

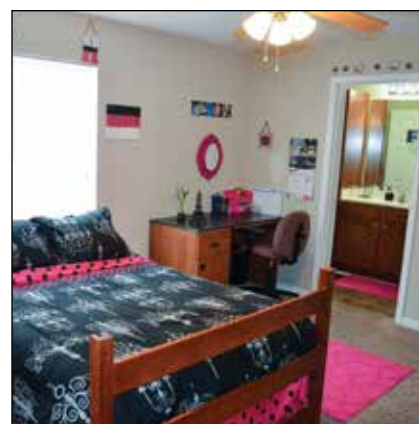
# Housing *and* Residence Life

ASSESSMENT  
PRACTICES  
& HIGHLIGHTS  
*2017-2018*



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# Introduction



It has been an historic year at UNC Greensboro, celebrating 125 years of educational excellence and service, growing and striving to improve with each new generation of students. The on-campus residential experience has played a significant role in creating this legacy of excellence and Housing and Residence Life is excited to continue to build that legacy for generations of Spartans to come.

A significant part of building our legacy is assessing our successes as well as where we could improve our community to better serve our students. HRL endeavors to create an environment where assessment happens every day, in every aspect of our program. Our staff work to make informed, data-driven decisions, based on intentional assessment of our programs, services, and operations. Through these efforts, HRL strives to continually improve the residential experience.

This booklet provides a brief snapshot of assessment practices within Housing and Residence Life. Whether it's welcoming new students in partnership with faculty and staff through the "House Calls" program, assessing and building our connections with our neighbors and the City of Greensboro, or simply evaluating the cleanliness of our facilities or the efficiency of our maintenance operations, HRL is committed to learning and improving through assessment.

While we could not begin to capture all that HRL has accomplished over the past year in this brief series of highlights, we hope that the information provided here will offer a glimpse into the experience we strive to provide to our residents, and the impact we hope to make on our campus and beyond. Though assessment is a department-wide process, a special thanks to Maggie Gillespie, Coordinator for Special Projects, and Kory Burgess, Assistant Director for Marketing, for their leadership in this process.

Please enjoy.

A handwritten signature in black ink, reading 'Timothy Johnson'.

Timothy Johnson, J. D.  
Executive Director  
Office of Housing & Residence Life  
The University of North Carolina at Greensboro

# Housing and Residence Life (HRL)

## Mission

Housing and Residence Life provides safe, inclusive, and secure residential communities where a diverse, innovative and responsive team of professionals encourages students to pursue academic excellence, personal growth, civic leadership and responsibility.

Efficient, effective and accessible programs and services are provided by competently trained and reliable departmental teams in affordable, clean, comfortable, sustainable and sound facilities equipped with current technologies.

Our diverse residence hall environments promote learning and personal growth through programs that enable students to acknowledge and appreciate diversity through open dialogue, establish a personal sense of interdependence, and prepare them for responsible service as members of the global community.

## Vision

Housing and Residence Life at The University of North Carolina at Greensboro will be a leading residential program by providing students with comfortable and safe living environments that support academic success and promote social responsibility.

## Core Values

1. Inclusivity & Diversity
2. Teamwork
3. Community
4. Personal Growth
5. Safety & Security
6. Innovation

## Departmental Focal Areas

1. Academic Excellence
2. Leadership Development
3. Civic Responsibility
4. Student Engagement

## Assessment Process

Effective assessment is one of the keys to program improvement.

HRL uses assessment to inform our work, choose initiatives and priorities, refine processes, and determine overall program effectiveness.

Assessment in Housing and Residence Life occurs at many levels; nationally, institutionally, as well as within our department.

Methods we employ to assess include:

- SkyFactor (formerly EBI/Mapworks) National Benchmarking survey
- Resident interest surveys
- Training effectiveness surveys
- Focus groups
- Program evaluations
- Surveys
- Observing behavior
- Informal dialogue
- Follow-up discussions



# The Assessment Cycle





# Celebrating the 125<sup>th</sup> Anniversary

This year, The University of North Carolina at Greensboro commemorated its 125th anniversary with a year-long celebration to mark the significant growth it has achieved since opening as the State Normal and Industrial School with 198 students. Currently, UNC Greensboro is the largest university in the Piedmont Triad with nearly 20,000 students and more than 2,500 faculty and staff.

The university hosted several campus-wide events to honor the 125th anniversary, including a Founders Day Festival featuring a 125-foot-long birthday cake and an anniversary concert by UNC Greensboro's own Rhiannon Giddens. Housing and Residence Life celebrated this important milestone with a variety of its own programs and initiatives, some of which are included here.



## Diversity Doctor Desserts

Throughout the year, Assistant Director Demarcus Merritt hosted several programs that allowed space for the campus and community to have desserts with "Diversity Doctor" Demarcus while: ❶ learning #UNCG125 facts about institution history, and ❷ having dialogue around topics and tips around diversity.



## 125 Bingo

To celebrate 125 years of Opportunity and Excellence, the Residence Hall Association hosted 125 Bingo.

Over 150 students attended with high hopes of winning one of several prizes, which included "1" Roku TV, "2" Roku Sticks and "5" bags of groceries.



## 125 History Decorations

RAs in Reynolds Hall decorated the lobby with pictures of important figures in UNC Greensboro's history, including Charles McIver, Julius Foust, Harriet Elliott, Joanne Smart, and Betty Tillman, between which is the caption "UNCG was built on these individuals' hard work. Welcome to 125 Years of Excellence."



## 125-Pound Clothing Drive

Weil/Winfield Hall Council led a clothing drive to collect 125 pounds of clothing from residents. Over 200 pounds were collected.



## HRL Carnival

A dedicated table at the Opening Carnival exposed students to information about the 125th anniversary, offered 125 swag and tickets to a Greensboro Grasshoppers Game.



## 125 Pledges

Vagina Monologues collected over 125 pledges from the UNC Greensboro community while tabling the week prior to — and during — the production.

Pledgers agreed to stand up for women's rights and help empower women.

# Academic Initiatives *LLCs*



We actualize our mission to promote learning and encourage academic excellence by designing residential academic initiatives that integrate curricular and co-curricular opportunities for students.

HRL dedicates a Senior Assistant Director for Academic Enhancement to provide leadership for this area in conjunction with a diverse group of live-in professionals, graduate assistants, and faculty. Two signature initiatives are HRL's Living-Learning Communities and Faculty-In-Residence program.

## Living-Learning Communities (LLCs)

LLCs are uniquely designed for new first-year/transfer undergraduate students with a growing focus on the sophomore experience. These communities explore such themes as diversity/social justice, holistic wellness, service-learning, leadership development, career exploration, and global engagement.

### Fall 2017 LLC Survey

A total of 158 **new first year & new transfer students enrolled** in one of the seven LLCs. The survey received a total of 99 responses from Impact, Mosaic, MADH, Spartan Wellness, and UNCG Explorers LLCs.

**59%** of Fall 2017 LLC participants self-identified as students of color.

**43%** identified as a first-generation college student.

The statistics below indicate the percentage of students who reported that they **strongly agreed or agreed** with the following statements:

**94%** "Being part of a LLC has helped in my overall transition to UNCG."

**87%** "I feel a sense of belonging and connection to UNCG."

**95%** "I am aware of my personal strengths and values, and how they contribute to my self-identity."

## LLC SPOTLIGHT: Make A Difference House

Established in 2004 and located in Moore/Strong residence hall, MADH is a LLC that collaborates with the Office of Leadership and Service Learning. MADH strives to be a community of civic-minded student leaders that use service as a means to make a positive difference in the world.

- **Fall 2017 MADH** participants completed 220 service hours.
- **Spring 2018 MADH** participants helped the Diaper Bank of NC to package 6600 diapers to ensure families with babies and children living with poverty have access to basic necessities.





# Academic Initiatives *FIR*

## Faculty-In-Residence Program (FIR)

Established in Fall 2012, the Faculty-in-Residence program provides both formal and informal resident-faculty interactions through classes, programming and casual association. Interactions provide students opportunities to connect with- and relate to- faculty members on a personal level and enhance their confidence in engaging with all faculty members.

FIR are integrated into the residential communities and work with student affairs staff and other faculty to facilitate student learning.

The program has grown to house four faculty including a one-year international Fulbright scholar.

### Faculty-In-Residence Spotlight

Professor Sarah Carrig is a full-time Spanish Lecturer in the Department of Languages, Literatures, and Cultures. She has been a very active member of our residential

community since Fall 2013 and ended her tenure with us in Spring 2018. As a Faculty-in-Residence, Sarah exemplified her passion by designing intentional culturally relevant programs that engaged and exposed students to topics such as implicit bias and intercultural coalition building.

**"As a Faculty in Residence, I have enjoyed many and varied interactions with students...interactions have enhanced both my teaching and my job satisfaction. I believe, too, that my presence...has contributed to students' having a more positive view of professors' concern for students' educational and personal welfare." - Dr. Sarah Carrig**



**WILLIAM M. MAKOLLE**  
Fulbright Scholar, Paris France, Dept. Languages, Literatures, Cultures (French); FIR: Cotten Hall - Quad



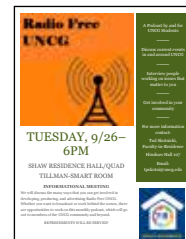
**SARAH CARRIG**  
Spanish Lecturer, Dept. Languages, Literatures, Cultures; FIR: Haywood Hall @ Spartan Village



**TAD SKOTNICKI, PH.D.**  
Assistant Professor, Sociology Department; FIR: Hinshaw Hall - Quad



**RACHEL BOIT, PH.D.**  
Assistant Professor, Human Development & Family Studies; FIR: Union Hall @ Spartan Village





# House Calls

House Calls provides an opportunity for first year and new transfer students to interact with UNC Greensboro faculty, administrators, and staff on a personal level. Faculty and staff volunteers visit halls that house primarily first year and new transfer students in their rooms.

Volunteers provide valuable information about UNC Greensboro programs and services, and help to ease the transition of first-year students to the University experience. Students get their questions answered and receive a gift bag to get their academic year started off right.

## Fall 2017 House Calls

The 9th annual House Calls took place on Monday August 21, 2017 in residence halls across campus.

### Snapshot:

- **1,369** residents visited
- **89** faculty and staff volunteered
- Elected Officials who also volunteered:
  - Representative D. Craig Horn, North Carolina General Assembly
  - Representative John A. Fraley,

- North Carolina General Assembly
- Drew Moretz, Vice President of State Government Relations at University of North Carolina General Administration

### Volunteer Highlights:

- "Meeting a diverse group of young students; hearing the range of plans they had for their time here."
- "Helping students connect with supportive resources."

### Student quotes:

- "Having the staff make you feel at home!"
- "Getting to talk with a faculty member about non-school things

and knowing more about them personally."

- "I met two very friendly people who seemed very interested in how I was adjusting, and how I decorated, and was very eager to help me with any questions I had."

## Spring 2018 House Calls

In Spring 2018, we welcomed 118 new freshmen or transfer students. Each student was personally greeted by their Coordinator for Residence Life or Resident Advisor and given a draw string bag.

**"It's a toss up between interacting with the students, some of whom I am currently teaching, and working with my partner and the HRL staff. I really enjoyed being welcomed into my students' homes and learning more about them and their interests; I also had a great time walking around with my partner and watching him interact with the students and drawing them out. HRL as a whole, as mentioned above, were so professional and appreciative — it made the whole evening worthwhile." - House Calls volunteer**





# HRL Gives Back

## Vagina Monologues

### Overview:

The 2018 season of The Vagina Monologues marked the 6th annual UNC Greensboro production. The show raises awareness about violence against women. Proceeds from the shows go directly to the Clara House, a domestic abuse shelter for women and children in Greensboro.

### Snapshot:

- Total attendance was 688.
- Donations made: more than 250 boxes of tampons, pads & other hygiene items.
- Money raised: \$3,526.00.

### Cast Survey:

- **62%** lived on campus
- **76%** stepped outside of their comfort zone as an actor in this show

### Why did you get involved in the Vagina Monologues production?

*"To give someone else the feeling(s) the show gave me when I first saw it...I've never been more proud to be a woman."* - Priscilla Jordan

*"I wanted to be part of something that makes an impact!"* - Lilly Berlinski

### What did learn about yourself as a result of being part of this show?

*"I learned that I'm a lot more confident than I thought I was."* - Bryce Artis

*"That I can do anything when I believe in the cause behind it. Even get on stage and talk about my vagina."* - April Marshall



## State Employees Combined Campaign

The SECC (State Employees Combined Campaign) is a state agency fund raising effort. The UNC Greensboro goal was to collect \$200,125. Each department is responsible for reaching out to its employees to solicit donations.

HRL's efforts included a department wide meeting with a guest speaker whose agency receives money from the SECC donations as well as weekly drawings for prizes.

HRL was recognized as the department with the highest participation rate within its group based on the number of employees in the solicitation area. We had a participation rate of 47% helping UNC Greensboro exceed its goal and collect \$201,564.



# HRL Gives Back

## Smell the Roses

On March 23, students from the Connect Living Learning Community gathered in the Haywood Club House to package 50 meals for Smell the Roses, a non-profit organization focused on rebuilding the community while breaking down social stigmas and stereotypes surrounding homelessness.

## BackPack Beginnings

Throughout the year, Residence Life staff worked with Backpack Beginnings, a Greensboro organization whose mission is to deliver child-centric services to feed, comfort and clothe children in need.

- Collected over 300 pounds of food.
- Raised over \$2,200.
- Volunteered 810 hours including sorting food and clothing.
- Delivered 839 ComfortPacks to children throughout Guilford County.





# Community Events

## Partnership with the Glenwood Community

### Partnership Overview

To enhance, expand and engage partnerships with the Glenwood Neighborhood, HRL spearheaded a University Strategic Plan Initiative alongside representatives from various departments. These included the Chancellor's Office, Auxiliary Enterprises, University

Police, faculty from several Colleges and our Faculty-in-Residence, as well as staff from the Kaplan Recreation Center, Campus Activities and Programs, Intercultural Engagement, and the Office of Leadership and Service Learning. Together, we engaged in an ongoing effort to document and initiate programming and service partnerships between the University and the Glenwood Community.

Through these efforts, we have developed or

expanded partnerships with the Greater Glenwood Neighborhood Association, the Glenwood Recreation Center, the Glenwood Library, Hope Academy, the Glenwood United Methodist Church, the Servant Center, and the City of Greensboro.

This ongoing relationship has resulted in over 20 programs and partnership initiatives hosted throughout the year, attracting over 1,000 participants including youth, families, UNC Greensboro staff and students.

## Program Spotlight:

### Monster Mash

On October 29, 2017, HRL partnered with the Glenwood Community to host a program called "The Monster Mash." This carnival-like experience consisted of various Halloween-themed stations, including games, face painting, story-telling, arts and crafts and a cake walk.

In addition, UNC Greensboro's Police Department held a K-9 demonstration for parents and children that showed how K-9 dogs are trained and what they can do. 16 residents from the Spartan Village community and seven staff members from the Glenwood Recreation Center volunteered to provide an engaging experience for 184 community members.



EVENT/DESCRIPTION	DATE	Community Partner	Total Attend.
<b>MONSTER MASH</b> Annual Halloween event for community youth and families. Activities included face-painting, story-telling, and Halloween Twister.	Oct. 29, 2017	Glenwood Recreation Center	184
<b>ZOMBIE WALK</b> Annual post Halloween event for community youth and families. Volunteers assisted with youth being dressed in zombie like attire and face painting.	Oct. 30, 2017	Glenwood Library	17
<b>GLENWOOD PANCAKE BREAKFASTS</b> Throughout the year, HRL worked with the Greater Glenwood Neighborhood Association to bring back Glenwood Pancake Breakfasts, an initiative that was previously a community staple event held by the Glenwood United Methodist Church. This was established to create community and connection. Six Pancake Breakfasts allowed the Glenwood Community members and UNC Greensboro to create connections.	<b>2017 dates:</b> November 18 December 16 <b>2018 dates:</b> January 27 February 24 March 17 April 14	Glenwood Neighborhood	235
<b>CANDY LAND EGG HUNT</b> UNC Greensboro staff and students volunteered alongside Glenwood community members for the annual Candy Land Egg Hunt Event, held at the Glenwood Rec Center.	Mar. 24, 2018 (10 a.m.–1 p.m.)	Glenwood Rec Center	400
<b>BETTER, TOGETHER OPEN STREET</b> Glenwood, UNC Greensboro, and the City of Greensboro partnered to host various activities for the community and campus to engage with one another. The Open Street theme was adopted from the Open Streets Project that encourages shared activity and leisure. Activities included free food, music and UNC Greensboro student organization tables.	Mar. 24, 2018 (2–6 p.m.)	City of Greensboro; UNC Greensboro & Glenwood	315
<b>FLOWERS. FOOD. FUN</b> HRL students and staff joined youth from the Glenwood Recreation Center for a morning of indoor and outdoor activities, including tutoring and games, as well as planting flowers and engaging in projects that otherwise enhanced the facility.	Apr. 20, 2018	Glenwood Recreation Center	75

# Resident Advisor Training

## Overview

For the 5400 students living in our residence halls, our Resident Advisors (RA) serve as crisis responders, mentors and role models to ensure the personal and academic success of our students.

Our goal for the Fall 2017 training was to have a "confident, competent and mentally prepared" RA staff going in to the 2017-2018 academic year. The training sessions focused on preparing their mind-set and introducing important tips and tricks to be successful throughout the academic year.

To provide a unique leadership opportunity for our RA staff, a conference was hosted during the Spring 2018 semester to encourage peer-to-peer learning in topics related to leadership development, professional development, career development and self-management.

## Assessment

- A web-based survey was conducted at the end of each training day, a comprehensive survey at the end of the training week.
- A web-based survey was conducted at the end of the RA conference.

## Key Findings

- **78%** of the RAs were satisfied with self-care time throughout training.
- **78%** of the RAs were satisfied with the dates of training (July 26 - August 7).
- **98%** of the RAs felt supported during training.
- **75%** felt confident, **85%** felt competent and **79%** felt mentally

prepared going to Move-In.

- **88%** of the RAs felt attending the Leading for the Future Conference was worthwhile.
- **94%** of the RAs felt as though they could put the information they learned from the conference into immediate use.

## Assessment Impact

Based on assessment data from 2017-2018 training programs, we learned that RAs appreciated the schedule change, which included more training days with less hours per day. The addition of structured self-care time was also a welcomed change, which led to an increase in the number of RAs feeling rested and well-prepared for opening.

### TUMBLERS AT TRAINING

Since 2010, Residence Life has provided all student and professional staff members reusable tumblers. Providing these to staff members has removed the need to provide disposable drink ware during training, development sessions and other staff events.

Over the past seven years, the total saving for the department has been approximately \$1,500, but more importantly, reduced our use of disposable drink ware by over 25,000 cups!

## 2017 Academic Summary for Resident Advisors

The Resident Advisor position can be very demanding. HRL expects Resident Advisors to be "student leaders, students first." We work diligently to ensure RAs are able to be academically successful, while fulfilling the responsibilities of the position.

Academic Excellence is a focal area for Residence Life, and RAs support this through programming in the residence halls, but also by serving as academic role models to their residents.

- **71.5%** of RAs received a 3.0 or higher term GPA, an 8% increase from Fall 2016.
- **41%** of RAs received a 3.5 or higher term GPA.
- **15.5%** of RAs received a 4.0 term GPA.
- **3.30** average **term GPA** for RA staff.
- **3.32** average **cum GPA** for RA staff.

RA Staff Grades	Fall 2017	Fall 2016
Average Term	3.3	3.18
% of RAs, 3.0 +	71.5%	63.5%
% of RAs, 4.0 +	15.5%	13.5%

### 2017 AVG. TERM GPAs

**2.79** The average GPA of 5104 residents on campus students.

**3.30** The average GPA of 116 RAs during that same period.

# Student Leadership



**The Office of Housing and Residence Life provides numerous opportunities to be involved in leadership positions.**

## Residence Hall Association (RHA)

RHA is a student-run organization that provides over 150 leadership opportunities through various elected positions in respective Hall Councils.

RHA serves as the primary advocate for on campus residents and students, striving to promote communication between the residence halls and create a fun and effective environment for students to develop into strong leaders.

A survey completed by hall council members conveyed that being in hall council helped members meet new people, step out of their comfort zone, and learn that student leadership is a big responsibility but beneficial in many ways. One student leader commented, "It has helped me step outside of my comfort zone a lot." Another shared, "I wanted to be a part of a team and be able to create amazing ideas that would bring enjoyment to our residents."

## Hall Council Spotlight

### GOAL: 90% ATTENDANCE

at Ragsdale-Mendenhall's Hall Council meetings and programs.

### IMPLEMENTATION

CRL Kelli Thomas prioritized productive meetings, accountability and Hall Council pride, along with including leadership development workshops to maintain Executive Council interest.

### RESULT: 93% ATTENDANCE

## Summer Conference Assistants (SCAs)

SCAs are an important part of the summer operations team within Housing and Residence Life. SCAs provide service and assistance to participants in summer camps and conferences as well as Spartan Orientation, Advising, and Registration (SOAR).

## ACUHO-I Interns

ACUHO-I Interns are a vital part of the summer conference program. The interns assist the Housing and Residence Life staff in providing a comfortable living environment to current and incoming students, as well as conference participants. Interns work in conjunction with several members of the HRL team as well as campus partners to ensure a successful summer conferences program.

### Feature fact:

Summer 2017 marked the 16th time HRL hired ACUHO-I interns. Throughout an intern's time at UNC Greensboro, HRL staff provide experiences to allow interns to network, augment growth in desired areas and enhance understanding of the residence life field.

Former ACUHO-I intern Paige Thomas learned important lessons. She said, "Engaging in customer service practices is not reserved solely for improving the experiences of students or guests to campus. How you intentionally serve and add value to the experiences of your colleagues is just as important. UNCG taught me the importance of both."

The internship experience also helps in career goal-setting. Former ACUHO-I intern Maegan Cruz said, "UNCG was able to provide me with connections with Student Affairs Professionals that I would have never met, and a different level of responsibility and life lessons that I would not have been able to receive at my home institution. UNCG has shown me how institutions may vary, but the love for students are the same."



# Student Leadership

## Resident Advisors (RA)

RAs are responsible for a living area housing approximately 25-75 students in one of the residence halls. Reporting to a Coordinator (CRL/RCC), or an Assistant Coordinator (ACRL), the RA has responsibilities in student development, programming, general administration, maintenance, and facility administration, the selection of staff and more.

## National Residence Hall Honorary (NRHH)

NRHH is a service of the National Association of College and University Residence Halls, Inc. (NACURH). It is designed to give local, regional, and national recognition to students making outstanding contributions to their residence halls.

### Feature fact:

From March 19-23, twenty-three NRHH members participated in their annual "Week of Service," which included collecting canned goods for Spartan Open Pantry and picking up trash around the residence halls.



## Desk Assistants (DA)

DAs assist HRL staff and students in communities by engaging in various administrative tasks, customer service, student/guest referral, and office management. DAs serve as a first contact for students and guests and therefore demonstrate a high level of professionalism.

## Front Desk Associates

Front Desk Associates serve in the central office by addressing questions from students, parents, staff and community members. These 5-8 staff members work on various administrative projects, process and distribute mail, work with housing software and assist with key maintenance.

### Feature fact:

Front Desk Associates are encouraged to participate in other organizations and activities that will enhance their college experience. This year, Elizabeth Paschall returned as a second-year participant in Alternative Spring Break, a trip to

DC where students, staff and faculty learn about social issues and engage in volunteering at places like the Capital Area Food Bank.

## Assistant Coordinators for Residence Life (ACRL)

Residence Life provides graduate students with a strong personal and professional development experience to align with their academic discipline. Each ACRL position has a unique primary function ranging from coordinating a living-learning community, advising hall council, managing front desk operations, student leader supervision, and administrative services.

### Feature fact:

Throughout the year, the Graduate Training & Development Committee planned several workshops to engage ACRLs in professional development. In Spring 2018, two panels – one featuring entry level professionals and the other featuring senior level professionals – provided a space for graduate students to learn from others. Post-panel assessments yielded that graduate students gained the most knowledge and context in two competencies: Communication (Utilizing effective formal and informal communication skills orally and written) and Professional Identity (Developing individual professional values and goals).



# Residence Life Objectives

## Division of Student Affairs

### Strategic Intent

The Division of Student Affairs is the leader in student development, and a primary provider of innovation, transformative and collaborative initiatives that promote student success.

### Mission

The Division of Student Affairs encourages students to be citizens through enriching their personal and professional development in a diverse and inclusive community of care.

### Residence Life Objectives

Keeping the Division Goals in mind, the Residence Life team set the below objectives for the 2017-2018 academic year.

1. Strengthen relationships with community partners through service, program engagement, and fund raising.
2. Support UNC Greensboro 125th Anniversary initiative.
3. Foster a Culture of Assessment within Residence Life.
4. Promote healthy living among residence hall students and staff.
5. Enhance commitment to a socially just, diverse, and inclusive learning environment throughout the residential campus and general community.



**SPENCERS**  
**Social Justice League**

**Stations in the North Parlor:**

<b>BATMAN</b> Criminal Justice System	2/15	Viewing of Justice League, 8 p.m., North Spencer Classroom
<b>AQUAMAN</b> Environmental Justice	2/20	Social Justice League program, 7-9 p.m., North Spencer Parlor
<b>SUPERMAN</b> Power Dynamics	2/22	Viewing of the documentary "13" about the 13th amendment outlawing the use of slavery in America. 8 p.m., North Spencer Classroom
<b>WONDER WOMAN</b> Women's Empowerment and Gender Inequity	2/28	Inconvenient Truth Sequel. 8 p.m., North Spencer Classroom
<b>THE FLASH</b> Ableism and Accessibility		
<b>CYBORG</b> Access to Technology		

For disability accommodations, please contact Ian Aitken at [ifaitken@uncg.edu](mailto:ifaitken@uncg.edu).



# Residence Life Objectives

## Breaking Barriers

Breaking Barriers is HRL's tradition of social justice based programming in the month of February. Breaking Barriers provides the UNC Greensboro community with programming throughout the month, including recognition of World Day of Social Justice. Breaking Barriers promotes social justice through the deconstruction of the barriers that prevent the interaction and growth of people, cultures, regions, neighborhoods and campuses.

### Spencers Community: Social Justice League

Super Heroes often represent a version of our better selves in society. The

Social Justice League featured a series of social justice conversations inspired by each Justice League hero. **Barrier:** Areas of privilege and understanding of various social justice topics.

## Tunnel of Oppression

The Tunnel of Oppression is an interactive event that takes place on several college campuses each year to highlight contemporary issues of oppression. The event originated as a diversity program in 1993 at Western Illinois University and has since expanded nationwide, introducing students to concepts such as power, privilege, and oppression.

Tunnel of Oppression participants walked through various scenes that

focused on a social justice issue with an assigned tour guide. While the situations encountered possibly made some uncomfortable, the Tunnel is designed to engage emotions and make participants think critically about what is experienced in the room. The scenes that take place in the Tunnel are not meant to be representative of all people who have experienced oppression. Instead, they are intended to portray one example of how oppression may be experienced.

In Spring 2015, Housing and Residence Life partnered with the Office of Intercultural Engagement to bring the event to UNC Greensboro. Although assessments were not administered the first year, results from 2016, 2017 and 2018 demonstrate the event's significant impact.

### SAMPLE QUESTIONS FROM TUNNEL OF OPPRESSION SURVEY

Question: I decided to participate because...	2016	2017	2018
I wanted to be apart of something bigger than myself.	30%	31%	34%
I thought that it would be a good opportunity to meet other UNC Greensboro students	15%	15%	19%
Social Justice education and/or intercultural engagement are/is important to me.	48%	60%	62%
A member of HRL brought me.	2%	6%	6%
Question: As a result of participating in the event, I have gained...	2016	2017	2018
A deeper understanding of issues that impact others.	66%	68%	75%
Self-awareness in relation to the needs of others.	69%	70%	75%
A deeper understanding of myself.	41%	42%	53%
An interest in how scenarios experienced within Tunnel of Oppression impact the world around me.	60%	63%	64%
A want to engage in critical conversations about diversity.	72%	78%	79%
Question: As a result of Tunnel of Oppression (agreed to strongly agreed):	2016	2017	2018
I enjoyed the Tunnel of Oppression experience.	98%	98%	99%
The Tunnel of Experience has made me more thoughtful of my words.	97%	98%	99%
The Tunnel of Experience has made me more thoughtful of my actions.	98%	98%	99%
I will speak to at least one person about a topic discussed in Tunnel of Oppression following this event.	98%	98%	100%
I see how I can make a difference in lives of others at UNCG.	97%	97%	99%
I see how I can make a difference in lives of others at UNCG	93%	95%	99%
I will continue my social justice education.	97%	97%	98%
Question: Have you attended Tunnel of Oppression at UNCG before?	2018		
Yes, just once	15.50%		
Yes, twice!	3.00%		
I love it, this is my third go-round.	1.00%		
Never but it was cool	80.50%		
First and last time	0.00%		



# HOUSING AND RESIDENCE LIFE

**\$3,526**

was donated to the Greensboro Clara House after the 2018 Vagina Monologues production.

**247**

students were enrolled in 17 classes taught by 11 residence life staff members.

**2.69**

average GPA for on-campus freshmen, compared to 2.49 for off-campus freshmen.

**2,360**

students participated in **16** RHA programs.

**39**

programs were hosted by residence life staff celebrating UNCG's 125th anniversary.

**46**

RAs completed the Bronze Leadership Challenge.

**28**

students, 3 graduate staff and 1 professional staff member participated in the annual LLC "DC in a Day" trip.

Summer 2017 marked the **16<sup>th</sup>**

season UNCG employed ACUHO-I interns.



# DEPARTMENTAL SNAPSHOT

**1,369**

new first-year and transfer students were visited by faculty and staff during House Calls.

**102**

students participated in the Dec. 2017 Designated Room Change process.

**6,370**

camp and conference participants stayed in the residence halls in the summer of 2017.

**97%**

would recommend the "Find a Roommate" Facebook group to future Spartans.

**99%**

of Tunnel of Oppression participants strongly agreed that they became more thoughtful of their words and actions.

**235**

people attended 6 pancake breakfasts in collaboration with the Glenwood Community.

Of the  
**5,334**

beds on campus,  
**2,024**  
are full-sized beds.



# Technology *Philo and Wireless*

## SpartanTV

HRL changed its technology amenity offerings for the 2017-2018 academic year. After a successful year of piloting a wireless-only environment, administration made the decision to remove all wired connections from the residence halls. The move was supported by the completion of wireless infrastructure upgrades, student device availability, and the expiration of existing video and data contracts. Utilizing a costly and robust wireless environment, administration recommended replacing existing video services with an internet-based solution.

As of July 2017, residents had the freedom and flexibility to watch TV when and where they wanted. Philo was implemented for all residents using their UNC Greensboro

credentials. It provided access to DVR and live TV content over their laptops, mobiles, and media streaming devices like Roku. Additional web services like HBO Go and Cinemax Go went live in October.

- **Total Channels**  
96 including HBO and Cinemax Premium Suites
- **Average Active Philo Users Per Month** 2100
- **Average Hours Per User Per Month** 60 (2 hours per day)

## Average top 5 channels

- BET
- VH1
- MTV2
- Cartoon Network
- ESPN

## MediaConnect/Devices

UNC Greensboro now provides a mechanism ([mediaconnect.uncg.edu](http://mediaconnect.uncg.edu)) to connect some gaming consoles and Internet TV devices to the wireless network in the residence halls.

Through a self-service registration process, each resident can have up to three entertainment devices connected to UNC Greensboro's network at a time.

The breakdown of the data from 2017-18 is as follows:

- Total devices ..... 3679
- DVD Player ..... 18
- Smart TV ..... 603
- Streaming Media Device ..... 1147
- Game Console ..... 1492
- Other ..... 352

**Utilizing a COSTLY AND ROBUST WIRELESS environment, administration recommended replacing existing video services with an internet-based solution.**



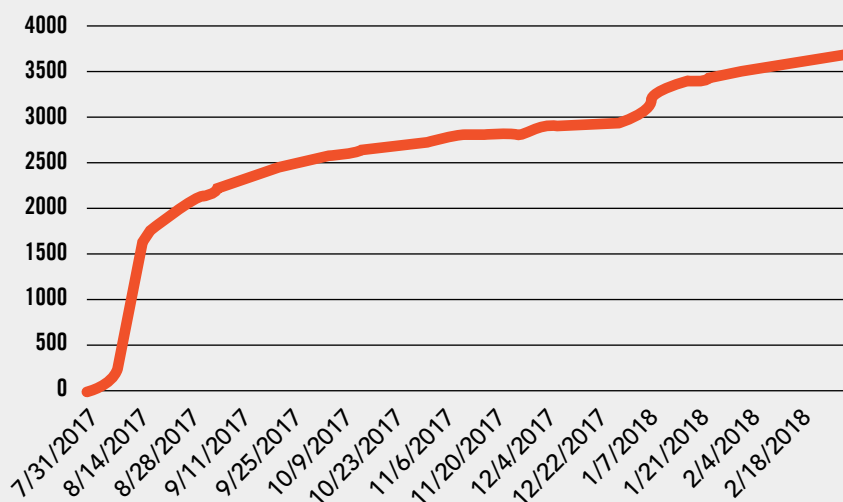
## Future Goals

The first year of new systems can result in high customer service needs. Between August and October the HRL Tech responded to issues as follows:

Total work orders ..... 467  
Total Device Activations ..... 2532  
Customer support needs ..... 18.4%

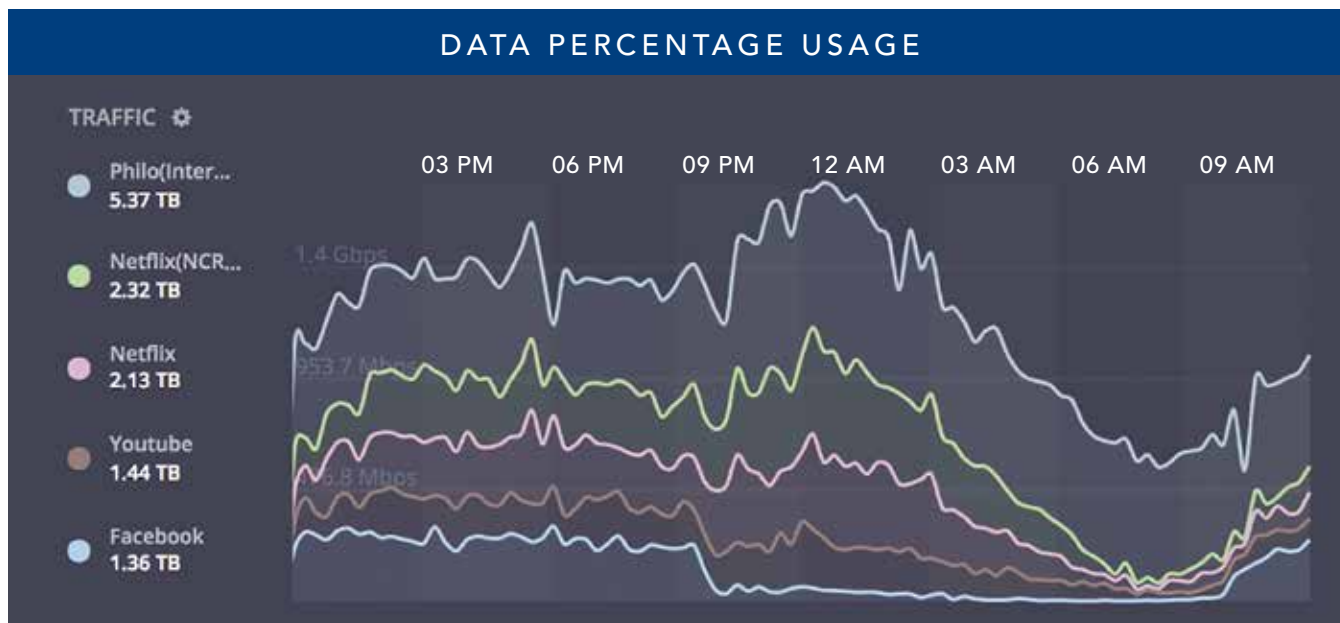
This provides a baseline for next year's move-in period.

## # DEVICES REGISTERED IN MEDIACONNECT





# Technology *Philo and Wireless*



## Wireless Infrastructure

The old wireless infrastructure required adjustments each year to meet resident needs. The new wireless infrastructure increased both signal strength and bandwidth, without adjustments.

In 2017-2018:

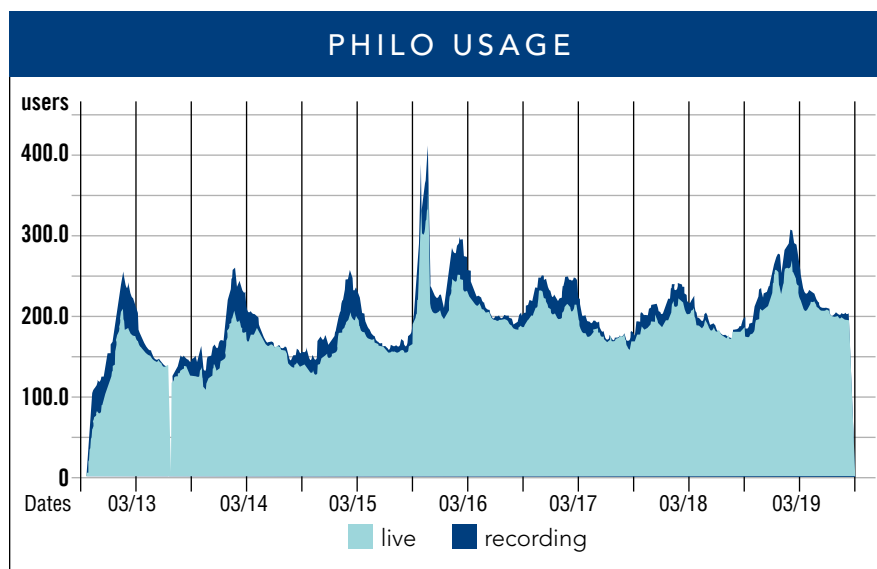
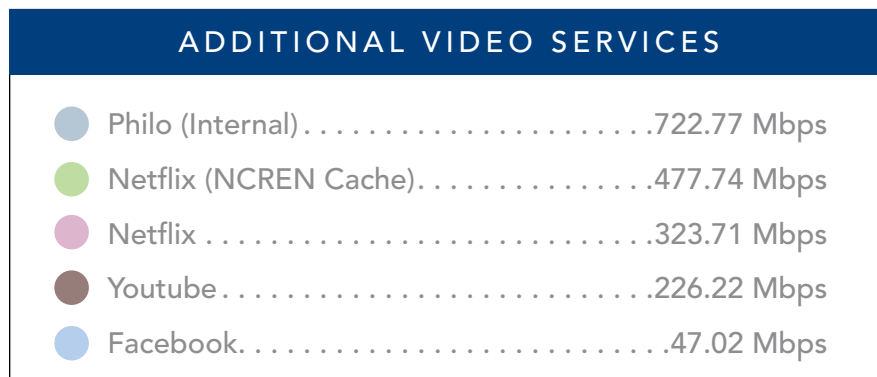
- 0 Access Point Moves Were Needed.
- Of 2936 total access points on campus, HRL uses 1533 of them, or 52% of all access points on campus.

## Bandwidth usage

Total inbound traffic:

- Weekly average of 2.8 Gigs per second max of 4.8 gig
- Wired-only: 800 meg

Philo allows campus residents to watch live TV and record their favorite shows using their laptops, desktops, tablets, smartphones, and TV sets. Using the EduRoam wireless connection, students access more than 96 channels, as well as record up to 20 hours.



# Marketing *HRL Website*



## History of Website

In 2010, the website for HRL consisted of 502 individual pages of content. Analytic data was recorded beginning July 2010. Content was created and gathered and by 2011, the number of pages rose to 3,400 pages.

Beginning 2014, the entire website was switched to WordPress, a content management software that offered more flexibility in assigning other Users to create and manage their own specific sub-sites.

Plug-ins, such as accordions and widgets, were employed on the main HRL site to offer improved ease of access to information and consolidation of content, reducing the total to 219 pages and posts.

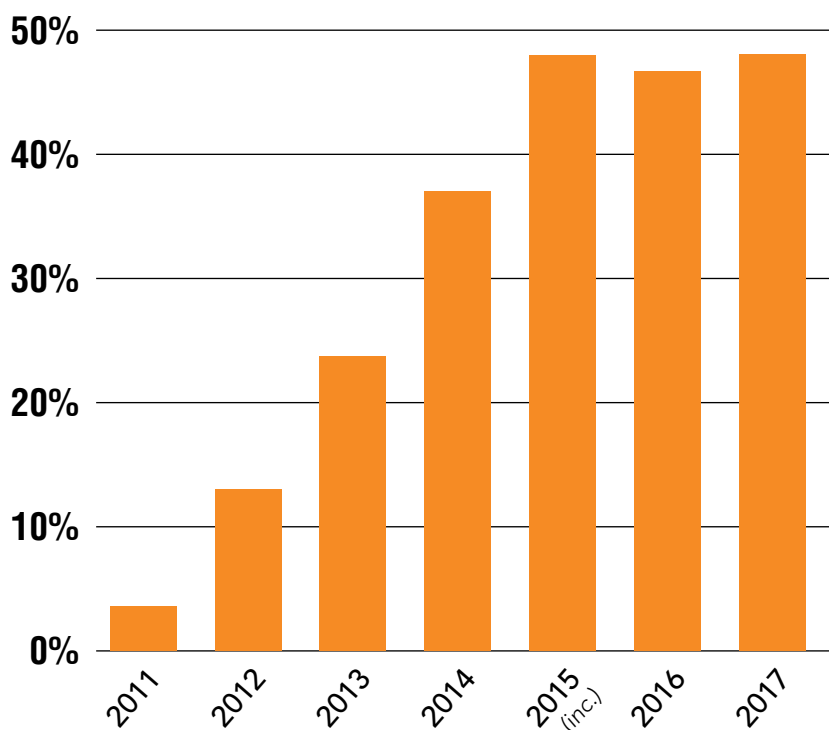
33 sub-sites were created for individual buildings and living-learning communities. CRLs and ACRLs were trained in this technology and offered the individual sub-sites as a viable option to distribute information to students. Six of these sub-sites are actively managed.

## Mobile Technology Usage

Mobile device usage was tracked over time. The percentage of time users actively engaged on the website while using a mobile device is listed in the chart (left).

In 2016, the WordPress sites were switched to a responsive format to address the specific demands of mobile device users, offering a custom-designed viewing experience, ease of use in finding information, and flexibility in viewing pages from devices of varying sizes.

### WEBSITE ACCESSED USING MOBILE DEVICE



# Marketing *HRL Website (cont.)*

## 2017 Move-In Website Combined with UNCG Guides for Move-In

In May 2017, HRL tested the effectiveness of using a Guidebook App for Move-In to better serve mobile phone users. The UNCG Guides were established and included HRL, Admissions, and the Office of New Student Transitions & First Year Experience (NSTFYE).

The HRL sub-guide presented another means to view information for Move-In and offered unique functionality to app viewers. HRL and the other two participating offices measured the effectiveness of the Guidebook app concurrently. The Move-In Guide was advertised at HRL presentations at SOAR (orientation), using Twitter, on the HRL website and cross-promotion from NSTFYE.

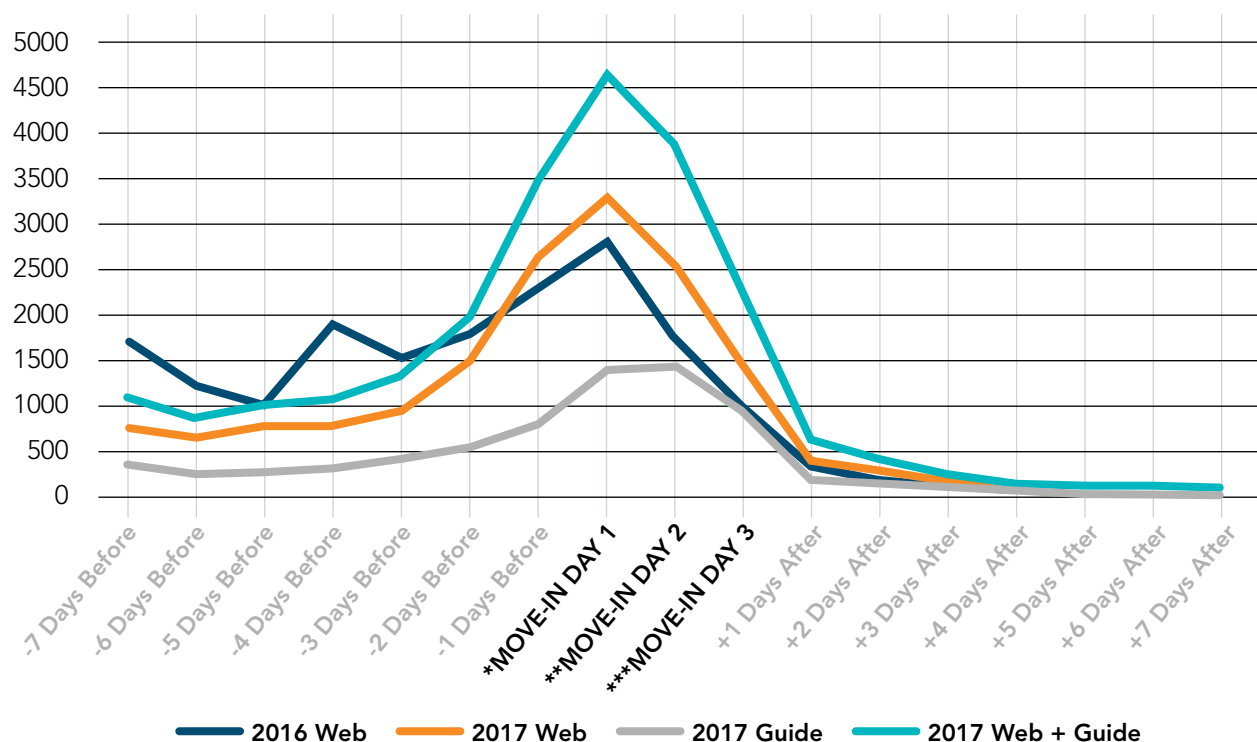
Spikes in downloads of the guide were, at first, most prevalent at SOAR sessions. Following that, the number of downloads increased significantly on Move-In Days, indicating that students knew where to go to find this information as needed for their specific move-in day.

From Jan. 1 – Nov. 9, 2017, a total of 3,460 HRL guides were downloaded by users. In the chart below, 2016 and 2017 page views measured a week before and a week after the official Move-In days is compared. 2016 data includes page views of the Move-In section of the website only. 2017 page views of the Move-In section of the website, the sub-guide, and a combination of the two were recorded.

Combined data indicated that a specific sub-guide worked well for Move-In. The impact of the web and guide approach combined exceeded the impact of the web site alone. Cross-promotion played an important role in this success.

After looking at data and considering budgets, Undergraduate Admissions and NSTFYE decided to discontinue the contract with Guidebook. Overall, they found that students were only using the Guide to obtain the critical event information and not using it throughout the enrollment or first-year cycle. They intend to provide the same content on a mobile-optimized web page. HRL will not support this option in 2018, because cross-promotion is no longer an option.

2016-2017 TRAFFIC ON MOVE-IN WEBSITE PAGES

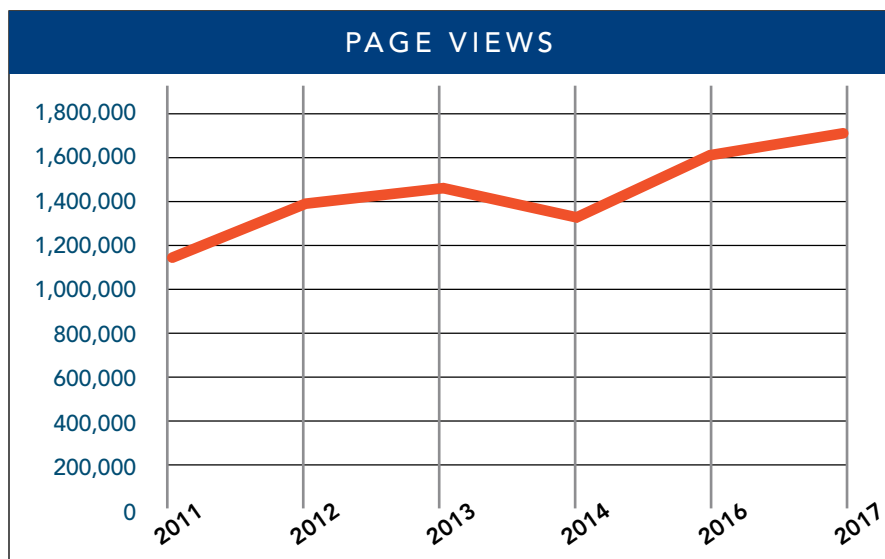




# Marketing *HRL Website (cont.)*

## Page Views

The chart below tracks overall Page Views (the total number of times a page is viewed) on the website since its inception. (Data from 2015 is incomplete due to a change in Google Analytics compatibility and has been removed from the chart.) The average time spent on a page decreased 64% from 2010-2017, indicating that viewers found the information needed faster and easier. At the same time, they sought out information from web pages more frequently as follows.



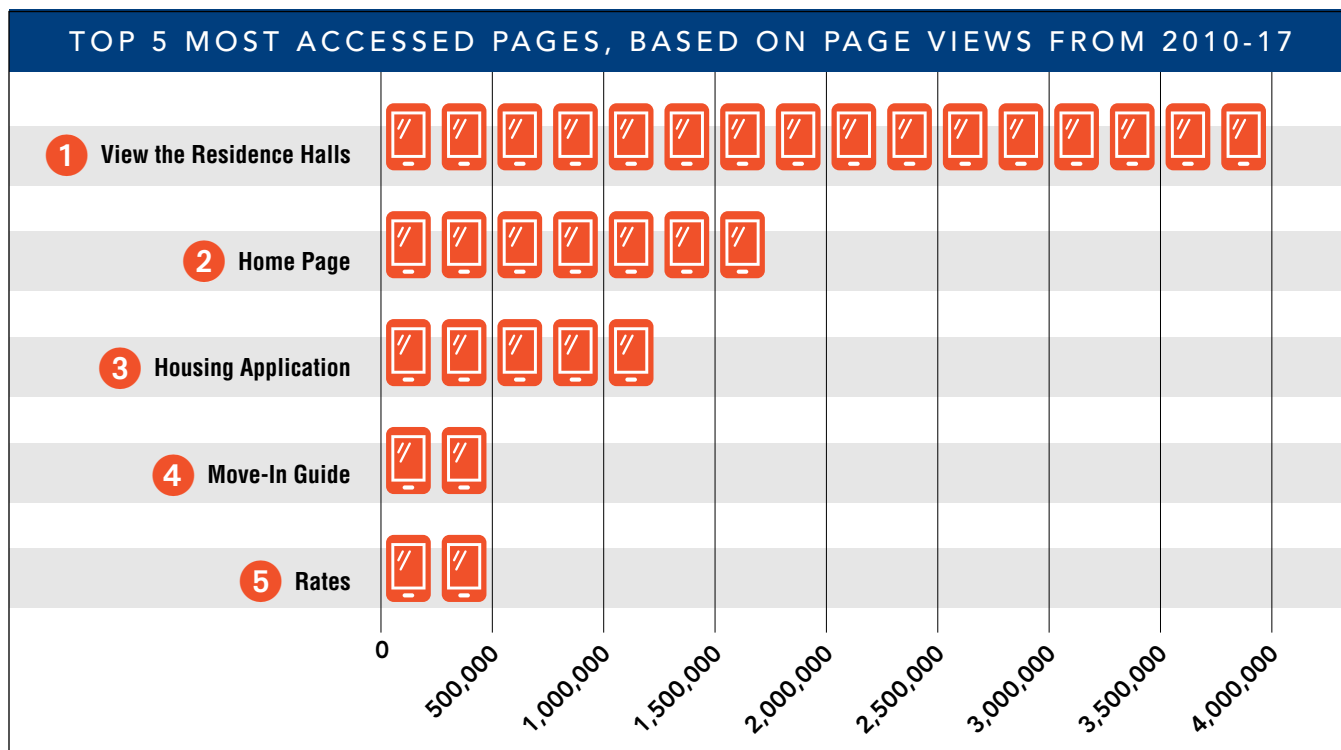
## Most Accessed Web Pages

The HRL website's content structure is determined by gathering extensive page view data over time on an ongoing basis.

The higher the total page views for certain content, the more prominently that content is displayed on the site. The home page includes direct links to the most frequently visited pages, called top-tier content.

HRL collects Page View data on the top fifty most referenced pages over the course of each year. That data is then sorted by the page's title, and a total number of page views for each of these is calculated.

The top five most accessed pages from 2010-17 appear in the chart below. Please note that individual residence hall data for all 28 residence halls is included in the "View the Residence Halls" total.

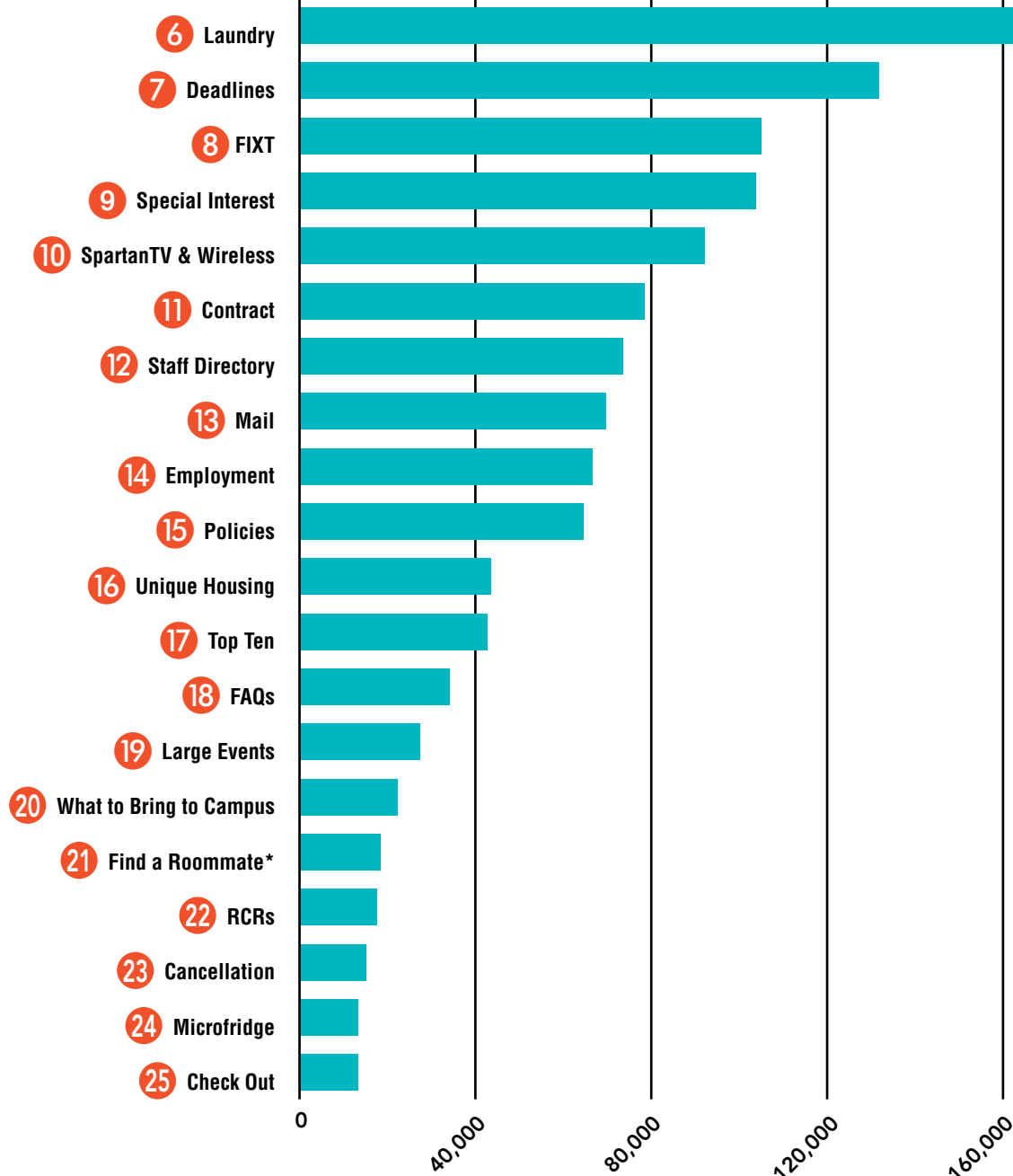


# Marketing *HRL Website (cont.)*

## Top 25 Page Views from 2010-2017

Remaining data gathered from 2010-17 is included below. Each of these pages appeared as one of the remaining top 25 pages from 2010-17. The total page views over that entire time period is included.

### #6-#25 MOST ACCESSED PAGES, BASED ON PAGE VIEWS FROM 2010-17



**\*Note:** The "Find a Roommate" page was introduced in 2017. Data represents only a six-month total. All other pages include total page views from 2010-17 combined.

# Marketing *HRL Website (cont.)*

Home Page real estate is adjusted according to the content that is sought most often. Based on the page view data on the previous two pages, the home page should prioritize links to content in this order of importance:

- 1 View the Residence Halls
- 2 Home Page
- 3 Housing Application
- 4 Move-In Guide
- 5 Rates
- 6 Laundry
- 7 Deadlines
- 8 FIXT
- 9 Special Interest
- 10 SpartanTV & Wireless
- 11 Contract
- 12 Staff Directory
- 13 Mail
- 14 Employment
- 15 Policies
- 16 Unique Housing
- 17 Top Ten
- 18 FAQs
- 19 Large Events
- 20 What to Bring to Campus
- 21 Find a Roommate
- 22 RCRs
- 23 Cancellation
- 24 Microfridge
- 25 Check Out

In the example (right) content areas of the July 2017 home page are numbered according to the top page view list. In this example, only two topic areas on the home page should be adjusted to reflect more sought after content — “The Everything Book” and the “What you Can Have in the Halls” list. Possible substitutions are indicated and the effectiveness of these changes will be measured in 2018.

The screenshot shows the UNCG HRL website homepage. The header includes the UNCG logo, navigation links (Future Students, Current Students, Faculty & Staff, Alumni, Community & Friends), and a search bar. The main content area is divided into several sections:

- Office of Housing and Residence Life**: A large banner image showing students moving into a residence hall, with the text "MOVING IN (THE MOVE-IN GUIDE)" and a link icon.
- Deadlines**: A sidebar link labeled "7 Deadlines".
- Application**: A sidebar link labeled "3 Application".
- Halls**: A sidebar link labeled "1 Halls".
- Rates**: A sidebar link labeled "5 Rates".
- NEWS**: A section with two articles:
  - Artemis, The Housing Portal:** Application, Room Change, Break Housing, More (labeled "3").
  - Employment with HRL:** For Students, Graduate Students and Professional Housing Staff (labeled "14").
- EVENTS**: A calendar section showing dates from Friday, August 4 to Saturday, August 19, with various events like "Official Move-In Day" and "Nav/igate New Student Convocation".
- Footer/Bottom Section**: Contains three promotional banners:
  - FIXT**: "SOMETHING BROKEN? GET IT FIXED!" (labeled "8").
  - WashAlert**: "FREE WASHERS AND DRYERS" (labeled "6").
  - The E(verything) Book**: "See Housing Information All in One Document" (labeled "14").

Annotations in red boxes provide suggestions for content changes based on page view data:

- #31 in total page views**: Suggest a link to Staff Directory content instead (pointing to the "The E(verything) Book" banner).
- #20 in total page views**: Suggest a link to Special Interest content instead (pointing to the "FIXT" banner).



# Marketing *Find A Roommate*

## 2017 UNCG HRL “Find a Roommate Group” on Facebook

The “Find A Facebook Group” was created in January 2017, as a means for new students to connect with potential roommates during the application process.

The group is private and only UNC Greensboro students are approved to join, after completing a survey and including their Student ID number. The form can only be accessed when logged into Artemis, the housing portal used by HRL. Students must first

complete a housing application and make the pre-payment, if applicable.

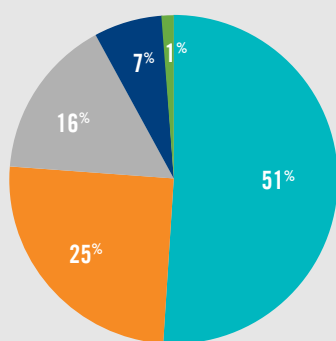
### Group Discussions

Students introduced themselves and described their interests in posts. Other members of the group with similar interests commented, then directly messaged each other to get to know each other better privately. Students used this group to:

- Connect with other students before arriving on campus.
- Find other students who were attending the same SOAR session.
- Find out who is living in the same building in the fall.
- Share their building assignments and class schedules.
- Create group chats with people they meet, create building chat groups, and other social media connections outside of Facebook.
- Connect with students living off-campus in search of potential roommates in the later stages of the housing application process.

### Class Year of Residents Interested in Finding a Roommate

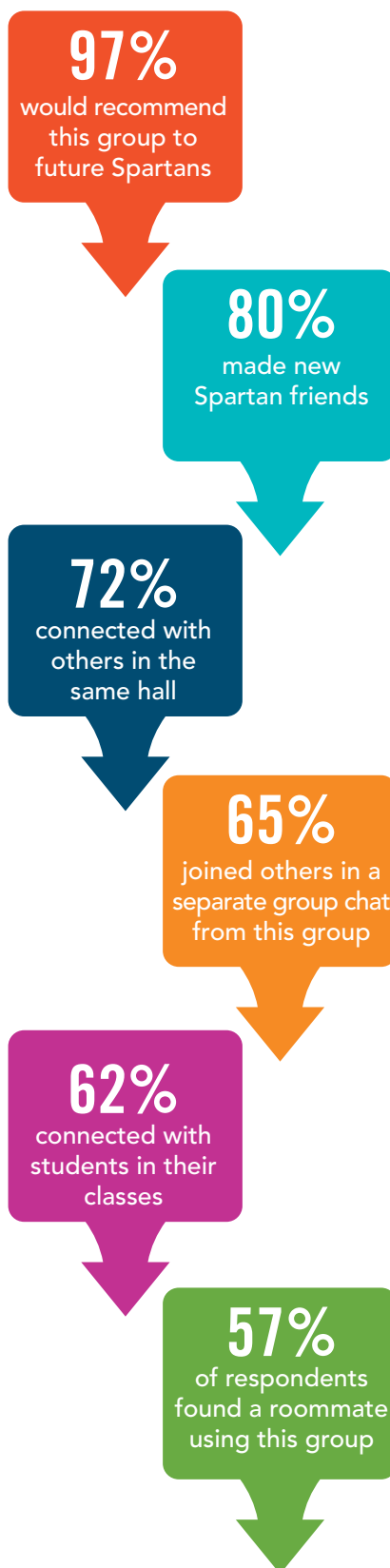
By July 18, 1,462 residents completed the survey form to request to join the “Find a Roommate” group. 1,016 were added to the group and became active participants. Students self-reported their class year in the survey below:



- FRESHMEN
- SOPHOMORES
- JUNIORS
- SENIORS
- UNKNOWN STATUS

### Follow-Up Survey Data:

In order to more precisely understand the trends in the group discussions, a follow up survey was sent to group members. Six percent of members responded to the survey and relevant results are included in the graphics to the right. Based on this data, a decision was made to continue this pilot program in 2018.



# Marketing *Facebook*

## The HRL Facebook Page

**Posts:** The total number of posts that have been published on our main page.

**Fans:** The total number of fans (people who liked the Page) for our main page.

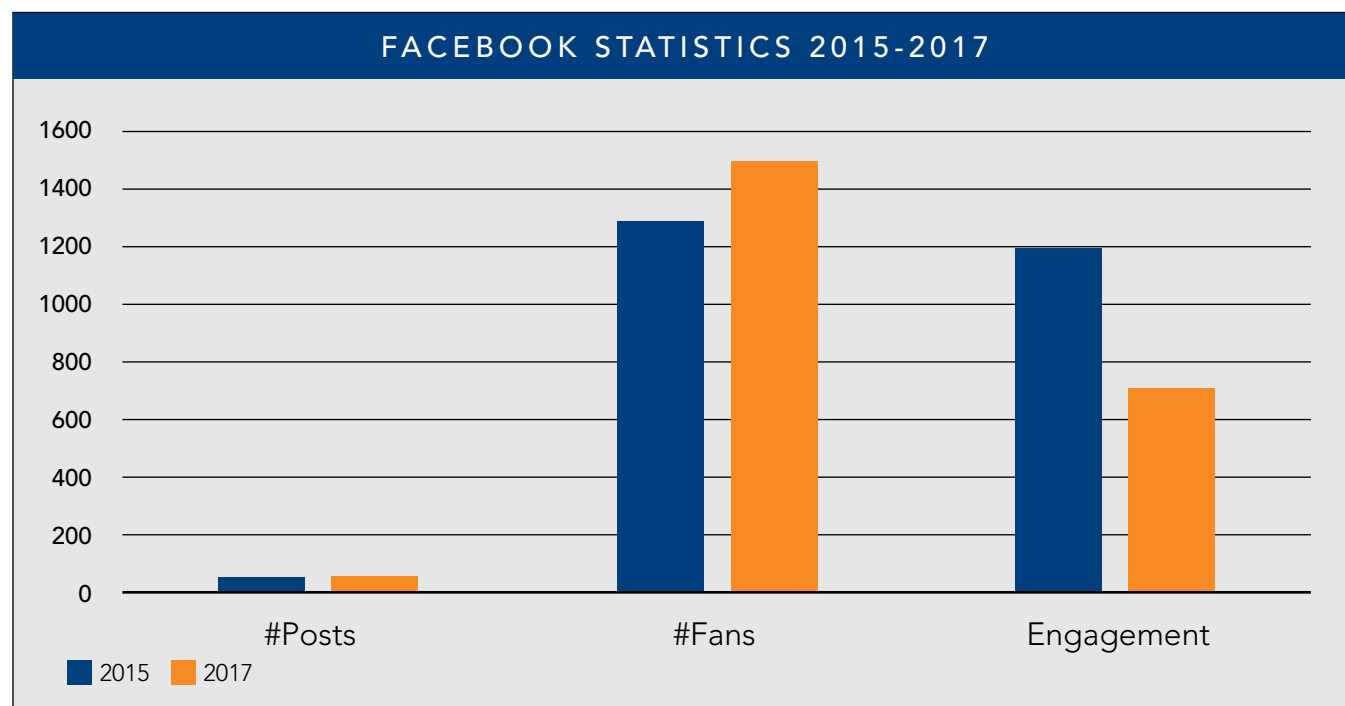
**Engagement:** The sum of reactions, comments and shares received by content associated with our main page.

Data collected on use of the main Facebook page yielded results that indicate that students engage more readily with other forms of social media for ongoing notification of events and programs.

Even though there are a similar number of posts, and an increased number of fans, engagement dropped by almost half in 2017.

The exception in using Facebook is the "Find A Roommate" page, which serves the specific purpose of connecting students with other students.

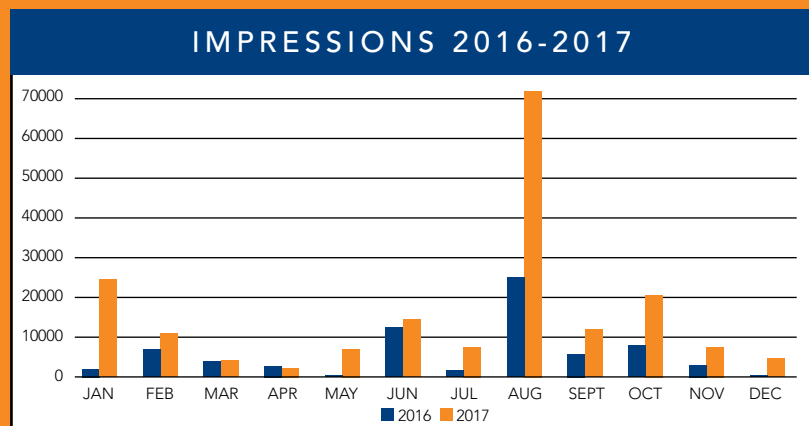
Once these connections are made, students initiate conversations and connections in other forms of social media. (Note: 2016 data is incomplete and not included in this chart.)



# Marketing *Twitter*

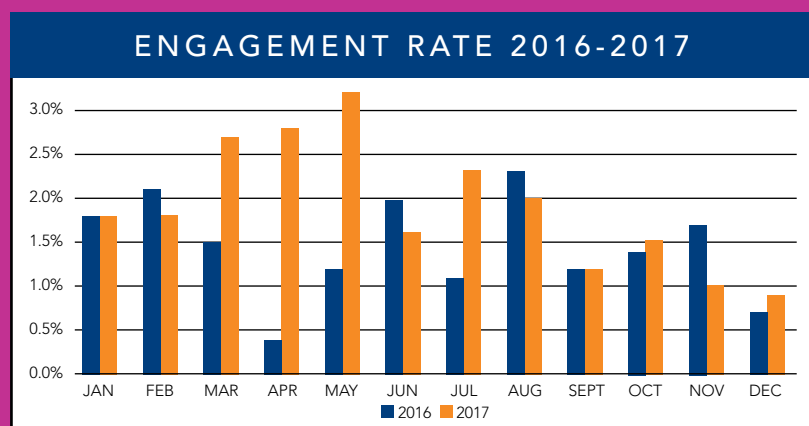
## IMPRESSIONS

Twitter impressions refer to the actual interaction or engagement generated once a tweet has been posted to various Twitter streams - the interaction or replies from others online. This chart compares the HRL Twitter impressions from 2016 to 2017. Twitter was used more aggressively to promote information beginning January 2017, based on the decreased interest in Facebook.



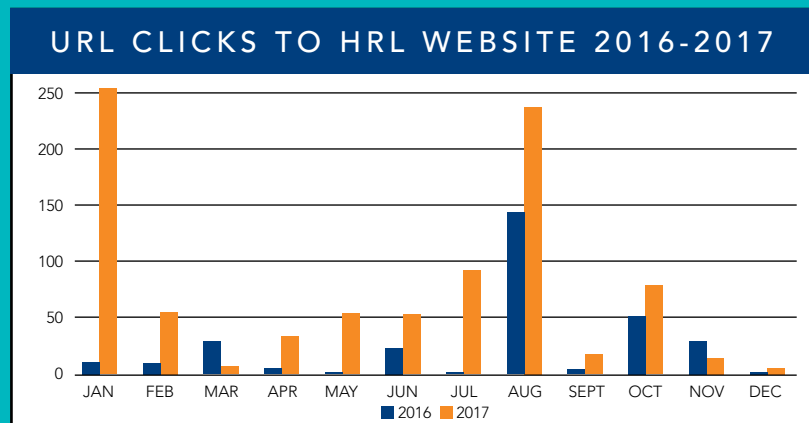
## ENGAGEMENT RATES

Engagements are the total number of times a user interacted with an HRL Tweet. (Clicks anywhere on the Tweet, including Retweets, replies, follows, likes, links, cards, hash tags, embedded media, user name, profile photo, or Tweet expansion.) Engagement rates represent the number of engagements divided by the number of Twitter impressions.



## URL CLICKS

URL clicks refer to the number of times users click on a URL (web address) in a Tweet that links to our HRL website content. This chart shows URL clicks in 2016 versus 2017.





# Housing Facilities

## Relocating sororities

Starting in the spring of 2015, Residence Life staff began surveying sorority members to determine their wants and needs in their upcoming relocation, given the major renovation planned for Cone Hall in the 2017-2018 year. HRL's Project Office worked closely throughout the academic year to plan and execute the sorority move of Sigma Sigma Sigma, Chi Omega, Alpha Delta Pi and Alpha Chi Omega to the 4th and 5th floors of Phillips/Hawkins Residence Hall.

During the summer of 2017, project managers repainted the corridors to the respective chapter's colors, renovated the community bathrooms and kitchens, purchased and installed new student room furniture, and constructed custom storage cabinets in the chapter rooms.

This project was capped off with the installation of the Greek lettering of each chapter on the exterior facade of the building.

## Completion Rates

Due to an increase of facilities staff, work orders were completed faster during the 2017-2018 academic year (see chart below). HRL facilities increased work order completion rates by **17.20%** for 2015-16 and **7.78%** for 2016-17.

**AUG. 1, 2015 — MAR. 1, 2016**

**13,851** work orders completed in an average of **1.80 DAYS**.

**AUG. 1, 2016 — MAR. 1, 2017**

**15,762** work orders completed in an average of **1.67 DAYS**.

**AUG. 1, 2017 — MAR. 1, 2018**

**17,570** work orders completed in an average of **1.54 DAYS**.

## Spartan Village: Phase 2

Phase 2 @ Spartan Village is HRL's newest project that opened in August 2017. Situated between the new Kaplan Wellness Center and Phase 1 @ Spartan Village, Phase 2 is the second expansion into the Glenwood Neighborhood.

Located on the 1100 and 1200 blocks of West Gate City Blvd., this new facility is a mixed-use project containing a total of 332 beds and 10 retail spaces.

With the exception of RA spaces, all apartments are a mixture of 2 bedrooms with 2 bathrooms, or 2 bedrooms with 1 bathroom. Every apartment comes with oversized windows, a beautiful kitchen with black appliances and granite counter tops, and a large screen TV mounted in the living room.

Outdoor dining and a large multi-purpose room are a few amenities this new property has to offer.

### List of vendors:

- Allegacy
- Art Loft
- Bestway Marketplace
- Homeslice Pizza and Subs
- Millennium Salon & Barber
- Pita Delite
- Taco Bao
- The Den by Denny's
- Tropical Smoothie

## HEAR ABOUT US

**"Thanks to Housing and Residence Life, moving to Phillip Hawkins has been great! Being able to have our letters on the outside of the building has been amazing and having our colors on the wall of the floors has made the housing feel more like home. Members of the sororities love living in the new hall and cannot wait for more memories to come of it!"**

*- Taylor Gentry,  
Vice President of Operations  
for Sigma Sigma Sigma*

### Student quotes:

**"Someone from FIXT arrived much before I had anticipated and knew exactly what to do."**

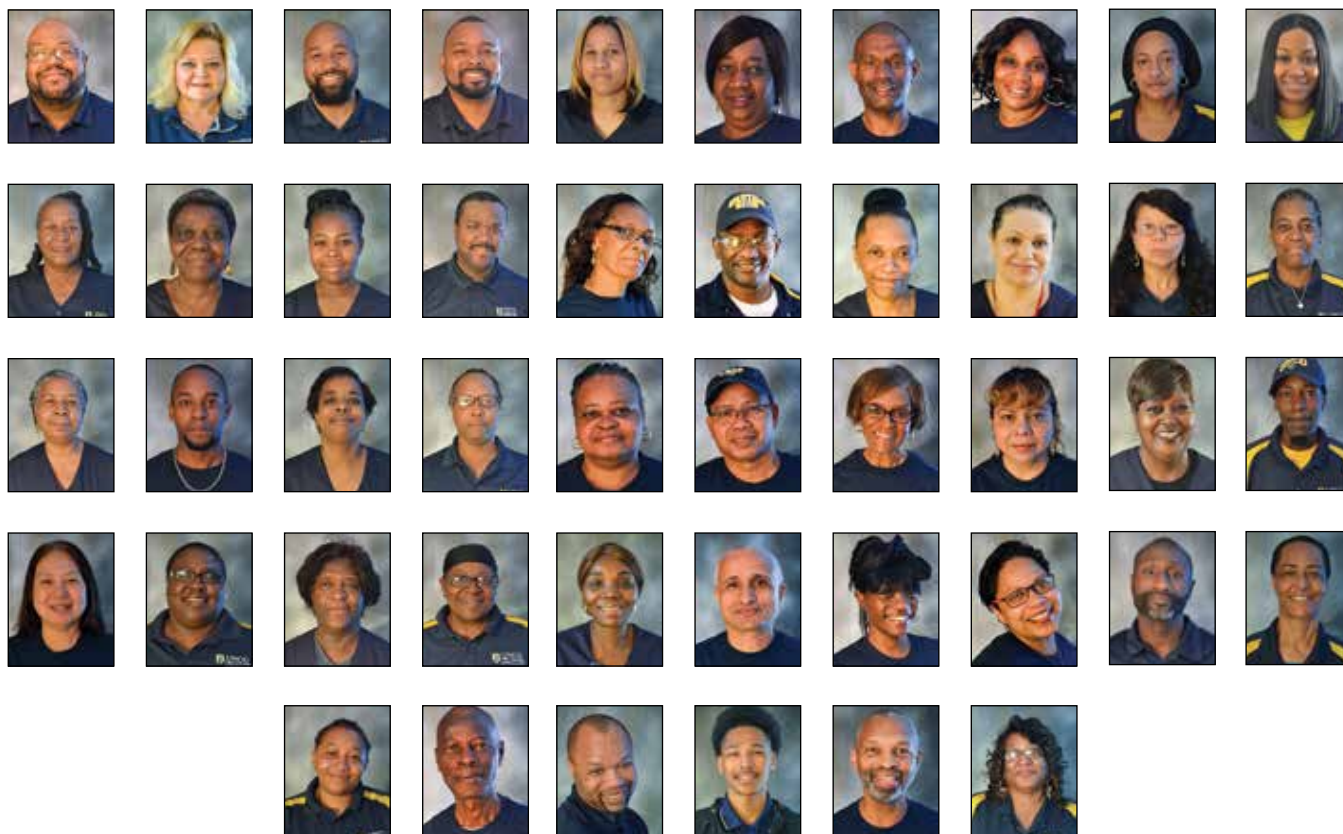
**"The FIXT tech was very polite and respectful. He made sure we were aware of everything that was going on and had the upmost respect for us."**

**"He was very friendly and resolved the problem in a timely manner."**

# Housing Housekeeping

## Improvements

- Prior to 2017, housekeepers across campus were using cleaning products provided by various companies. Recognizing this inconsistency, Green Sealed Certified products were researched and purchased to streamline all cleaning.
- Housing and Residence Life Housekeeping also transitioned to a soap dispensing system which allowed staff to produce their own soap from a concentrate and re-fill dispensers in restrooms. This new system not only reduces our landfill footprint by 95%, it also provides an anti-drip pump, which decreases slips, falls and product waste.



# Professional Staff Development

## *Creating a Culture of Assessment*

The Professional Development Committee in Residence Life is intentional about providing opportunities for staff to engage in ongoing training and development sessions.

### Action

To help staff members learn more about assessment and to increase comfort level with engaging in assessment activities, opportunities were provided for staff members to ask questions and practice throughout the year.

HRL provided a "Creating A Culture of Assessment" workshop for all professional staff members.

The workshop focused on various data collecting

methods, definitions, the assessment cycle and purpose of assessment.

### Assessing Assessment

When asked to use a 1-10 scale (10 being the highest) to rank their comfort level with assessment, the average ranking for our entry-level staff was a 5.7.

### Results

Staff who participated in the "Creating A Culture of Assessment" workshop were given a post-test immediately following the session.

- **100%** of staff were able to explain the SWiBAT (Students Will Be Able To) Method (up from

27%, pre-test).

- **100%** of staff could correctly define "outcome" (up from 64%, pre-test).
- Staff then ranked their comfort level with assessment as 7.6.

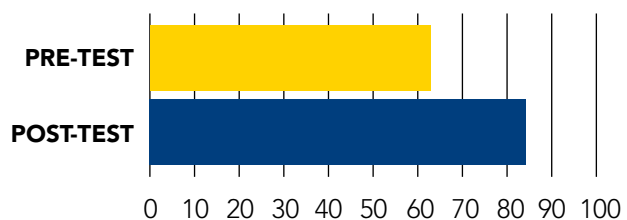
### Other sessions:

- Engaging and Managing Millennials
- How to Handle Secondary Traumatic Stress

### Creating A Culture of Assessment

Part of creating a culture of assessment involved providing opportunities for staff to engage in assessment practices. Each Coordinator in Residence Life was encouraged to assess a project, process, program or other initiative. Following are five of these projects.

#### COMFORT LEVEL WITH ASSESSMENT



## PROJECT 1

### RA Selection and RA Evaluation Comparative Analysis

#### ASSESSMENT GOAL

Identify a correlation between the order in which Resident Advisors are selected in the selection process and positive evaluation of their performance.

#### HRL CORE VALUE

**INNOVATION** The quantitative evaluation tool used during RA Selection was compared to RA job performance evaluation to determine correlation.

#### SUMMARY OF RESULTS

While the numbers between selection order and job performance were negligible, a review of the evaluation

data identified where the department should both maintain the time and attention dedicated to some topics during fall RA training, and where we need to spend more effort ensuring Resident Advisors are equipped with the necessary tools to be successful.

#### USE OF RESULTS/ RECOMMENDATIONS

Results will be shared with the RA Training Committee so that planning conversations can consider areas in which RAs consistently met or exceeded expectations:

- Crisis response; enforcing policy, maintaining a calm demeanor,

utilizing appropriate resources and procedures.

- Maintaining a home-like environment; creating aesthetically pleasing spaces through bulletin boards and other hall decorations. Consideration should also be applied to areas where RAs consistently performed at or below average:

- Collaboration; incorporating campus partners, including faculty, into hall programming.
- Assessment; understanding and administering assessment to better understand resident interests, needs and learning gaps.



# Assessment in Practice

## PROJECT 2

### Improving efficiency and inclusivity of the RA Recruitment Process

#### ASSESSMENT GOAL

Identify ways in which the RA Recruitment & Selection Committee can improve; specifically, to be more effective and inclusive with future RA recruitment processes. To measure, the committee created an assessment to better understand 1) candidate demographics, 2) impact of marketing and use of theme and 3) ease and accessibility of the application.

**HRL CORE VALUE** Inclusivity & Diversity

**METHOD(S)** A Qualtrics survey was administered to 153 applicants after the process was complete. A total of 45 candidates participated in the survey.

#### SUMMARY OF RESULTS

##### Candidate Demographics:

Racial Demographics	Gender Demographics
Black/African American (48.8%)	Women (80%)
White (31.1%)	Men (20%)
Multiple racial identities (8.89%)	Transgender (0%)
Asian/Pacific Islander (11.3%)	Non-binary (0%)
Hispanic/Latino (0%)	
Native American/Amer. Indian (0%)	
Other (0%)	
Prefer not to answer (0%)	

##### Marketing Effects:

- Many of the candidates learned about the position from advertisements in their residence halls (17.4%) and from talking to their Resident Advisor (16.8%). Other marketing efforts included Info Sessions, Recruitment Tables, Social Media and Email.
- Most candidates were able to identify the recruitment theme (95%). 31% of candidates believed that the theme made the position seem 'fun' and 25% found the theme to be memorable because of the colorful and iconic imagery.

##### Application Accessibility & Ease

- Only 3 responses (6.6%) reflected challenges with completing the application, and two of those were related to the video portion.

#### USE OF RESULTS/RECOMMENDATIONS

- Continue with themes that are colorful, iconic, and playful.
- Explore ways to more heavily market towards males and non-represented racial identities.

## PROJECT 3

### Ashby College Leadership Development

#### ASSESSMENT GOAL

Evaluate the impact of the Office of Leadership & Service Learning collaboration on student participants and assess the feasibility of the collaboration within the Residential College. Hall Council members from Ashby College will participate in the Bronze Leadership Challenge program and learn to apply principles of leadership to their student leadership roles.

**HRL CORE VALUE** Personal Growth

**METHOD(S)** The Residential College Coordinator (RCC) in partnership with OLSL mentored the pilot cohort. The RCC, Graduate Assistant and Hall Council President of Leadership Development quantified the completion data and administered a qualitative assessment survey to the cohort.

#### SUMMARY OF RESULTS:

**GOAL:** Reach at least 60% completion rate of enrolled participants.

**Result:** Nine of eleven participants completed Bronze requirements, or 82%.

**Goal:** Evaluate impact of training program in Ashby Residential College co-curriculum.

**Result:** The training was an unqualified success for the program and the participants. Participants were all members of Ashby's Hall Council, and applied the training to their co-curricular work in various Ashby programs. Participants also worked independently and as groups in various service opportunities.

**Goal:** Evaluate impact of training program on Ashby Residential College faculty and staff.

**Result:** The execution of the Leadership Development Initiative clarified that faculty and staff should continue to ask the question "how does this challenge and develop students' leadership skills?" in future co-curricular planning, as participation in the Bronze Leadership training solidified that it adds tangible and legible value to students who participate.

#### USE OF RESULTS/RECOMMENDATIONS:

Given the successful pilot run, staff will consider expanding the program to include Strong College students, in addition to Ashby College students. Partnership with OLSL proved valuable, as students were able to identify and apply specific leadership skills in their various programs.

# Assessment in Practice

## PROJECT 4

### Measuring Student Satisfaction in Reynolds Hall in Fall 2017

#### ASSESSMENT GOAL

The Reynolds Hall Resident Satisfaction Survey is a biannual survey administered by the Coordinator for Residence Life about 10 weeks into each semester. The survey seeks to gather information about the experience of residents living in the community. It solicits feedback on RA performance, CRL performance, and overall level of satisfaction with living in the residence hall.

**HRL CORE VALUE** Community

**METHOD(S)** The survey consisted of a mixture of Likert scale and free response questions. A total of 145 residents completed the survey for a completion rate of 44%.

#### SUMMARY OF RESULTS

Percentage of students who reported that they agreed with the following statements:

- **93%** My RA knows me by name.
- **77%** My RA has regular contact with me.
- **97%** My RA welcomes and supports residents of different racial and ethnic groups, genders, sexual orientations, cultures, and lifestyles.
- **93%** My RA is fair and consistent in enforcing policies.
- **88%** My RA is a positive role model for me. (Remaining 12% had no opinion.)

Percentage of students who reported being satisfied with the following statements:

- **90%** Openness and inclusiveness toward people of different identities.
- **85%** Sense of safety and security in your room/community.
- **82%** Ability to study and do homework in your room.

#### USE OF RESULTS/RECOMMENDATIONS

Overall, the results of the survey suggest that most students living in Reynolds had a very positive experience. Beyond feedback for individual RAs, which was shared with each RA during fall and spring semester performance evaluations, results provided specific areas of improvement, including enforcement of the Quiet Hours Policy and supporting the academic success of students.

## PROJECT 5

### Spartan Wellness Living-Learning Community

#### ASSESSMENT GOAL

To assess the Spartan Wellness LLC participant experience, including aspects of the application process, weekly engagement in aspects of wellness, campus involvement, and sustained demonstration of 8 Dimensions of Wellness.

**HRL CORE VALUE** Personal Growth

**METHOD(S)** Demographic, satisfaction, and self-assessment data was collected via survey. Archival data was used to generate list of eligible participants.

#### DEMOGRAPHICS

- Survey responses included 26 participants from four Spartan Wellness cohorts
  - Fall 2014 - Spring 2015: **31%**
  - Fall 2015 - Spring 2016: **7%**
  - Fall 2016 - Spring 2017: **31%**
  - Fall 2017 - Spring 2018: **31%**
- **62%** female, **38%** male
- **7%** Alaskan Native or American Indian, **7%** Asian, **39%** White, **46%** African-American/Black
- **42%** identified as first-generation college students

#### SUMMARY OF RESULTS

- **96%** agree that they think of, or incorporate, the 8 Dimensions of Wellness in their personal, academic, or professional life.
- **96%** agree that participating in Spartan Wellness positively impacted their sense of belonging and connection to UNC Greensboro.
- **88%** agree that participating in Spartan Wellness helped in their overall transition to UNC Greensboro.

#### USE OF RESULTS/RECOMMENDATIONS

Results provide insight into the holistic participant experience, including learning the 8 Dimensions of Wellness. Although each cohort had a different pair of program coordinators, participant responses suggest comparable experiences. The Spartan Wellness LLC program design will continue to benefit from creating a transformative student experience despite changes in graduate and professional staffing.

# Staff Achievements

## AWARDS

### Kory Burgess

**The Scott Braswell Housing Function Award** was established to recognize outstanding teams or individuals who work in functional areas within Housing or Residence Life programs at North Carolina institutions. *North Carolina Housing Officers, 2017*

### Demarcus Merritt

**Peace Award:** The PEACE Award (Providing Educational Advocacy for Cultural Excellence) is presented to a member to honor and recognize outstanding contributions and service to the SEAHO region through advancement of diversity and multiculturalism. *Southeastern Association of Housing Officers, March 2018*

### Faculty-in-Residence Program

**Academic Collaboration Award:** presented to a housing department that currently has programs in place where academic affairs are intentionally involved in on-campus residential communities. *Southeastern Association of Housing Officers, March 2018*



## publications

SEVEN STAFF MEMBERS  
WERE PUBLISHED 13  
TIMES IN FOUR  
PERIODICALS.

## PUBLICATION HIGHLIGHTS

### Christopher Gremillion

*Living In: The Transition into Housing & Residence Life*, SEAHO Report (Winter 2018)

### Demarcus Merritt

- *Rescued by RELI: How Intentional Mentorship Provided a Second Chance Career*, SEAHO Report (Summer 2017)
- *Unpacking our Student Affairs Suitcase: Reexamining the Relationship Between Racial Justice & Residence Life*, SEAHO Report (Winter 2018)

### Marley Moneta

*STARS College Reflection*, SEAHO Report (Winter 2018)

### Maggie Gillespie & Megan Delph

*Sifting to Lifting: The Benefits of Baking for Yourself and Others*, SEAHO Report (Summer 2017)



## STARS COLLEGE

In the summer of 2017, two UNC Greensboro Resident Advisors were selected to attend one of the most premier student opportunities offered in the student affairs career field.

### Marley Moneta & Dane Hansen

were chosen applicants to experience STARS College, a three-day intensive experience for undergraduate students interested in learning about the student affairs and campus housing professionals offered by the Association of College and University Housing Officers – International (ACUHO-I).

Upon her return, Marley shared some thoughts about how STARS College influenced her to pursue a future career in student affairs: *"I pretty much had my mind already made up, but this experience definitely solidified ... the decision. The interactions I had ... re-affirmed everything I already loved about housing and what student affairs careers allow one to do for others in regards to the influence on students' lives."*

## spotlight

HRL was represented in a national publication:

Maggie Gillespie,  
Chris Gregory,  
Demarcus Merritt  
& Shelley Wald

Your Plan B for Advisor  
Alternates, ACUHO-I  
Talking Stick

(January & February 2018)



## presentations

ELEVEN STAFF MEMBERS  
FACILITATED 16  
PRESENTATIONS AT  
SEVEN DIFFERENT  
CONFERENCES FOR STATE,  
REGIONAL AND NATIONAL  
ORGANIZATIONS FROM  
NCHO TO ACUHO-i.



# Housing and Residence Life

**25,000**

disposable cups were saved by providing tumblers to staff during RA training.

**94%**

of residents strongly agreed or agreed "Being part of an LLC has helped in my overall transition to UNCG."

**22**

delegates and 6 advisors traveled to 4 student leadership conferences.

**3.30**

was the average Fall 2017 GPA for Resident Advisors.

**15,734**

work orders were completed in an average of 1.52 days from August 2017- March 2018.

Partnership with Backpack Beginnings:  
Residence Life staff volunteered

**810 HOURS,**

collected over 300 pounds of food, raised over \$2,200 and delivered 839 ComfortPacks to children around Guilford County.