL Student Staff Selection Committee
 SHRL Community Development Model Restructure Task Force
 CFSL Future Greek Leaders Academy Facilitator
 SHRL Summer Conferences Staff Development Committee

Stephanie Hignojos (On-boarded July 2018)

Residence Halls Association, Advisor
 2018 Homecoming Steering Committee
 2018-2019 Weeks of Welcome Committee
 2018-2019 Family Weekend Committee
 Cat's Back 2018 Volunteer

George Hill

CFSL Fraternal Excellence Program Interviewer
 SWACUHO RA Conference Advisor, October 2017
 SHRL Recognition Committee
 SHRL Opening 2018 Marketing & Communication Subcommittee

Shaniqua Johnson (Departed March 2018)

SHRL Teach for America Conference Preparedness, Chair
UH Staff Council (Student Affairs Liaison)
UH Appellate Hearing Committee

Kandace Kendall

Beta Theta Pi Fraternity, Diversity & Inclusion Advisor
SHRL Opening 2018 Opening Events Subcommittee
SHRL Development Committee
DSAES Fraternal Excellence Program Interviewer
SHRL RA In-Service and Training Committee
DSAES InfaRED Committee
CFSL Future Greek Leaders Academy Facilitator
UH Recreation Rec Sports & Family Programming Search Committee
Cat's Back 2018 Volunteer

Susan Kimbrough

UH CART
SHRL Recognition Committee (Advisor)
UH Sexual Violence Prevention and Education (SVPE) Strategies Committee
UH Institutional Compliance Committee
SHRL Professional Development Committee (Advisor)
UH Scarlet Seals
DSAES Strategic Plan Writing Committee
Code Red Assist Training, April 13, 2018
Cat's Back 2018 Volunteer

Adam Leal (Departed January 2018)

SHRL Opening 2018 Hospitality & Staff Meals Subcommittee
SHRL Emergency Preparedness Committee, Chair

Erika Lomas

SHRL Professional Development Committee
SHRL Opening 2018 Facilities Subcommittee

Avis London (Departed February 2018)

CFSL Fraternal Excellence Program Interviewer
SHRL Development Committee

Connie Lowe

SHRL Recognition Committee
SHRL Desk Assistant Training Committee

SHRL Recruitment and Selection Committee

SHRL Opening 2018 Off-site Check-In Subcommittee

Kenny Mauk

SHRL Closing Committee (Advisor)

SHRL Emergency Preparedness Committee (Advisor)

SHRL Laundry Services RFP Committee

Courtney McElroy

SHRL Professional Development Committee, Chair

Fall 2017 Homecoming Steering Committee

SHRL Opening 2018 On-Site Check-In/Hospitality Subcommittee

SHRL Recruitment and Selection Committee, Advisor

Jarell Miller (On-boarded June 2018)

Jeanette Miller

SHRL Development Committee, Chair

Shannon Moore

SHRL Opening 2018 Parking and Security Subcommittee

Desk Assistant Training & Assessment Committee

Desk Assistant Recruitment & Selection Committee

Regina Nixon

SHRL Opening 2018 Off-site Check-In Subcommittee

SHRL Emergency Preparedness Committee

Meal Plan Petition Committee

Erica Pen

SHRL Sexual Violence Prevention and Education Committee

SHRL Development Committee

SHRL Opening 2018 Off-site Check-In Subcommittee

Sharon Pesquera (On-boarded May 2018)

Shemeka Phipps

CFSL Fraternal Excellence Program Interviewer

Omega Psi Phi Fraternity, Inc., Campus Advisor

SWACUHO RA Conference Advisor, October 2017

SHRL Opening 2018 Recognition Committee, Chair

Interviewer, Mock Interview Career Course

2017 SHRL Summer Conference Training Committee, Chair

2018 Summer Conference Training Committee, Co-Chair

2018 Student Staff Recruitment and Selection, Chair

Registered Student Organization Advisor for H.E.R.

Alexsaundra Preston (On-boarded March 2018)

DSAES MarCom Group

BriAnn Price (On-boarded July 2018)

Teeba Rose

Cat's Back 2018 Volunteer

Teeba Rose

SHRL Marketing & Communication Subcommittee, Chair

SHRL Emergency Preparedness Committee

Collegiate 100, Advisor Advisor

Soldiers for Christ, Academic Advisor

Lynn Smith (On-boarded August 2018)

Alyssa Veteto

Residence Halls Association, Advisor

SHRL Sexual Violence Prevention and Education Committee

DSAES LINK Mentee, 2017-2018 Cohort

SHRL Recognition Committee

SHRL Opening 2018 Opening Events Subcommittee

SWACURH Regional Business Conference Advisor, February 2018

NACURH National Conference Delegation Advisor, May 2018

Mark Vitek

SHRL RA In-Service and Training Committee (Advisor)

SHRL Opening 2018 On-site Check-in/Drop N Run Program Subcommittee, Chair

SHRL Closing 2018 Committee

Alicia Whitmire

SHRL Development Committee

SHRL Opening 2018 On-site Check-In/Hospitality Subcommittee

Anime No Kai, Advisor

Friends of Fandom, Advisor

Church of UH, Advisor

Cat's Back 2018 Volunteer

Baptist Student Ministry, Advisor

Mackenzie Wysong

SHRL Closing 2018 Committee

SHRL Opening 2018 Facilities Subcommittee, Chair

UH Sustainability Committee

SHRL 2018 Laundry Services RFP Committee

Don Yackley

SHRL Opening Committee (Advisor)

SHRL Development Committee (Advisor)

Food Service Advisory Committee

SHRL 2018 Laundry Services RFP Committee

SHRL Housing Advisory Committee

Student Enrollment Alliance

Cambridge Oaks Policy Committee

Cullen Oaks Policy Committee

Quadrangle Construction & Design Committee

DSAES Executive Leadership Team

DSAES Senior Leadership Team

Cat's Back 2018 Volunteer

Outside DSAES Engagement: Dept. Advisory Boards or Committees (if applies):

- **SHRL Advisory Committee:** includes representatives from Faculty Senate, Staff Council, and Student Government Association (SGA), RHA, and RA staff. The committee met in October 2017 and discussed priority room selection, SHRL accomplishments, and reviewed the 3% rate increase proposal.
- **Residence Halls Association (RHA):**RHA represents all students who live on campus for Student Housing and Residential Life. The purpose of RHA shall be to provide the means by which its members may create a constructive and positive educational and social environment in which to live. RHA will strive to accomplish this purpose by coordinating, supporting, and initiating individual hall councils and collective efforts in the areas of policy, leadership development, and programming through the group of individuals that serve on the RHA board. RHA is the governmental voice of the residence halls and shall deal with issues of concern to these halls. It shall serve as a means of communication among its membership, the various components of the University of Houston, its surrounding communities, and its regional and national affiliates.
- **National Residence Hall Honorary (NRHH):** advocates for the interests and welfare of residence hall students; provides opportunities for their personal growth and development; offers opportunities for residents to engage in community service and service learning; and strives to provide recognition for individuals who have contributed to the advancement of university housing. They also provide representatives to University and department-wide committees and advisory boards.

Outside DSAES Engagement: Collaborations/Partnerships - not above (if applies):

- **UH Here-We-Go Billion Dollar Campaign** - Janelle Brown serves as an ambassador
- **Delta Sigma Theta Sorority, Inc. Alumni Association** - Shemeka Phipps
- **University of Houston, College of Education's Higher Education Student Association (HESA)** - Cassandra Butcher serves as Master's Student Chair

Outside DSAES Engagement: Support other Advisory Boards or Committees (if applies):

- **Food Service Advisory Committee** - RHA Representation, Aspen Shariff-Bey
- **Cougar Card Advisory Committee** - RHA Representation, Aspen Shariff-Bey
- **Campus Recreation Advisory Board** - RHA Representation, Jessica King
- **Summer Reading Provost** - RHA Representation, Asa Jones and CV2 RA, Chelsea Perreau
- **Student Center Advisory Board** - RHA Representation, Asa Jones
- **SHRL Advisory Committee** - RHA Representation, Zhanna Vanderschoot & Jessica King
- **UH Staff Council** - Shaniqua Johnson (Representative for Student Affairs)
- **Appellate Hearing Committee** - Shaniqua Johnson
- **LGBTQ Resource Center Advisory Board** - Courtney McElroy
- **University of Houston Black Alumni Association** - Janelle Brown serves as Vice President
- **University of Houston Black Leadership Network** - Janelle Brown serves as Vice President
- **UH Sexual Violence Prevention & Education Committee** - Susan Kimbrough & Carrie Cooper
- **UHS Chancellor's Sexual Violence Education and Prevention Advisory Committee** - Susan Kimbrough
- **UH Institutional Compliance Committee** - Susan Kimbrough
- **University Transportation and Security Work Group** - Don Yackley

Areas for Continuous Improvement:**a. Growth and Opportunities:**

- Develop more robust assessment of the Community Development Plan
- Continue to focus on supervision and leadership skills for mid-level staff
- Address affordability for students with "development" initiatives and in the planning for new housing buildings/renovated spaces on campus
- Develop marketing and communication strategies that go beyond recruitment and include a comprehensive "lifecycle" approach to student communication
- Bolster the SHRL reserve balance for capital improvements and create a comprehensive replacement/renewal plan (maintenance and equipment) for SHRL
- Advance Learning Community development and utilization with the addition of housing construction and renovation
- Grow the excellent reputation and utilization of the SHRL conference program with the planned Quadrangle replacement project
- Addition of Program Coordinator to assist with SHRL emergency and risk management

b. Critical Challenges:

- Maintaining occupancy and affordability with competing properties being developed near campus
- Major facility challenges including:
 - Increases in costs planned for the next 2 years
 - Work quality and timing/scheduling related to work orders and projects
- Ability to perform needed refresh projects (furniture, paint, carpet, upgrades)

Departmental Points of Pride:

1. SHRL's one year FTIC retention rate has remained consistent at 86% for the past four years. Additionally, SHRL's one year FTIC retention rate remains higher than the all-UH FTIC one-year retention rate for the second year in a row.

	FY 2016	FY 2017
All UH FTIC	84.6%	85.4%
SHRL FTIC	86.5%	86.2%
Commuter FTIC	84.86%	84.59%

2. SHRL saw an increase in each of the 4-year, 5-year, and 6-year graduation rates of on-campus FTICs. In four years, the 4-year graduation rate increased 9.7%; in three years, the 5-year graduation rate increased 9.7%; and, in 2 years, the 6-year graduation rate increased 4.8%.

Cohort:	4-Year Grad Rates	5-Year Grad Rates	6-Year Grad Rates
Fall 2010	24.3%	42.7%	48.7%
Fall 2011	26.7% (+2.4%)	46.6% (+3.9%)	53.5% (+4.8%)
Fall 2012	30.9% (+6.6%)	52.4% (+9.7%)	N/A
Fall 2013	34.0% (+9.7%)	N/A	N/A

*Numbers in parentheses indicate the increase since fall 2010 cohort.

3. The average GPA of all residential students increased from 2.98 (FY16) to 3.00 (FY17).

	FY16	FY17
FTIC	2.90	2.91 (+.01)
Sophomore	2.95	2.97 (+.02)
Junior	3.06	3.10 (+.04)
Senior	3.16	3.20 (+.04)

4. SHRL on-campus FTICs graduate in four years at higher rates than the all-UH FTICs and commuter FTICs. This has been the case for four consecutive FTIC cohorts (fall 2010; fall 2011; fall 2012; fall 2013).

	SHRL FTICs	Commuter FTICs	All-UH FTICs
2010 Cohort	24.3%	21.2%	22.7%
2011 Cohort	26.7%	24.3%	25.2%
2012 Cohort	30.9%	27.7%	29.6%

5. Each fall, Student Housing & Residential Life distributes the Skyfactor Benchworks Satisfaction Survey. SHRL results are compared to 6 peer institutions, including other Texas public institutions and/or Urban 13 schools. Student Housing & Residential Life ranked #1 out of 7 in Overall Satisfaction, Overall Learning, and Overall Program Effectiveness compared to our Select 6 peer institutions.

6. Conference Services generated \$1,407,808 in revenue through 70 returning conference groups and 9 new conference groups, while Guest Housing generated \$198,830 with 107 guests. Not only do these programs boost campus-community relationships, the revenue funds facility upkeep and programmatic efforts.

7. The Student Housing & Residential Life Development Committee secured \$86,862.17 in Opening donations. These donations resulted in better customer service (i.e. more moving carts to cut down on wait time), cost-saving programming (such as donated cookies for the Meet the Faculty-In-Residence Milk & Cookies program), and positive community relations.

8. SHRL Executive Director Don Yackley was appointed as a faculty member for the Association of College and University Housing Officers International (ACUHO-I) Stars College. Stars College, held in June 2018, is a three-day experience for undergraduate students to learn about student affairs and the housing profession.

9. Student Housing & Residential Life Associate Director Kenny Mauk served as a faculty member for the Association of College and University Housing Officers International (ACUHO-I) National Housing Training Institute (NHTI), which took place in June 2018. As a faculty member, Mauk was a guide, mentor, and educator for institute participants, who were housing professionals with 3-7 years of full-time professional experience.

10. Residential freshmen, sophomore, junior, and senior students complete, on average, more credit hours than their commuter student counterparts. It has also been shown that there is a steady increase in the amount of hours that residential students take year to year.

	Freshmen	Sophomores	Juniors	Seniors
2011-2012	Residential: 23.29 Commuter: 20.39	Residential: 24.17 Commuter: 20.17	Residential: 24.27 Commuter: 22.86	Residential: 24.08 Commuter: 19.42
2012-2013	Residential: 24.62 Commuter: 21.12	Residential: 25.1 Commuter: 20.27	Residential: 26.42 Commuter: 22.27	Residential: 24 Commuter: 19.72
2013-2014	Residential: 25.11 Commuter: 22.18	Residential: 26 Commuter: 21.04	Residential: 26.24 Commuter: 22.19	Residential: 24.55 Commuter: 19.59
2014-2015	Residential: 26.32 Commuter: 23.41	Residential: 26.28 Commuter: 21.25	Residential: 27.17 Commuter: 22.57	Residential: 27.74 Commuter: 19.25
2015-2016	Residential: 26.35 Commuter: 22.56	Residential: 26.6 Commuter: 21.57	Residential: 26.96 Commuter: 23.67	Residential: 23.92 Commuter: 20.15
2016-2017	Residential: 26.13 Commuter: 22.52	Residential: 26.93 Commuter: 21.31	Residential: 28.08 Commuter: 22.41	Residential: 24.67 Commuter: 19.52

