



THE UNIVERSITY OF  
**TENNESSEE**  
KNOXVILLE

DIVISION OF  
STUDENT LIFE  
**ANNUAL REPORT**

**2019-20**





## Letter from Vice Chancellor

Frank Cuevas



I am proud and excited to share with you the University of Tennessee, Knoxville, Division of Student Life 2019-20 Annual Report. In the coming pages, you will read about our team's many accomplishments, all of which were achieved in collaboration with students, faculty, staff, and community partners.

This report quantifies the work of outstanding professionals who provide our students with the daily services they need to thrive, and who are strategically planning for the future of student life at the University. We are providing

our students with transformational experiences that are critical to the realization of their academic and personal aspirations.

Serving as partners in the student learning experience, fostering a culture of inclusivity and care, and championing student advocacy and engagement are critical to student success at our land-grant university. In the coming year, we will work to strengthen our commitment to these areas through robust, meaningful programs, services, and initiatives that challenge and support student learning. When students know they have a community, a support structure, an inclusive learning environment, and faculty and staff who are invested in their well-being, they flourish in their development and learning. These are the outcomes that drive the work of the Division of Student Life.

We strive to be solution-oriented and collaborative, while prioritizing data-based decisions and accountability. We are constantly learning and transforming as a team and division, and we value coaching, mentoring, and professional growth opportunities for our students and staff.

This year was remarkable. The COVID-19 pandemic introduced unprecedented challenges, and our extraordinary team came together to serve the Volunteer community in creative, flexible, and compassionate ways. In a matter of days, we fundamentally pivoted our work to provide resources, services, engagement opportunities, and support in a virtual environment. I am proud of the incredible contributions that the Division of Student Life continues to provide to the Volunteer experience.

Thank you for taking the time to learn more about the Division of Student Life and our accomplishments this year. We are proud to share our story with you.

Sincerely,

Frank Cuevas  
Vice Chancellor for Student Life

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# Division of Student Life

Fosters the intellectual, cultural, social, and emotional development of students by providing a climate conducive to learning and personal growth, enabling them to become fully productive members of a global community.

## VISION

To build and support an inclusive community that provides opportunities for all students to thrive as they lead, serve, and engage as Volunteers and citizens.

## VALUES

### Student Leadership

We value leadership as a collaborative, relational, and developmental process in which students engage at varying levels.

### Inclusion

We value inclusion and strive to be an inclusive community that respects all of its members, promoting equal treatment and opportunity while working to eliminate all forms of discrimination.

### Collaboration

We value intentional collaboration toward the common goal of providing dynamic student experiences.

### Engagement

We value engaging our students through opportunities that provide support and foster a sense of belonging.

### Success and Well-Being

We value the success and well-being of all members of our community.



## SENIOR LEADERSHIP

### Frank Cuevas

Vice Chancellor

### Shea Kidd Houze

Associate Vice Chancellor and Dean of Students

### Mark Alexander

Assistant Vice Chancellor

### Chandra Myrick

Assistant Vice Chancellor

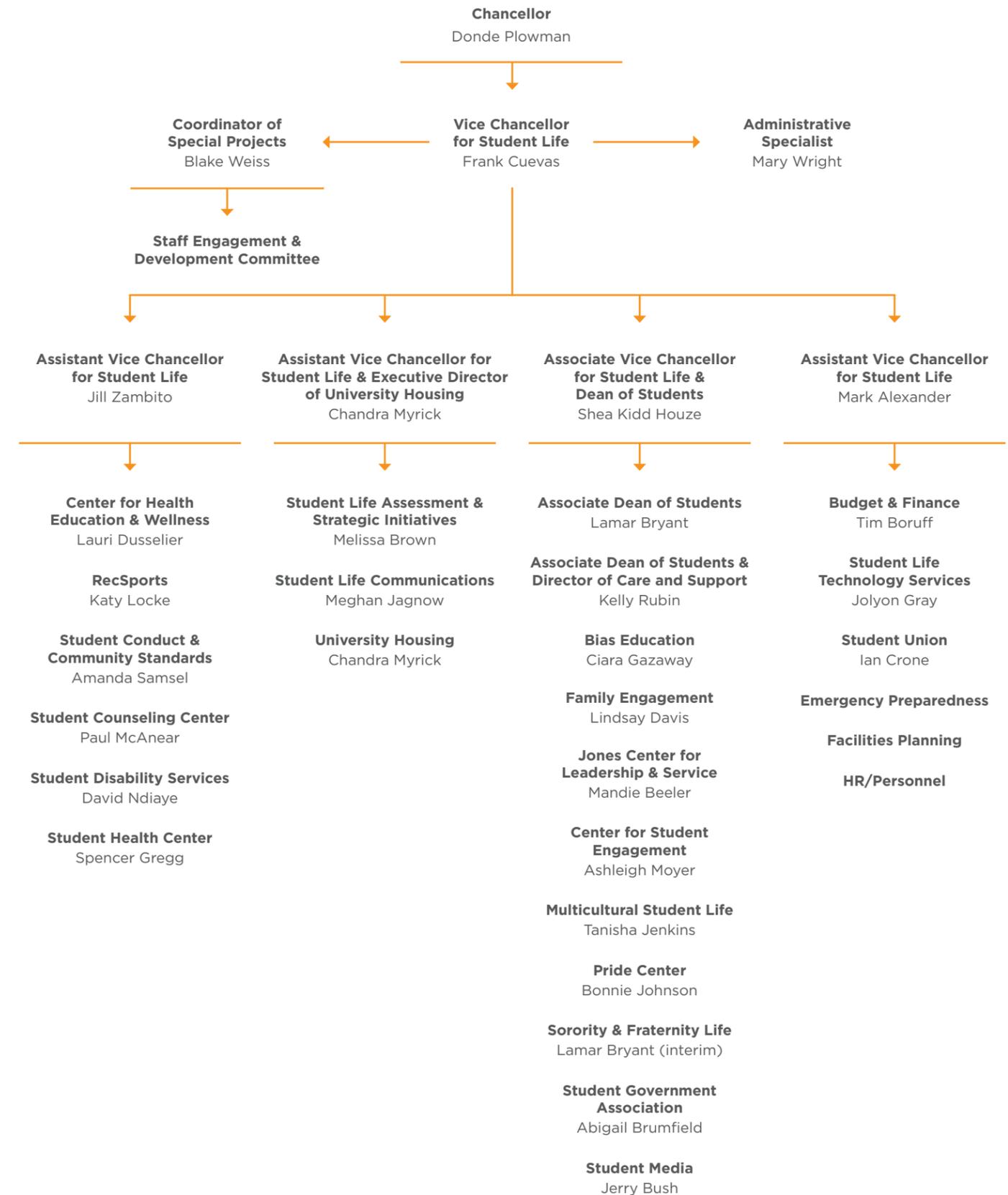
### Jill Zambito

Assistant Vice Chancellor



# THE UNIVERSITY OF TENNESSEE, KNOXVILLE DIVISION OF STUDENT LIFE ORGANIZATIONAL CHART

Revised September 10, 2020





## PRIORITY 1: STUDENT DEVELOPMENT

Strengthen programs and support services that emphasize student development.

### 1.1 Assess and enhance intentional opportunities for students to become connected early through high-impact programs.

*Student organization fairs* are held at multiple times throughout the academic year to encourage involvement in student organizations.

*Peer mentoring programs* are available through Student Disability Services, Multicultural Student Life, University Housing, and the Pride Center.

### 1.2 Promote and expand programs and services that support all students.

Student Life reimagined services as students transitioned to a remote learning environment during the spring 2020 semester. In March and April, Student Life departments facilitated:

- 130 different online events
- 95 academic appointments through Multicultural Student Life for students with marginalized identities
- 979 counseling sessions through Care and Support by the Office of the Dean of Students

### 1.3 Enhance education programs and support for student wellness.

*Brothers United for Excellence* provides resources and guidance to men of color by promoting student engagement at the University of Tennessee, Knoxville and the surrounding community. Brothers United for Excellence uplifts professional attainment through the promotion of academic success and leadership development, ultimately molding future influential leaders.

### 1.4 Develop innovative programs, services, activities, and employment that reduce students' financial barriers.

The *Robert L. and Helen Johnson Scholarship* and the *Students with Visual Disability Scholarship* were established to assist students with disabilities in furthering their education. The scholarships were awarded to 11 students in 2020 for a total of \$14,000.



## PRIORITY 2: COLLABORATIVE EXCELLENCE

Build meaningful partnerships across the division, the university, and beyond.

### 2.1 Connect students to departmental services through enhanced partnerships within the division.

The Pride Center and Student Media collaborated to communicate and promote the signing of the *PRIDElist*. The PRIDElist is a published signature campaign intended to raise the visibility of the LGBTQ+ community and allies at UT. The PRIDElist shows students that they are not alone during their time on Rocky Top, but in fact, are surrounded by faculty, staff, fellow students, friends, and alums who care about them and are passionate about making UT a more inclusive place.

*Adulting 101* is a series provided by the Center for Student Engagement in collaboration with various partners meant to help students prepare for life after college. From figuring out taxes to learning how to negotiate a salary, this series equips students with the skills needed to succeed.



## PRIORITY 3: INFRASTRUCTURE AND RESOURCES

Invest in infrastructure and resources that advance the work and mission of the Division of Student Life.

### 3.1 Develop and establish data-driven practices that impact operational effectiveness.

The University of Tennessee, Knoxville was awarded the 1st place Trailblazer award in 2019 by Campus Labs. This award is given to campuses that are innovating and developing best practices. UT was nominated for "implementing a fluid and collaborative meta assessment process, allowing them to create a culture of continuous improvement through feedback on annual assessment reports."

### 3.2 Create and implement innovative ways to increase efficiency through the use of technology.

Electronic integration of the TN Department of Health's Immunization Information System (TennIIS) and Health Center Electronic Health Record software, Mediat, was completed. This integration provided the ability to import student immunization and vaccination data that had been historically been entered manually by Student Health Center staff.

### 3.3 Identify and secure resources to broaden support for initiatives, programs, and services.

The *Fahhoum Family Endowment* was created to support students' basic needs.

*Smokey's Closet* received donations from campus and community partners. In addition, Smokey's Closet was awarded a \$1,000 grant from the Division of Diversity and Engagement.



**PRIORITY 4:  
THE VOLUNTEER EXPERIENCE**

Cultivate opportunities for students to engage, serve, and lead locally and globally.

**4.1 Foster a culture of commitment to civic engagement within and beyond the student experience.**

49 students participated in *Ignite Knox*'s service experience, providing approximately 147 hours of service to the Knoxville community.

The Office of Student Conduct and Community Standards utilizes undergraduate and graduate students to serve as members on *Student Conduct Boards*. Students engage with SCCS to learn about the Code of Conduct process and train to become board members. Students work with other students, faculty, and staff to hear and resolve cases at Student Conduct Board hearings.

Multicultural Student Life staff and students traveled to Clemson University in South Carolina and attend the annual *Men of Color Summit*. The Men of Color Summit fosters a culture of civic engagement within and beyond the student experience by addressing the social and structural barriers that inhibit men of color from achieving economic success by promoting the self-awareness, unity, academic accomplishment, and economic empowerment needed to thrive in their educational careers and the global community.

The symposium:

- seeks to elevate the importance of education and involvement
- discusses best practices to develop, retain, and graduate collegiate men of color
- provides students with a greater sense of self by helping them contextualize their social, academic, historical, and political identities
- equips administrators with the tools, resources, and practical strategies needed to foster a comprehensive environment for men of color.
- serves as a networking opportunity for attendees to learn from each other by participating in breakout sessions, engaging discussions, and keynote presentations by prominent speakers that will prepare them for transformative leadership experiences on campus and beyond.

All Campus Events hosted *Tower of Cans*, where student organizations build structures with food cans. The event took place during Homecoming 2019 and provided more than 43,312 pounds of canned food to the local food pantry, FISH. FISH is the food pantry that replenishes Smokey's Pantry.

**4.2 Assess and expand community service experiences.**

University Housing engages students in fundraising efforts and on-site house building for *Habitat for Humanity*.

**4.3 Implement common assessment measurements to demonstrate leadership development.**

The Office of the Dean of Students houses *RockyTop Roundtable*, an advisory board for the office. Roundtable meetings provide opportunities for students to give feedback to the office, learn about campus resources, and engage with campus administrators. The post-assessment includes questions regarding their experiences on the board, including serving as representatives for the office.



**PRIORITY 5:  
CAMPUS CULTURE AND ENVIRONMENT**

Foster a campus culture and environment that emphasize awareness, knowledge, and skills related to social justice and inclusion.

**5.1 Create and assess intentional education through which student participants will demonstrate enhanced social justice and inclusion.**

*Mattering and Belonging*—All Volunteers must believe that they matter—that their stories matter, that their words matter, and that each person matters at UT.

*Dear World* served as the kick-off event for the Vol is a Verb campaign during the fall 2019 semester. The event engaged students, staff, and faculty in an unforgettable experience celebrating the stories of our community. *Dear World* is a portrait project that unites people through pictures in their distinct message-on-skin style.

*Vol is a Verb* is an invitation to a conversation. It is a collective call to action to work together as a campus community to help make our campus a place where everyone belongs. The Volunteer experience should be accessible to everyone. Every single one of us has a story to tell, and every one of our stories is important. Being a Volunteer means stepping forward and having the courage to act. We must put actions behind our words and ensure that everyone feels like they matter and belong on Rocky Top.

*Rocky Topics* is a continued dialogue series hosted by the Office of the Dean of Students. It is a partnership with faculty, staff, and students to cultivate brave spaces for meaningful conversation.

Previous topics have included:

- natural hair and beauty
- disability and visibility
- student leadership and mental health

**5.2 Provide professional development to enrich understanding of social justice and inclusion as outlined in the professional competency areas for student affairs educators.**

Division of Student Life staff participated in *Strategies and Tactics for Recruiting to Improve Diversity and Excellence (STRIDE) at UT*. STRIDE revitalizes efforts to hire and retain a diverse faculty by using peer-to-peer instruction about academic research on bias and diversity. STRIDE activities are led by a committee of faculty at the Knoxville campus.

**5.3 Develop and promote intentional opportunities to engage with diverse communities.**

The University of Tennessee is beginning the process to become a *Campus Affiliate for the National Coalition Building Institute (NCBI)*. NCBI is an international leadership organization that provides training in diversity, equity, and inclusion in community organizations, K-12 schools, college and university campuses, corporations and law enforcement.

1,737

UNDERGRADUATE STUDENTS  
EMPLOYED

96

GRADUATE STUDENTS  
EMPLOYED

54

PRACTICUM  
STUDENTS

97

WORK STUDY  
STUDENTS

196

STUDENT  
VOLUNTEERS

169

SCHOLARSHIP  
STUDENTS

# Center for Health Education & Wellness

Empowers all Volunteers to thrive by cultivating personal and community well-being.

## CORE FUNCTIONS

Promote health-promoting behavior in the areas of interpersonal wellness, sexual health, alcohol and other drug risk reduction, and general health and wellness

Improve the health and wellness of the university's employees

Empower Vols 2 Vols Peer Health Educators to educate their peers

## KEY INITIATIVES

Group level programs on sleep promotion, stress reduction, sexual health, consent, nutrition, tobacco cessation, healthy relationships, bystander intervention, alcohol and other drug risk reduction, and employee wellness

Group and individual intervention for students who have violated the UT Alcohol and Drug Policy

Annual campus-wide events: Red Zone, Take Time Take Care, Great American Smokeout, National Substance Abuse Prevention Month, Healthy Communication Month, Safe Spring Break, Sexual Assault Awareness Month, Employee Field Day, Employee Health and Fitness Week

VOLS 2 VOLS Peer Health Educators

## SUCCESSES

Provided safer sex information and supply walls on campus to increase student access to free barrier methods in TRECS and Vol Hall. *Priority 1*

Collaborated with Interfraternity Council (IFC) to host the first-ever Movember event series to raise awareness of men's health issues. *Priority 2*

Celebrated World Sexual Health Day with educational activities and a subject matter expert panel. *Priority 1*

Distributed two national surveys to assess the health behaviors of faculty, staff, and students. *Priority 3*

## LOOKING AHEAD

Implement a mental health course to help students practice self-care strategies, recognize when they or their peers are in distress, and take action to find additional support. *Priority 1*

Recognize University Housing facilities staff for dedication to COVID response with wellness gift. *Priority 2*

Implement a health and wellness module for First-Year Studies course. *Priority 1*



21

EVENTS HELD VIRTUALLY  
in response to COVID-19

## COVID-19 RESPONSE

Following the university's response to COVID-19, CHEW transitioned 21 events into a virtual setting. Highlights include transitioning two 2-hour alcohol and drug classes into self-paced Canvas courses, record-high participation during Employee Health and Fitness Week, and engagement from a diverse campus-wide audience during Hike the Hill in Heels, and Relaxation Station.

871

ATTENDEES  
at Substance Abuse  
Prevention Month events

46

FEELING YOUR BEST  
AT UT PROGRAMS

Recruited and trained

12

ADDITIONAL PEER  
HEALTH EDUCATORS

11,217

SOCIAL MEDIA IMPRESSIONS  
National Drug & Alcohol Facts Week

90,888

SOCIAL MEDIA IMPRESSIONS  
Sexual Assault Awareness Month

FACULTY AND STAFF  
PARTICIPATION

151

Virtual Employee Health  
and Fitness Week

21

NUTR 315 Nutrition Assessment  
course to assess employee's food  
and nutrient intake, lifestyle,  
and medical history

73

Smokey Walking Challenge

18

Employee Fitness classes

“

The June healthy cooking class was a great experience! I still can't believe that class with a chef was completely free. Thanks for providing resources like this to UT employees. You are doing a great job! Your time and effort on these resources are greatly appreciated.”

—EMPLOYEE WELLNESS PARTICIPANT



“

I liked the environment of the alcohol education sessions. The facilitator made the experience very open and non-judgmental which made me feel comfortable about being honest which allowed me to truthfully reflect on my drinking patterns, instead of just agreeing and continuing on.”

—INDIVIDUALIZED ALCOHOL EDUCATION PARTICIPANT

# Center for Student Engagement

Creates inclusive and innovative opportunities for students to build connections and create community through meaningful involvement, personal development, and co-curricular learning to enhance their Volunteer experience.

## CORE FUNCTIONS

- Connect students with involvement opportunities
- Advise and support student organization development, management, and event planning
- Oversee VOLink
- Host cultural, educational, and social programming
- Encourage tradition and innovation in campus programming
- Foster a meaningful and memorable engagement experience

## KEY INITIATIVES

- Advise the Organization Resource Group (The ORG), the Campus Events Board (CEB), and All Campus Events (ACE)
- Daytime programming
- Student-focused Homecoming programs
- Student Leadership Awards
- On-campus banking for student organizations
- Co-curricular Transcript
- “Don’t Cancel Class” initiative

## SUCCESSSES

In the first full academic year, the Travel Fund supported travel for 667 student organization members attending conferences and competitions related to the mission of the student organization. Sixty-five total student organizations were awarded the funding. *Priority 1, 3*

Participation grew to 44 participants in the 2019 Homecoming Parade (includes competing organizations, student organizations, university departments, community organizations, and university leadership). The annual Homecoming parade celebrated the 225th anniversary of the university. *Priority 4*

Campus Events Board worked with three community organizations—Centro Hispano, Knoxville Asian Festival, and Tennessee School of the Deaf—to support and collaborate with for three separate large scale events—Diane Guerrero (Speaker), Yamoto Drums (Japanese Drumming), and Nyle Dimarco (Speaker). *Priority 2, 5*

CSE made 152 resources available for student organizations to check-out. Student organizations placed 62 reservations from February 1 to March 12 (New system implemented on February 1 and reservations end March 12 due to COVID-19). *Priority 3*

## LOOKING AHEAD

Implement STRIDE Training for student organizations to focus on inclusion in student organizations and reducing implicit bias in recruitment practices. *Priority 1, 5*

Assess graduate student engagement and implement programming specifically for graduate and professional students. *Priority 1*

Develop a needs assessment to understand the needs of student organizations and ways to be better served them. *Priority 1, 3*

**56**

NEWLY REGISTERED student organizations

**500**

TOTAL REGISTERED STUDENT ORGANIZATIONS

**205**

STUDENTS are members of the organizations advised directly by CSE (Campus Events Board, Organization Resource Group, and All Campus Events)

**11**

EVENTS HOSTED between 9 a.m.–5 p.m. as part of a daytime programming initiative

**44**

GROUPS PARTICIPATED in the 2019 Homecoming Parade

**508**

STUDENTS attended the first Student Organization Conference Knoxville (SOCK) in August 2019

**667**

STUDENTS from

**65**

STUDENT ORGANIZATIONS attended conferences and competitions related to the mission of their organization with support from the Travel Fund

## COVID-19 RESPONSE

Due to COVID-19, CSE had to adjust the programming schedule to accommodate for programming in a virtual space. CSE hosted 22 total events in a virtual environment. The most popular were the weekly Virtual Trivia events which featured a different theme in each session. The Adulting 101 series was continued and sessions were able to be recorded for future student use. Finally, CSE continued similar program types such as a speaker, spoken word artist, and a comedian—all of which would have occurred if the semester was not moved online.

“

I do feel like it [SOCK conference for organization leaders] propelled the success of our leaders.”

—SOCK CONFERENCE STUDENT ATTENDEE

“

Members learn skills necessary inside and outside of the courtroom, such as leadership and teamwork. Team members acting as attorneys learned how to prepare a mock trial court case, argue their case theory in front of a judge and jury, and how to shed light on significant facts in the case. Those that performed as fictional eyewitnesses in the case tested their abilities in acting, theatre, and character development.”

—UT MOCK TRIAL ORGANIZATION LEADER (TRAVEL FUND RECIPIENT)

**22**

VIRTUAL EVENTS hosted by CSE due to COVID-19

**152**

RESOURCES AVAILABLE FOR CHECK-OUT



Student Organizations placed

**62**

RESERVATIONS from February 1 when the new system was implemented, to March 12 when reservations ended due to COVID-19

# Dean of Students

The Office of the Dean of Students is dedicated to cultivating an inclusive learning community for students at the University of Tennessee, Knoxville. We value leadership and service, mattering and belonging, and compassionate care as essential themes of the student experience. Through a holistic approach, our departments work to accomplish our mission through transformative experiences, events and initiatives that complement the mission, vision and values of the university and the Division of Student Life.

## CORE FUNCTIONS

- Compassionate care
- Leadership and service
- Mattering and belonging

## KEY INITIATIVES

- DOS outreach initiatives
- Care and Support:
  - Bias
  - 974-HELP
  - Absence notifications
  - Big Orange Meal Share
- General consultations
- Student Emergency Fund
- Crisis response for COVID-19

## SUCCESSES

- Case Management and staffing**—DOS hired an additional case manager to support 974-HELP. The division also added a working title to the Associate Dean of Students to include Director of Care & Support to better align and define this role. *Priority 3*
- Big Orange Meal Share**—Partnered with Aramark and expanded the meal share program to serve short and long-term food insecurity. Additionally, DOS hosted the second annual Hunger and Homelessness Summit in collaboration with campus and community partners. DOS collaborated with other college campuses related to their meal share programs. *Priority 2*
- Vol is a Verb campaign**—In collaboration with campus partners, DOS hosted signature events including Dear World and planned multiple, Rocky Topics around challenging and timely topics. *Priority 2, 5*
- Culture of care**—Through the JED Foundation initiative, case management, bias protocols, and other outreach related to student wellness and resilience. Following the UT System Mental Health Summit, DOS staff engaged in system-wide conversations elevating mental health support services. *Priority 2, 5*

## LOOKING AHEAD

- Basic Needs and Food Pantry**—Open the first on-campus food pantry in fall 2020 and continue to review support services. *Priority 1, 3*
- Care and Support**—Increase survey responses with enhanced technical support. *Priority 3*
- RockyTopics**—Partner with the Office of Multicultural Student Life and increase survey response with real-time surveys. *Priority 1, 2, 3, 5*
- Policies**—Update and create policies for threat assessment and medical leave. *Priority 3*
- Leadership**—Develop systems and processes to elevate leadership education. *Priority 3*



“

My case manager was very kind, supportive, encouraging, and compassionate. I felt so much lighter and full of hope after spending time with her.”

—STUDENT SERVED BY CASE MANAGEMENT

1,194

STUDENTS ASSISTED through 974-HELP

“

I think the whole idea [of Big Orange Meal Share] is wonderful. It really helped me out before the end of the semester when money was tight.”

—BIG ORANGE MEAL SHARE RECIPIENT

1,290

MEALS ALLOCATED through Big Orange Meal Share

“

I had no help and no where to turn. I really didn't know what I was going to do. I am so thankful for the [Student Emergency] funds I have received. I will never be able to express it fully.”

—STUDENT EMERGENCY FUND RECIPIENT

50

BIAS INCIDENTS REPORTED via [bias.utk.edu](http://bias.utk.edu)

## COVID-19 RESPONSE

On March 23, 2020, 974-HELP transitioned to providing virtual services. DOS worked with OIT to utilize Office@Hand to allow for staff to continue to answer 974-HELP while working from home. Case managers used Zoom, telephone, and email to continue providing support to students in distress. With the support of technology, there was no gap in services. DOS staff continued to meet weekly via Zoom.

DOS initiatives, including Milkshake Monday, RockyTop Roundtable, and the newly created Couch Convos, transitioned to a virtual format. Themed Milkshake Mondays included Milkshake Mondays with UT academic deans and another focused on mental health and wellness. These spaces allowed students to process COVID-19, ask questions to campus leadership, and create community.

The Student Emergency Fund previously existed in the Office of the Vice Chancellor for Student Life. Senior leadership decided to shift the responsibility to the Office of the Dean of Students and focus on students experiencing financial hardship due to COVID-19. In early April 2020, the Office of the Dean of Students, in partnership with UT Advancement, began stewarding this fund and raised more than \$299,000 to support more than 550 students.

133

GENERAL CONSULTATIONS provided to students



\$299,000

RAISED FOR THE STUDENT EMERGENCY FUND in partnership with UT Alumni



MORE THAN

550

STUDENTS RECEIVED FUNDS

# Jones Center for Leadership & Service

Educate and engage all students to lead and serve the global community.

## CORE FUNCTIONS

Develop students to be active and engaged citizens and leaders

## KEY INITIATIVES

- Clifton M. Jones Student Leadership Conference
- Emerging Leaders
- Ignite (Leadership Summit, Knox, Serves, and Outdoors)
- Leadership Knoxville Scholars
- Jones Center Ambassadors
- Prague Cultural Immersion Trip
- Sign-Up-to-Serve Calendar
- VOLbreaks Alternative Break Program
- VOLServe Days of Service
- Track Your Hours Tool and Service Medallions



## COVID-19 RESPONSE

As a result of COVID-19, many of our nonprofit community partners have been unable to accept in-person volunteers since March 2020. JCLS worked closely with these organizations to identify virtual and remote volunteer opportunities. These opportunities dramatically expanded the scope of service options available to students. The modality has become so popular that many organizations intend to continue these activities even after in-person volunteering resumes. Additionally, JCLS mailed service medallions to 386 graduates who were unable to pick them up due to campus closures. These medallions recognize students who completed more than 100 hours of service during their time at UT.

## SUCCESSES

Comparative analysis of student data indicates that student participation in JCLS activities and programs is representative of the overall student population at UT. The audit process allowed JCLS to identify which activities and programs need activity codes to improve engagement tracking. *Priority 5*

100% of community partners agree or strongly agree that the Sign-Up-to-Serve Calendar is a helpful resource. *Priority 2, 3*

100% of campus partners agree or strongly agree that the Jones Center Ambassadors met the needs and objectives of their request and would utilize their services again to plan and implement service projects and leadership education support. *Priority 2, 3*

## LOOKING AHEAD

**Ignite 2020**—Improve the Ignite experience for incoming Vols by exploring ways to fine-tune the program content and schedule, incorporating elements of Knox, Serves, and Leadership Summit. *Priority 1, 4, 5*

**VOLbreaks**—Engage students in meaningful active citizenship programming through VOLbreak Local Weekend Immersions—a change in programming due to the COVID-19 pandemic. *Priority 2, 4, 5*

**CMJ Leadership Workshop Series**—Increase the amount of open-access leadership development opportunities for all students and strengthen relationships with faculty and staff across campus through collaboration on presentations. *Priority 1, 4, 5*

**373**

STUDENT VOLUNTEERS SERVED

**22**

KNOXVILLE SITES during the 2020 MLK Jr. Day of Service—the largest to date

**386**

STUDENTS RECEIVED SERVICE MEDALLIONS

87 gold (225+ hours)  
37 silver (175-224 hours)  
62 bronze (100-174 hours)

**374**

COMMUNITY PARTNERS ENGAGED

**2,215**

VOLUNTEERS through the Sign-Up-to-Serve Calendar

**6,154**

STUDENTS TRACKED

**116,559**

TOTAL SERVICE HOURS an equivalent economic impact of over \$2.9 million with a volunteer hour valued at \$25.43/hour as determined by Independent Sector

“

Emerging Leaders gave me the opportunity to work with other student leaders on campus and gain an insight on how they view the campus and leadership as a whole. It made me more confident in the role that I play here at UT and made me realize that my actions and beliefs matter.”

—2019 EMERGING LEADERS PARTICIPANT



**100%** of VOLbreaks Leaders reported post-trip they “agree” or “strongly agree” that they are confident in their ability to explain the concepts of social justice, privilege, and oppression.

**93.3%** VOLbreaks Leaders “strongly agree” they are confident in their ability to educate a group of their peers on a service theme.

**100%** of fall VOLbreaks participants reported they “agree” or “strongly agree” that they are confident in their ability to explain the importance of voluntarily serving others to create and maintain a thriving community—a **6.5%** increase from their pre-trip assessment.

**93.13%** of Ignite Leadership Summit participants “agree” that they were able to express a greater self-awareness as it relates to personal strengths as a result of attending the session.

**98.53%** of Ignite Serves participants “agree” that they could articulate a heightened sense of civility, justice, and respect for those around them after attending the program.

**100%** of participants agreed that they felt an increased sense of belonging at UT as a result of attending Ignite Knox.

“

Ignite taught me that active citizenship means to stand up in sit down moments, to get out and give back to the community that has provided you with so much, and to identify and address social issues.”

—2019 IGNITE SERVES PARTICIPANT

# Multicultural Student Life

Contributes to an inclusive learning environment by enhancing institutional efforts in retaining and graduating students prepared for a diverse global society. We promote the academic success, equality, and leadership development of students through programs and services that holistically address cultural, educational, and civic growth.

## CORE FUNCTIONS

- Academic success
- Diversity/inclusion and multicultural education
- Student leadership development
- Mentoring

## KEY INITIATIVES

- Cultural Based Organizations
- Diversity Educators
- Academic Support Unit Tutorial Program
- Multicultural Mentoring Program



NAACP UTK Chapter was awarded the Charles R. Burchett Extraordinary Contributions to Campus Life Award.

## SUCCESSSES

The Diversity Dialogue Symposium provided the opportunity for more than 250 faculty, staff, and students to engage in conversations surrounding social justice, equity, and inclusion. *Priority 1, 2, 5*

More than 220 students, faculty, staff, and community members attended the 15th annual Black Issues Conference. *Priority 1, 2, 5*

MSL successfully navigated the online transition that came with COVID-19. MSL staff created new online programs and initiatives that both meaningfully engaged students and helped them navigate the challenging times. *Priority 3*

MSL staff worked to revitalize men of color initiatives by interpreting data from the National Student Clearinghouse Research Center (2017). Based on this data, MSL revamped Brothers United for Excellence through professional development workshops, Brother 2 Brother discussions, cultural experiences, and more. *Priority 1, 3, 5*

MSL's Academic Support Unit made more than 1,110 tutoring appointments. *Priority 3*

MSL successfully completed the Program Review in fall 2019, which provided guidance for the future and enabled the office to consider a new mission, vision, departmental goals, and strategic plan. *Priority 3*

## LOOKING AHEAD

**Multicultural Mentoring Program**—Assessing the needs of incoming students, as well as creating an enhanced plan to both train mentors and track mentees' academic and social successes. *Priority 1, 3*

**Diversity Educators**—Assess what Diversity Educators are learning, how they feel about the work that they do, or how they would like to move forward with changes or continuing. *Priority 1, 3, 5*

Enhancing programming and support for Latinx, Asian, and Indigenous students. *Priority 1, 3, 5*

**Assessing Brothers United for Excellence**—Assess how the program has been revamped and changed to provide access to more Men of Color. *Priority 3, 5*

93

VIRTUAL TUTORING APPOINTMENTS

5

EDUCATIONAL TRIVIA AND BINGO VIRTUAL EVENTS

10

STUDENT ORGANIZATIONS REGULARLY HELD MEETINGS

## COVID-19 RESPONSE

COVID-19 drastically changed the way spring semester looked for MSL students and staff. MSL worked diligently to continue providing support, guidance, and programming that our students could learn from, engage with, and find community. MSL recognized the importance of supporting all Vols academically and socially through some of the unique challenges that came with COVID-19.

220

2019 BLACK ISSUES CONFERENCE ATTENDEES

717

ATTENDEES at the Black Cultural Programming Committee's annual Homecoming Comedy Show

1,112

TUTORING APPOINTMENTS were made through MSL's Academic Support Unit

5

CARL COWAN SCHOLARSHIP STUDENT RECIPIENTS for the 2020-21 academic year

131

RESERVATIONS HOSTED at the Frieson Black Cultural Center for events, meetings, and programs

29

DIVERSITY EDUCATORS led more than

112

FACILITATIONS

“

MSL opened up opportunities for me to explore and take part in conversations and communities that I don't find anywhere else on campus. Through MMP and Diversity Educators, I met many incredible people and had the opportunity to engage in dialogue across campus about things that are important to me, especially relating to social justice, diversity, and inclusivity. MSL has given me hope for change in our campus community through all of its members, the organizations they foster, and the programs they hold. It is by far my favorite place on campus and I always know I have a second home in their office!”

—MMP MENTOR & DIVERSITY EDUCATOR

97% of 152 student respondents indicated that they felt comfortable learning and sharing more about their identities and felt accepted in the environment created by the facilitator in a Diversity Educator workshop.



6 students, with MSL staff, attended the National Men of Color Summit hosted by Clemson University.



100% of respondents rated the Black Issues Conference workshops and presenters as “excellent.”

# Pride Center

To provide academic and social support for the LGBTQ+ community at the University of Tennessee. The Pride Center strives to be a space for all members of the UT community to engage with and explore issues relating to gender and sexuality. This mission is accomplished through educational programming focusing on gender identity, gender expression, and sexual orientation; contributions to and maintenance of a campus LGBTQ+ community; and advocating for equitable access for LGBTQ+ students, faculty, and staff on campus.

## CORE FUNCTIONS

Connection  
Education  
Empowerment

## KEY INITIATIVES

Safe Zone at UT  
Peer Mentoring Program  
Friendsgiving Potluck Dinner  
Transgender Day of Remembrance Vigil  
Lavender Graduation  
The PRIDElist  
Pride Center community space



## SUCCESSES

Launched the PRIDElist signature campaign with over 1,600 signatures from alumni, students, faculty, and staff across the Volunteer family in support the LGBTQ+ community. *Priority 3, 5*

Launched the Pride Center Peer Mentoring Program. *Priority 1*

Introduced Safe Zone at UT Tier 2 sessions in spring 2020. *Priority 3, 5*

Over 500 workshop attendees to 30 Safe Zone workshop sessions. *Priority 3, 5*

## LOOKING AHEAD

Introduction of Safe Zone at UT volunteer facilitation team—expanding the facilitation team through recruitment and training of volunteer facilitators. *Priority 3, 5*

- Opportunity for staff, faculty, and students to take on a leadership role in diversity education and contribute to a more affirming campus for the LGBTQ+ community and diversifies the facilitation team
- Additional facilitators leads to increased availability and accessibility of our trainings sessions to newer and larger audiences
- Additional facilitators also bring diverse perspectives and lenses to training sessions and programmatic content as a whole

Introduction of Safe Zone at UT Tier 3 and finalization of Safe Zone certification process. *Priority 3, 5*

Continuation of the Peer Mentoring Program. *Priority 1*

## COVID-19 RESPONSE

Lavender Graduation transformed from an in-person ceremony to a video of well-wishes to graduates. The Pride Center sent gift packages with alumni merchandise and earned regalia to students at home.

In partnership with the Alumni office, the Pride Center created and sent out a video to thank and update Pride Center donors.

Programming went virtual with engagement events: Queer Cook Club, social media challenges, and the creation of an online community space.

Safe Zone at UT moved to a completely virtual space, which made the training more accessible to campus-affiliated faculty, staff, and students while also bringing in new involvement from UT-affiliated staff and faculty in Nashville and various recruitment offices across the state. Fall 2020 will be completely virtual, but when in-person operations can safely resume, virtual sessions will still be hosted for the most accessible engagement possible.

MORE THAN  
**500**  
WORKSHOP ATTENDEES TO  
**30**  
SAFE ZONE WORKSHOP  
SESSIONS

**1,608**  
SIGNATURES  
on the inaugural PRIDElist  
from members of the  
Volunteer family in support  
of the LGBTQ+ community

MORE THAN  
**2,400**  
TOTAL ATTENDEES  
to in-person and virtual  
Pride Center programming

## PARTICIPATION

**60**  
“Taking Mental Health  
Out of the Closet” event

**90**  
Friendsgiving Potluck Dinner

**50**  
Transgender Day of  
Remembrance Vigil

**31**  
Virtual Lavender Graduation



The **Dr. Marva Rudolph Diversity and Interculturalism Unit Excellence Award** is given to an office, program, department, or college that has demonstrated outstanding leadership and made consistent contributions to advancing diversity and inclusion at UT. Over the past two years, the Pride Center has trained more than 500 Volunteers in its re-envisioned Safe Zone at UT educational workshop series with only two facilitators, in addition to expanding annual events including Lavender Graduation, Transgender Day of Remembrance Vigil, and Friendsgiving.



“

The Safe Zone at UT workshops have really educated me on barriers that my undergrad students may be facing that I didn't know about, especially those in the transgender community. They help me feel more comfortable advocating for more support for the LGBTQ+ community in my department too.”

—GRADUATE TEACHING ASSISTANT

“

I appreciate the Pride Center creating space on campus for LGBTQ+ students to get together without worrying about being harassed or having their identities questioned. I feel like it's one of a few places on campus I can actually make friends that know the real me.”

—SECOND YEAR STUDENT

“

It provided me with a way to get involved on campus and to begin creating a support system during my first year of college.”

—PEER MENTORING PROGRAM PARTICIPANT

To provide and deliver recreational experiences that enhance the growth and well-being of our students and community through programs, facilities, services, and employment.

## CORE FUNCTIONS

Provide accessible, safe, and clean recreational facilities  
Offer a comprehensive slate of attractive and diverse recreation-based programs  
Supply members with quality services that enhance their recreational experiences

## KEY INITIATIVES

Informal recreation (open-gym basketball, pick-up soccer, etc.)  
Fitness (cardio, weights, stretching, etc.)  
Intramural sports  
Sport clubs  
Group fitness  
Personal training  
Aerobic performance and body composition testing  
Outdoor adventure trips  
Outdoor equipment rental  
Indoor rock climbing  
Rec-Swim  
Learn-to-Swim Lessons  
Lifeguard Certification  
CPR/First Aid/AED Certification

## SUCCESSES

Improved the delivery of the RecSports special interest sessions at New Vol Orientation to include a focus on program participation and the benefits of employment with RecSports. *Priority 1, 3*  
Enhanced the awareness of the transferable skills being developed in students who are employed with the RecSports department. *Priority 1*  
Added 2,900 sq. ft. of indoor turf to address demand for functional fitness space. *Priority 3*  
Provided 43 intramural leagues and tournaments, 89 weekly group fitness classes, 40 outdoor adventure trips, 37 sports clubs, and 80 aquatic and safety classes. *Priority 3*

## LOOKING AHEAD

RecSports facilities, programs, and services will engage an average of 1,000 participants per day for Fall 2020. *Priority 1*  
Students employed with RecSports will demonstrate a masterful understanding of the department's COVID-19 prevention plan. *Priority 1*  
The majority of participants taking at least 1 Zoom Group Fitness class will be either "satisfied" or "highly satisfied" with their experience. *Priority 3*



JULY 1, 2019–MARCH 15, 2020

**454,916** TOTAL CARD SWIPES — from → **20,476** UNIQUE PARTICIPANTS

**2,934**

AVERAGE DAILY PARTICIPATION (M-F, non-holiday weeks)

**4,228**

SINGLE-DAY MAXIMUM PARTICIPATION

**3,693**

TOTAL HOURS of facility operation

MARCH 30–JUNE 30, 2020

**1,514**

TOTAL PARTICIPANTS to Zoom Group Fitness Classes

**395**

UNIQUE PARTICIPANTS to Zoom Group Fitness Classes

**1,306**

DIRECT ENGAGEMENTS via social media

## COVID-19 RESPONSE

Due to the COVID-19 pandemic, RecSports closed the operation of all facilities on Friday, March 13, 2020. The following are highlights of ways in which the department continued to provide students with recreational services through the remainder of spring and into the summer:

**Zoom group fitness classes**—offered 219 virtual Group Fitness classes and engaged 395 unique students over 1,500 times.

**Transformational work assignments for student staff**—with over 300 students employed by RecSports, the staff rose to the challenge and provide student employees with over 4,000 working hours by distributing transformational work assignments that could be performed by students while working safely from home.

**RecSports & Wellness at a Distance newsletter**—designed, authored, and distributed 6 iterations of a new collaborative newsletter, intended to inform students of available programming and recreation-related tips; the newsletter was viewed a total of 1,519 times.

**Virtual intramural tournaments**—coordinated virtual tournaments in: 8-Ball, Racing, Archery, Tic-Tac-Toe, Uno, Field Goal Kicking, Basketball Shooting, Chess, Putt-Putt Golf, and Soccer Stars.

**RecSPYS Award Ceremony**—staff successfully produced a student employee recognition video that showcased the staff singing Rocky Top, recognition of graduating students and dedicated service, and various award winners from throughout the year. A Zoom viewing party was held with 89 students on Monday, April 27, 2020, at 7 p.m.

**Bathtub & Water Safety Series**—through the RecSports social media accounts, a series of educational videos were recorded and distributed that covered the following topics: COVID-19 & Pools, General Pool Safety, Boat & Lake Safety, Ocean & Beach Safety.

**RecSports Summer Sampler**—developed a schedule of weekly programs for summer aimed at providing students with samples of recreational offerings while away on summer break.

**Social media communication**—systematically increased the amount of social media content distributed to the 2,000+ followers on either Instagram and Facebook.

“

My experience (working with RecSports) was an invaluable part of my college experience and helped me to develop many of the foundational leadership skills that have continued to serve me well.”

—FORMER RECSPORTS STUDENT STAFF



“

Participating with RecSports has given me a healthy external outlook to the rigors of college itself, as well as allowing me a space to work on myself without major distractions by others.”

—STUDENT PARTICIPANT



# Sorority & Fraternity Life

To support a premier sorority and fraternity experience by providing educational opportunities, fostering collaborative relationships, and empowering students to uphold a mentality of ethical leadership and citizenship.

## CORE FUNCTIONS

- Provide in- and out-of-class learning opportunities
- Provide safe and healthy education environments
- Celebrate diversity and inclusion

## KEY INITIATIVES

- Health and safety chapter engagements
- Cross Council Exchange
- Leadership Summit
- Advisor Conference

## SUCCESSES

**Growth**—Chartered the 1st Asian Interest fraternity and sorority in the state of Tennessee—Lambda Phi Epsilon Fraternity, Inc. and Delta Phi Lambda Sorority, Inc. and reactivated two fraternities—Lambda Theta Phi Latin Fraternity, Inc. Gamma Gamma Chapter and Sigma Chi. *Priority 3, 5*

**Staffing**—Hired a new interfraternity council coordinator and two technology interns to support web page management, social media engagement, and messaging to stakeholders. *Priority 3*

**Collaboration and Partnership**—In partnership with University Housing, OSFL moved its housing system to StarRes for greater efficiency with fraternity and sorority housing. *Priority 2, 3*

**Expansion**—Expanded the work surrounding prevention to a formal year-round plan with monthly meetings to bring together a larger scope of campus partners who address similar focus areas. *Priority 2*

## LOOKING AHEAD

Identify diversity, equity, and inclusion opportunities for student leaders and refine systems/infrastructure of the office. *Priority 1, 2, 3, 5*

Collaborate on educational content with campus partners to make health and safety knowledge more accessible through online platforms and modules. *Priority 1, 2, 3, 5*

Provide engagement platforms for leaders that enhance chapter and personal development within their own organizations, councils and the larger collective community that yield a greater sense of mattering and belonging. *Priority 1, 2, 3, 4, 5*

## COVID-19 RESPONSE

COVID-19's impact on our programs and services was significant. With that said, the Office of Sorority and Fraternity Life did a great job of pivoting and continuing to ensure our programs and services were operating at a high-level. In response to the global pandemic, modifications were made to the recruitment processes for each respective council, and we transitioned all of our OSFL sponsored programs, initiatives and our various meetings to a virtual modality. This shift allowed us to continue engaging with our key constituents, while ensuring the safety of all involved parties. Lastly, as an OSFL staff, we really worked to leverage our social media presence as much as possible. Whether it was advertising our events and other events sponsored throughout campus, or engaging in social media marketing campaigns, we made an intentional effort to stay connected with our key stakeholders. One positive note from this experience is that it showed us our key initiatives could be equally successful (and sometimes more successful) via a virtual format. We believe this is largely to do the perceived increased accessibility that virtual platforms provide. Therefore, even when we are cleared to begin hosting larger in-person events again, we will continue to consider virtual options as well.



4

NEW ORGANIZATIONS

1<sup>st</sup>

ASIAN INTEREST sorority and fraternity in the state

38,745

COMMUNITY SERVICE HOURS

\$343,531

PHILANTHROPIC FUNDS RAISED

64%

SORORITIES AND FRATERNITIES hosted risk management programs

68%

SORORITIES AND FRATERNITIES participated in their organizational leadership sponsored conferences

61%

SORORITIES AND FRATERNITIES hosted diversity-related programs

“

Learning to stand by my values with confidence and remembering all I've been taught and reminding myself how I am prepared to lead.”

—EXECUTIVE LEADER, NPHC & MGC FALL RETREAT



“

I learned more positive characteristics about myself and the way I approach things. This can allow me to improve my leadership by utilizing those skills.”

—EXECUTIVE LEADER, LEADERSHIP SUMMIT



# Student Conduct & Community Standards

Develops student integrity and accountability through an educational, consistent, and equitable conduct process.

## CORE FUNCTIONS

- Educate and develop student accountability
- Promote and instill integrity
- Investigate alleged violations of the Student Code of Conduct
- Provide an educational, consistent, and equitable process

## KEY INITIATIVES

- Facilitate educational conferences to investigate and discuss alleged violations with students
- Educational sanctions
  - Vols Reach reflection
  - Academic Integrity Matters reflection
  - Vols Reach 2.0
  - Hazing Edu
  - Overall increase in individualized educational sanctions
- Training and Code of Conduct education
  - Code of Conduct presentations for students, faculty, and staff
  - Training for Advisors, Student Life Hearing Officers, and Student Conduct Board Members
- Proposed Code of Conduct revisions

## SUCCESSSES

- The implementation of a rubric for Vols Reach Reflections provided valuable information needed to continue refining the educational sanction to ensure projected learning outcomes are met. *Priority 3*
- 100% of SCCS full-time professional staff attended, participated in, or helped facilitate events and trainings focused on diversity and inclusion. *Priority 5*
- Recidivism rates for 2018-19 and 2019-20 have been established. *Priority 3*
- An overwhelming majority of students determined responsible for a violation of the Code of Conduct during the 2019-20 academic year signed Resolution Agreements indicating agreement with the recommended outcome. Approximately 97.1% of students chose to accept the outcome recommended by SCCS instead of pursuing a formal hearing indicating SCCS's process is fair, equitable, and student-centric. *Priority 1*

## LOOKING AHEAD

- SCCS has made Code of Conduct revision recommendations to support the mission of the office. *Priority 3*
- SCCS is developing a Canvas Student Conduct Board training to increase accessibility and effectiveness. *Priority 3*
- SCCS is working towards creating a more accessible and student-centric website. *Priority 3, 4*
- Implementation of revised federally mandated Title IX regulations which will be reflected in the revision of the Student Code of Conduct. *Priority 3*
- SCCS has incorporated bias training in the newly developed online training for Student Conduct Board members. *Priority 5*

## COVID-19 RESPONSE

As a result of COVID-19, Student Conduct and Community Standards transitioned to fully online services including utilizing Zoom for all student conduct meetings. Virtual formal hearings were held as well, and the transition prompted the development of an online training course for Student Conduct Board members. SCCS collaborated with campus partners such as the Center for Health Education & Wellness and University Housing to facilitate educational sanctions online. This required a complete overhaul of the facilitation and logistical approach to sanctions. In order to best accommodate students, this change had to be implemented within a very short amount of time.

Additionally, SCCS and the Office of the Dean of Students collaborated with the nation-wide student conduct software Maxient to facilitate training for all campus Maxient users, along with smaller group training sessions focused on the Office of Title IX and the Dean of Students/CARE Team. The university's transition to an online platform required additional planning efforts as this training was originally planned to take place in person over the summer.

“

SCCS was incredibly understanding during the process.”

—STUDENT CONDUCT PARTICIPANT

“

Student Conduct does actually care about what we do and does aim to enforce the rules that they have in place. I can prevent a similar incident in the future by aiming to stay out of situations where there is binge drinking along with encouraging my friends to do the same.”

—STUDENT CONDUCT PARTICIPANT



“

The whole process was extremely well done.”

—STUDENT CONDUCT PARTICIPANT

**97.1%**

of students accepted SCCS's recommended outcomes

**95%**

“strongly agree” or “agree” that the conduct administrator asked to hear their side of the incident

**95%**

“strongly agree” or “agree” that they were treated with respect

**94%**

of students reported they understood the rights they have as a student in the Student Conduct process

**94%**

“strongly agree” or “agree” that their options were explained as it relates to a resolution agreement or formal hearing

**91%**

“strongly agree” or “agree” that they had the opportunity to respond fully to the allegations

**86%**

report understanding how their actions and behaviors affect those around them as a result of the Student Conduct process

**85%**

report that they are able to explain why their decisions were a violation of the Student Code as a result of the Student Conduct process

# Student Counseling Center

Promotes the psychological, educational, and social well-being of students and helps prepare them to be productive members of a global society.

## CORE FUNCTIONS

Psychological services to students including individual, couples, group counseling, crisis intervention, and community referrals (IACS accredited)

Clinical training program for future psychologists (APA accredited)

Community outreach and support concerning mental health

Consultation for faculty, staff, and parents regarding student mental health

## KEY INITIATIVES

Enhance and improve student experience with the triage/brief assessment process

Improve staff morale and retention

Expand group services to serve more students with current resources

Expand suicide prevention programming by adding an online component

## SUCCESSSES

Implemented new "Ask. Listen. Refer." online suicide prevention programming. Trained additional 60 gatekeepers using this program. *Priority 2, 3*

Successfully transitioned all individual and couple clinical services to video conference format to continue serving students during the COVID-19 shutdown. *Priority 3*

Filled multiple vacated positions with temporary contract staff to ensure provision of services even while short-staffed. Based on staff feedback, transitioned 10-month positions to 12-month to enhance retention. Also implemented weekly senior staff case conferences to facilitate clinical consultation and to mitigate stress that leads to burnout. *Priority 3*

Provided 5% increase in total clinical contacts with students in fall 2019 (5,596) as compared to fall 2018 (5,288) even while down 4 providers by October. *Priority 3*

Hired an additional psychiatric nurse practitioner effectively doubling psychiatry capacity. *Priority 3*

## LOOKING AHEAD

Fill all vacant staff positions with permanent staff by September 2020. *Priority 3*

Develop an urgent care track for students needing immediate short-term intervention. *Priority 1, 3*

Continue to increase capacity and diversity of services to better meet growing student needs. *Priority 5*

## COVID-19 RESPONSE

COVID-19 prompted major changes in how counseling service were delivered on a very short turnaround. The challenges of moving services completely online cannot be overstated, and our staff, with the support of the university and cooperation of students, did a remarkable job.

**Online telehealth**—We quickly assessed potential online platforms and decided to use a HIPAA compliant Zoom license to provide individual therapy services remotely.

**Telehealth training**—Few of our staff had ever provided telehealth. We trained staff through free webinars provided by APA and other vendors. Our staff used Zoom for peer consultation and support.

**Equipment**—OIT and EOC equipped our staff with the necessary technology to work remotely including laptops and WIFI hotspots. Many of our staff used personal resources to ensure continuity of care with students.

**Consent and protocols**—Consent forms were updated to reflect risks and limitations of telehealth. New protocols clarified clinician and student responsibilities for telehealth sessions. Forms were made accessible to students online. Administrative staff answered phones, addressed crisis calls, and scheduled appointments from home.

**Environment**—Staff embraced the challenges of working from home, finding private spaces to maintain a full appointment schedule. Staff also helped students identify a safe environment for counseling, sometimes even speaking with students who were calling in from their car, the only private space they could find.

**Losses**—We did not have training and the technology in place to continue group therapy services online. We were unable to reconnect with many students after spring break. Some clients moved across state lines where we couldn't legally provide services.

“

The group that I attended was extremely helpful. I wish I had taken advantage of this facility sooner.”

—GROUP COUNSELING PARTICIPANT

2,150

TELEHEALTH SESSIONS  
AFTER SPRING BREAK

5%

INCREASE IN TOTAL CLINICAL  
CONTACTS WITH STUDENTS  
Comparing fall 2019 (5,596)  
to fall 2018 (5,288)

323

NEWLY TRAINED  
SUICIDE PREVENTION  
GATEKEEPERS

“

I wouldn't be alive without the Counseling Center. Thank you.”

—COUNSELING PARTICIPANT

“

I credit most of my success remaining at UT to [therapist]”

—COUNSELING PARTICIPANT

“

I am very grateful of this service provided. I'm not sure where I'd be without it.”

—COUNSELING PARTICIPANT

6,300

SESSIONS TO  
1,459  
unique students in fall 2019

5,640

SESSIONS TO  
1,219  
unique students in spring 2020

1,473

PSYCHIATRY APPOINTMENTS TO  
367  
students

“

This semester was my first time attending counseling. I have seen marked improvement and growth since my first visit. My experience has truly been life-changing.”

—COUNSELING PARTICIPANT

# Student Disability Services

Partner with the campus community in creating equitable access to eligible students while promoting disability-inclusive diversity.

## CORE FUNCTIONS

- Accommodate students to provide equitable access
- Enhance accessibility of campus programs
- Provide support for students with disabilities
- Educate the campus community about serving students with disabilities

## KEY INITIATIVES

- Accommodation plan development
- SDS Testing Center
- Note taking services
- Interpreting and transcribing services
- Peer mentoring program
- Presentations to student groups, campus partners, faculty, and community stakeholders

## SUCCESSSES

Incorporated information learned from peer mentors into the new peer mentor training, including a video from a returning mentor. SDS also created an interactive training module on Canvas to provide the training remotely in light of COVID-19. *Priority 3*

Training to students was enhanced to provide a greater understanding of the students served by SDS. *Priority 1*

SDS established a faculty advisory board during the spring 2020 semester comprised of representatives from each college. Valuable information was gathered, which has been incorporated into several aspects of the accommodation process. *Priority 2, 3*

SDS acquired a data management system and began the implementation process. *Priority 3*

## LOOKING AHEAD

SDS will assess student learning in the new online peer mentor training module. *Priority 3*

SDS will survey at least one group of graduate teaching assistants who receive training. *Priority 1*

SDS plans to conduct a focus group with Deaf and hard of hearing students about their experiences with access on campus. *Priority 5*

## COVID-19 RESPONSE

SDS reimaged services for our stakeholders as a result of COVID-19 by:

- Completing welcome meetings and other student appointments virtually
- Adjusting the provision of multiple accommodations to ensure equal access in an online environment
- Proctoring online exams via Zoom where accommodations or assistive technologies were incompatible with Respondus Lockdown Browser
- Implementing live interpreting and transcribing services integrated into synchronous Zoom classes
- Increasing captioning services to make recorded Zoom lectures accessible

Accommodation needs and requests were significantly impacted by the move to virtual courses due to COVID-19.

**5,920**

INTERPRETING AND  
TRANSCRIBING HOURS

**2,928**

NOTE TAKING REQUESTS  
received and processed

**5,920**

TESTS PROCTORED

“

Thank you for your diligence with my accommodations and promoting inclusivity.”

—STUDENT THAT UTILIZED DISABILITY SERVICES

“

Being a mentor boosted my self-confidence and social abilities. It also made me feel good to help someone overcome their obstacles in the college transition as a person with a disability.”

—SDS PEER MENTOR

“

I really enjoy how SDS makes me feel and how it is set up. I am a transfer student, and the way I have been treated and taken care of in the testing center here is amazing.”

—TRANSFER STUDENT THAT UTILIZED DISABILITY SERVICES

NOTE TAKERS EMPLOYED  
increased by

**12%**

SDS SCHOLARSHIP APPLICANTS  
increased by

**11%**

TRANSCRIBING HOURS  
for extra assignments outside  
the classroom increased by

**81%**

from fall 2018 to fall 2019

INTERPRETING HOURS  
for extra assignments outside  
the classroom increased by

**90%**

from fall 2018 to fall 2019

**99.7%**

OF 391 RESPONDENTS  
reported their overall experience  
with SDS as positive thus far  
following a welcome meeting

**772**

NEWLY REGISTERED STUDENTS  
an increase of  
**23%**

**1,827**

FACULTY RECEIVED AN  
ACCOMMODATION LETTER  
an increase of  
**11%**

“

They have been so understanding and easy to work with. I really appreciated the respect I felt here and how I was treated normally. Everyone at SDS is kind, compassionate, and to the point. They get things done the right way the first time.”

—STUDENT THAT UTILIZED DISABILITY SERVICES

“

I think the sign language interpreters are doing a fantastic job, especially considering the difficulty of interpreting these concepts. Keep up the good work!”

—STUDENT THAT UTILIZED INTERPRETING SERVICES

# Student Government Association

The SGA is a body made by students, for students, under the leadership of students. We exist to represent the interests and needs of the student body at the University of Tennessee, Knoxville in all areas of student life. Through our branches, we seek to implement positive change in policies, practices, and programming, to ensure a welcoming, student-centered campus and effective student government.

## CORE FUNCTIONS

- Policymaking
- Student outreach, engagement, and initiatives
- Student activism

## KEY INITIATIVES

- Partner and execute Smokey's Professional Clothing Closet
- Host outreach events including Welcome Week's Slap the Rock and All Vol Tailgate
- Engage former members through Alumni Engagement efforts and maintain historical organization documents
- Celebrate UT Traditions through Big Orange Friday, Homecoming Bonfire, and Creed Week
- Advocate for student-centered campus policies and initiatives including Open-Educational Resources, voter registration, and free water in Neyland Stadium

## SUCCESSES

- **Historian**—SGA restored the SGA Historian position which will work directly with maintaining accurate records for past, current, and future SGA Exec teams.
- **Smokey's Closet**—Smokey's Closet transitioned to a shopping-friendly, boutique experience and hosted an open house for the campus community.
- **Zero Waste Commitment**—The short-term success of this project will be demonstrated by the completion of a detailed Zero Waste Plan with concrete steps to decrease waste on campus and divert more of that waste from the landfill. Long-term success will manifest in lower yearly totals of waste sent to the landfill from campus and reduced waste hauling fees overall.
- **Food for Thought and Chit Chat with Nat**—SGA hosted several outreach events to engage students regarding their experiences at UT.
- **Mobile Vol Cards**—Advocated for use in dining, residence halls, and as a general form of ID.
- **The Rock Live Stream Camera**—Passed legislation in support of the addition of a camera to monitor The Rock.

## LOOKING AHEAD

- **SGA 100th Anniversary Celebration**—In collaboration with former SGA members, UT Special Collections, and UT Alumni, SGA plans to host an on-campus SGA Reunion and Centennial Celebration.
- **First-Year Leadership Council**—Transition First-Year Council to a council that emphasizes first-year leadership.
- **Vol Voices**—Host themed outreach opportunities for UT students to connect on timely issues.
- **Code of Conduct**—Advocate for revisions to the Student Code of Conduct in response to student feedback.
- **Student Diversity Pledge and Program**—Develop a student-led pledge that includes educational and volunteer opportunities that are centered around building cultural competence within our campus community; working with students, faculty, and staff on institutionalizing cultural competence in academic colleges and departments.
- **Donations for Citations**—A Parking and Transportation program that aims to alleviate students' monetary stress by offering an alternative to paying for citations.



“

FYC led me to become more involved on campus in ways other than just SGA, led me to some of my closest friends, and made me a better UT student.”

—FIRST YEAR COUNCIL MEMBER



“

The SGA Centennial Leadership Scholarship will relieve some of the stress of paying for college so I can keep participating in different clubs and extracurriculars to enhance my UT experience.”

—EVA KARNOWSKI

Eva Karnowski is a recipient of the SGA Centennial Leadership Scholarship. She's a sophomore majoring in nursing with a minor in leadership studies and she lives in Knoxville, Tennessee. She has been a part of First Year Council as both a secretary and an advisor, and she is a member of the UT Traditions Committee.



“

I feel like I belong here, and that I can make a real impact for those coming after me. The SGA Centennial Leadership Scholarship allows SGA to support the students that give their time to the school. It allows for more involvement from students.”

—RAINEY DINSMORE

Rainey Dinsmore is a recipient of the SGA Centennial Leadership Scholarship. They are a junior from Greenville, Tennessee majoring in public relations. Rainey was the diversity affairs co-director for the 2019 school year, and they feel like SGA is a second home to them.

72%

INCREASE IN INSTAGRAM FOLLOWERS from fall 2019 to spring 2020

5,958

STUDENTS VOTED in spring 2020 SGA Elections following the transition online



# Student Health Center

Provide a comprehensive, moderate-complexity program of primary health care services relevant to the needs of eligible University of Tennessee students. These services shall include personal health care, health promotion and education, consultation, and educational experiences for selected students pursuing careers in health professions.

## CORE FUNCTIONS

- Acute care/triage
- Primary care
- Sports medicine and physical therapy
- Women's health
- Allergy/immunizations and travel
- Lab and x-ray
- Pharmacy
- Telehealth (new in spring 2020)

## KEY INITIATIVES

- Provide health services which are accessible and of high quality
- Empower students to ask questions and become a partner in their health care decisions
- Facilitate student retention and optimize the student experience by avoiding unnecessary interruption in the student's educational experience through early and ongoing attention to health-related concerns
- Assist in the referral to other health care providers as required by the needs of the patient
- Provide individual health education to promote positive health choices
- Serve as an academic resource through the offering of educational experiences for selected students pursuing careers in the health and wellness professions
- Provide all services in a professional, caring, and considerate manner to ensure that individuals and groups receive the optimum benefit from the services rendered

## SUCCESSSES

Three-year reaccreditation by the Accreditation Association for Ambulatory HealthCare with all 685 applicable standards scoring as substantially compliant. *Priority 3*

Attained 96% overall patient satisfaction rating from American College Health Association surveys. *Priority 3*

Post-installation of newly acquired Siemens Radiology Suite and electronic database integration, median time elapsed from radiology order processing to results received decreased 35.4% from pre-installation turnaround time, improving patient safety and accuracy of SHC healthcare services rendered through a new electronic radiology database integration with UT Radiology Services. *Priority 3*

In collaboration with the Office of Equity and Diversity, Health Center staff were provided Equity and Diversity education and training in efforts to promote a more cohesive and inclusive healthcare environment through working together to be a workforce reflecting acceptance, valuing differences, and providing exceptional healthcare in a welcoming, supportive, and respectful manner for students and staff. *Priority 2, 5*

The Student Health Center administrative team maintained frequent collaboration with CHEW and the Office of Communications and Marketing to ensure online content available to students provided the most up-to-date health education and information regarding services available through the Health Center, including those available through on-site external pharmacy vendor. This has been especially important during COVID-19 changes to the Health Center in spring 2020. *Priority 2, 3*

## LOOKING AHEAD

The Student Health Center will develop and maintain robust on-campus contact tracing capabilities developed as a collaboration with experts at UT and Knox County Public Health to coordinate timely contact tracing between campus and the Knoxville community. *Priority 3*

In accordance with CDC social distancing recommendations, efforts to provide students safe and secure remote access to board-certified healthcare professionals during the COVID-19 pandemic, services offered by SHC will be expanded to include Telehealth options. *Priority 3*

In coordination with UT COVID-19 taskforce, the Student Health Center will seek to expand state, local, and campus resources in lab testing capabilities. *Priority 3*

## COVID-19 RESPONSE

With a majority of students completing the spring 2020 semester remotely from home as a result of the COVID19 crisis, the UT Student Health Center re-evaluated services available to students in spring 2020. Primary Care and Sports Medicine services were expanded to include electronic Telehealth options for students, as well as maintaining in-person Acute Care and Allergy/Immunization options.

“

The Health Center was great! I am graduating in May but wish I could continue being seen here! Their providers are so helpful and explain everything so well. They took the time to listen to me and ensured I was comfortable.”

—RECIPIENT OF HEALTH CENTER SERVICES

**34,934**

STUDENT INTERACTIONS

**29,869**

HEALTH CENTER APPOINTMENTS

**12,073**

UNIQUE STUDENTS SERVED  
(excluding Pharmacy visits)

“

UT Health Center staff are the most thorough healthcare professionals I have ever been seen by. I really appreciated their attention to detail and explanations of what they were doing and seeing in my results. Thank you!”

—RECIPIENT OF HEALTH CENTER SERVICES

**3,197**

FIRST TIME STUDENT VISITS  
to the Student Health Center

**7,963**

TRIAGE VISITS  
(In-person and telephone)

**11,269**

ELECTRONIC PRESCRIPTIONS  
sent by Health Center Providers

**4,828**

LABORATORY VISITS

**22,187**

LABS PERFORMED

**1,044**

X-RAY EXAMS PERFORMED

“

I felt very heard and respected throughout my visit. I have been shamed by healthcare providers in the past and was wary during this visit but was very pleasantly surprised. Thank you for making me feel safe UT Student Health!”

—RECIPIENT OF HEALTH CENTER SERVICES

# Student Media

Provides resources in support of a positive and professionally-oriented co-curricular environment that supports student learning and development and produces quality media for the campus community.

## CORE FUNCTIONS

- Serve the university with news and information
- Train students for careers in media-related fields
- Act as a public forum for internal and external audiences
- Reinforce classroom education by providing a learning lab
- Connect students with alumni and professionals in the field
- Contribute to the university's legacy by documenting the history of the faculty, staff, students and events

## KEY INITIATIVES

- Daily Beacon*
- Phoenix* literary magazine
- Honey* magazine
- Student Media Housing Guides*
- On Rocky Top*
- Lumos multimedia production agency

## COVID-19 RESPONSE

The COVID-19 pandemic affected every aspect of Student Media including advertising sales, circulation, reporting, video production, layout, etc, as well as the gathering of survey information from the students.

The entire student staff adjusted to a completely digital work environment to continue digital and print publication. All communication proceeded online through Zoom. The newsroom student staff continued to report news throughout the pandemic. The student advertising staff continued selling digital products as well as print products for fall 2020.

Revenue suffered drastically during the pandemic. So far, Student Media has been able to keep all student staff members employed and producing content, but with very little incoming revenue this will become increasingly difficult.

## SUCCESSSES

- The Student Media Workshop was a successful event with great feedback from students participating. Data retrieved during workshop sessions will be used to form more constructive measurements for the fall 2020 Workshop. *Priority 3*
- Student Media collaborated with JEM to form Agency865. *Priority 2*
- Design and build began for the *Daily Beacon* phone app. *Priority 3*

## LOOKING AHEAD

- During the next reporting cycle the Student Media will focus on expanding its digital presence with the release of its new phone app during the fall 2020. *Priority 3*
- The Office of Student Media will also focus on methods to increase subscriptions (audience size) to its daily newsletter and a campaign to encourage students to download the new phone application. *Priority 3*
- Student Media is planning to conduct its annual workshop digitally during fall 2020. Digital presentation allows Student Media to have a larger and more diverse group of presenters than the standard in-person workshops in the past. *Priority 3, 5*
- The Office of Student Media is also planning the official launch of *Honey* magazine. *Honey's* official website and social media is planned to be fully designed and officially launched during early fall 2020. *Priority 3, 5*



“

When I joined the *Daily Beacon*, I had no real idea what I wanted to do after graduation, but the staff and faculty advisors created a safe and encouraging space to explore all the possibilities that fall under journalism. Being a copy editor, sports writer, and managing editor, I learned that there's always room for growth if you're willing to try and your peers are always there to catch you if you fall. I learned valuable leadership and interpersonal communication skills that will serve me well no matter where I end up in the working world.”

—DAILY BEACON MANAGING EDITOR

**718,398**

TOTAL PAGE VIEWS  
in 2019

**2,894**

DAILY BEACON  
NEWSLETTER SUBSCRIBERS

**223**

VIDEOS PRODUCED  
since August 2018

**8,121**

TWITTER FOLLOWERS



**6.3%**  
Increase from 2018-19

**5,442**

FACEBOOK FOLLOWERS



**6.5%**  
Increase from 2018-19

**3,382**

INSTAGRAM FOLLOWERS



**23%**  
Increase from 2018-19

**41,970**

YOUTUBE VIEWS



**33%**  
Increase from 2018-19

**40%**

AD NEWSLETTER OPEN RATE



**10%**  
Increase from 2018-19



# Student Union

Partner with students to provide services and an intentional use of space to promote community, student learning and development, as well as a sense of belonging.

## CORE FUNCTIONS

- Provide a living room and meeting space for the UT community
- Guidance and technical support to produce successful events
- Learning opportunities for student employees
- Cost-effective printing solutions to the campus community

## KEY INITIATIVES

- Successfully host and produce over 4,000 events/bookings for UT student organizations, university departments, and external clients
- Activate the Student Union public spaces with relevant art and regular community programs
- Incorporate the Role of the College Union in daily operations, training, and campus communications
- Expand and enhance student employee training and assessment

## SUCCESSES

- Evaluated meeting and events traffic from the first year of operation to adapt policies to preference student organization advanced room requests. *Priority 3*
- Partnered with the Campus Events Board and university departments to host eight exhibitions in the Student Union Art Gallery, including the 150th-anniversary celebration of the Pride of the Southland Marching Band and Toxic. Misinformation. JUSTICE. a collaborative exhibition with Fisk University, Tennessee State University, and UT. *Priority 2*
- Successfully supported a number of significant events, such as the Union's first home football season, the Investiture of Chancellor Plowman and the Association of College Unions International Region III Conference. *Priority 3*
- Developed program goals for student employees, including learning outcomes, a philosophy statement, and assessment strategies. *Priority 1*

## LOOKING AHEAD

- Strengthen and enhance a proactive communications strategy for the Student Union, including regular communications with "neighbors," student organizations, and campus. *Priority 3*
- Develop an advisory group to help the staff of the Student Union ensure a laser focus on promoting student community. *Priority 2, 3*
- Partner with Facilities Services and divisional partners to complete and open unfinished shell space. *Priority 2, 3*
- Adapt Student Union meeting and public space, Event Services policies and procedures, and SU Services (UCOPY, Information Desk, Union Station) to promote social/physical distancing to support a reimagined academic year. *Priority 3*



**94**

HOURS OF VIRTUAL TRAINING AND TRANSFORMATIVE WORK with student staff

**682+**

CANCELLED RESERVATIONS due to COVID-19

## COVID-19 RESPONSE

The need for the university to transition to physical distancing and remote learning resulted in radically reduced daily traffic counts and the cancellation of nearly 700 meetings and events. Student Union staff shifted focus to planning for a safe adapted return, supporting the university's Emergency Operations Center and remotely engaging students.

**2,058**

TOTAL RESERVATIONS in fall 2019

**88**

UNIQUE STUDENT ORGANIZATIONS reserved space in the Student Union in fall 2019

**379**

STUDENT EVENTS supported prior to COVID-19

**1,797**

TOTAL RESERVATIONS in spring 2020

**70**

UNIQUE RESERVATIONS by recognized student organizations in spring 2020 prior to the pandemic

**158**

STUDENT EVENTS CANCELLED due to COVID-19

“

Both the professional and student staff created a great experience for my Model UN conference by ensuring that I had the necessary equipment and space capacity for over 200 participants! I was very thankful for their ability to take initiative and remain flexible throughout the duration of my event.”

—STUDENT EVENT PLANNER

“

My work with the Student Union has made me a better student, mentor, team leader, and advocate on campus. It's amazing to me how relevant the work is with concepts I've learned in the classroom and how it's allowed me to flourish in my studies and in my personal development.”

—STUDENT STAFF MEMBER

**7,388**

DAILY AVERAGE NUMBER OF PEOPLE passed through the Student Union prior to the pandemic

**98**

DAILY AVERAGE NUMBER OF PEOPLE passed through the Student Union during the first weeks of the pandemic



# University Housing

Fosters positive, student-centered residential communities supporting the academic mission of the university.

## CORE FUNCTIONS

- Develop and foster engaging residential community
- Maintain safe living environments conducive to student development
- Provide quality service to support student success

## KEY INITIATIVES

- Revision of community development model
- Implementation of new housing assignment system
- Reorganization of budget and finance unit
- Continued progress toward West Campus redevelopment plan
- Remediation and physical enhancement of Laurel Hall

## SUCCESSSES

85% of Resident Assistants were able to identify at least one community development model objective from the following objectives identified for spring semester: 1) enhancing academic success, 2) diversity and multiculturalism, 3) personal values/identities/beliefs, and 4) safe and healthy lifestyles. *Priority 1, 5*

Satisfaction averages for residence hall tours were above 4.75 out of 5 across all metrics with qualitative findings indicating guest satisfaction of tour guide overall performance as focal point of overall tour satisfaction. *Priority 3*

Implemented and coordinated move-out process for 2,227 students over a three-week period utilizing three-hour increments to allow for social distancing. *Priority 3*

## LOOKING AHEAD

Develop and implement departmental onboarding/orientation program. *Priority 3*

Identify efficiencies resulting from implementation of new housing assignment system. *Priority 3*

Implement revised community development model with hybrid delivery component. *Priority 1*

## COVID-19 RESPONSE

**\$10,287,440**

REFUNDED  
for spring housing fees

**166**

RESIDENT ROOM KEYS  
returned via mail

**113**

STUDENTS  
in emergency housing

**5,784**

STUDENTS ATTENDED  
virtual RA programs

**7,632**

HOURS  
for virtual front desks

“

I had a resident that never hung out on the floor. I would see her come back in late at night from the library or when should leave to go to work, but she was never one to sit in the living room. She was, however, the first resident to virtual trivia night, so I got to catch up with her and see how she was doing on a one-on-one basis. It was super nice to do so.”

—RESIDENT ASSISTANT

“

I loved the residence hall tour and would 100% recommend this tour to a friend. I plan on bringing my future roommate here.”

—HOUSING TOUR ATTENDEE



**7,267**

AVERAGE TOTAL NUMBER  
OF STUDENT RESIDENTS

**139**

STUDENTS  
completed ELPS 350  
Resident Assistant course

**47**

STUDENTS  
completed the fire safety  
educational sanction course

**34,581**

CUMULATIVE ATTENDANCE AT 2,619  
RA PROGRAMS PRIOR TO COVID-19

**1,192**

STUDENTS IN 15  
LIVING AND LEARNING COMMUNITIES

**\$14,780**

RAISED FOR  
HABITAT FOR HUMANITY

**10,006**

GUESTS HOUSED  
for camps and conferences  
during summer 2019

**23,083**

WORK ORDERS  
PROCESSED

**163**

EMERGENCY COTS  
provided to UT Medical Center

**547**

HOURS WORKED  
BY HALL DIRECTORS  
in other campus units  
during COVID-19

# Student Life Assessment & Strategic Initiatives

Facilitates assessment, evaluation, planning, and other research activities that actively contribute to the culture of evidence within Student Life. Through training and skill development related to program review, assessment, evaluation, planning, and research, OASI strives to help departments embed these areas in day to day operations of their programs and services to continuously improve and enhance learning for all students.

## CORE FUNCTIONS

- Skill development and training
- Program review facilitation and administration
- Development of mission statements, strategic plans, KPIs, and evaluation tools
- Continually improve and enhance learning for all students

## KEY INITIATIVES

- eVOLve newsletter
- Annual planning meetings
- Assessment Steering Committee
- Assessment Champions
- Annual Assessment Symposium
- Professional development/education

## SUCCESSES

Assessment and strategic planning activities were consolidated into the Campus Labs modules with great success. *Priority 3*

The new survey protocol completed the first phase of its installation yielding fewer surveys and better use of collected data through accountability. *Priority 3*

Annual planning meetings were successfully reimagined. Dividing the cycles into separate exercises allowed departments to more easily report on and plan for assessment activities. *Priority 3*

## LOOKING AHEAD

OASI will commit to monthly professional development in an effort to promote a culture of evidence. *Priority 3*

Diversity and inclusion will be made a priority through assessment plans and continuing education about capturing and reporting on all students' voices. *Priority 3, 5*

Phase 2 of the survey protocol will be applied to ensure that all surveys from Student Life are meaningful and the data acquired used for continuous improvement. *Priority 3*

## COVID-19 RESPONSE

OASI was able to continue processes without interruption during the COVID-19 pandemic. The impact of transitioning online was realized as consultations with departments revealed interruptions in data collection and the way in which departments served their stakeholders. OASI guided the offices through these issues individually.

**373**

ASSESSMENT CONSULTATIONS

**28**

ASSESSMENT EDUCATION OPPORTUNITIES

**233**

STUDENT LIFE SURVEYS conducted and managed

**178**

KEY PERFORMANCE INDICATORS (KPIs) collected and managed

# CAMPUS LABS AWARDS



Melissa Brown, director of Student Life Assessment and Strategic Initiatives, received the 2020 Champion award from Campus Labs. This award recognizes exceptional individuals who champion the use of Campus Labs tools on their campuses. Brown was nominated "for her unfailing willingness to collaborate as a thought partner and her leadership in using Campus Labs solutions not only as accessories to assessment, but as resources her institution can use to better promote their data-driven stories."



“

OASI solidifies the value of Student Life by supporting each department through the implementation of best practices in the field of assessment. By exercising radical candor, OASI motivates departments to be at their best, indirectly enhancing services that impact thousands of students at UT.”

—STUDENT LIFE ASSESSMENT STEERING COMMITTEE MEMBER

“

In a relatively short amount of time, OASI has dramatically overhauled Student Life's annual review and assessment process. What was once unduly complicated, one-size-fits-all approach has now become streamlined, concise, and individualized to meet the unique needs of each office. OASI's continuous improvement of the process and dedication to a more centralized approach to data-driven decision making has positively impacted the division in a monumental way!”

—DIVISIONAL PARTNER

# Student Life Communications

Supports the departments within Student Life, providing creative solutions to maximize initiatives that serve our students and the UT community. We strive to uphold the university's brand guidelines to strengthen the identity and reputation of Student Life, illuminating the unique story of the Volunteer experience.

## CORE FUNCTIONS

- Storytelling
- Creative solutions
- Brand management

## KEY INITIATIVES

- Graphic design support
- Illuminate* newsletter
- Feature stories
- University-wide communication partnerships

## SUCCESSES

96.7% of respondents indicated that the project met their specified goals and objectives. *Priority 3*

During the COVID-19 move from on-campus to working virtually, our team was nimble and able to transition our focus to accommodate a rapid change in immediate communication needs. *Priority 5*

Completed a study of baseline knowledge of campus stakeholders that identified key areas for improvement including the redesign of *studentlife.utk.edu*. *Priority 3*

## LOOKING AHEAD

Automate project satisfaction surveys. *Priority 3*

Audit the visual presence of Student Life in physical spaces as well as print and digital communication. *Priority 3*

Partner with Family Engagement in the Office of the Dean of Students to measure communication satisfaction rate of families. *Priority 3*

### MARCH 9-MAY 8, 2020

STUDENT LIFE PROGRAMS were featured

# 41

times on UT Knoxville's social media accounts

STUDENT LIFE PROGRAMS were featured

# 31

times in the *Tennessee Today Campus Update* or *Vol Update*

# 69

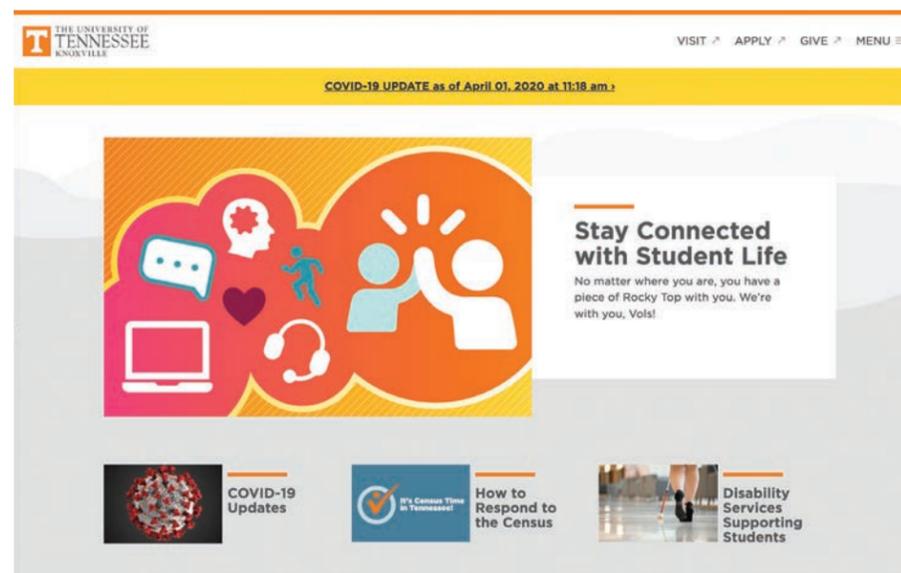
DESIGN PROJECTS COMPLETED

# 55

of which were social media packages

## COVID-19 RESPONSE

Student Life Communications increased individualized support to Student Life departments, facilitated campus-wide coverage of department programs and initiatives, and provided emergency communications support to the Office of Communications & Marketing in the Joint Information Center.



The UT homepage highlight featured Student Life's virtual programming and outreach efforts.

## TOP STORY PAGE VIEWS

*Evaluating Your Relationships*

# 1,046 views

*Virtual Group Fitness Classes, Intramural Events, and Top Three Netflix Sports Movies for the Week*

# 876 views\*

*Off-Campus Student Services*

# 704 views\*

\*story was directly related to COVID-19

# 92.9%

of respondents indicated the PROJECT DEADLINE WAS MET

# 153

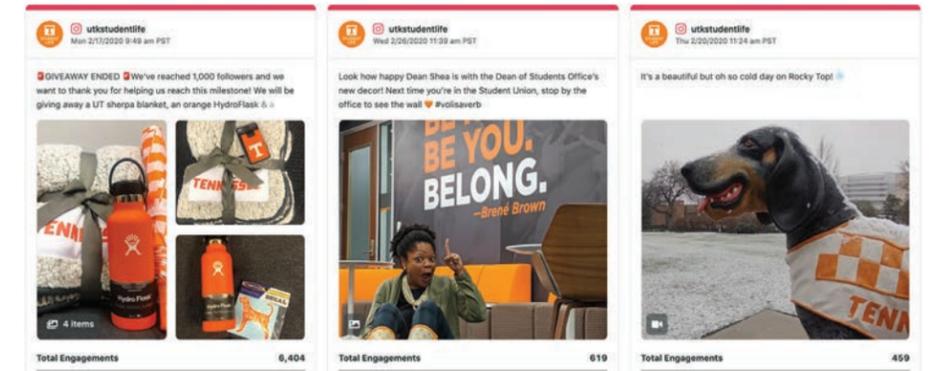
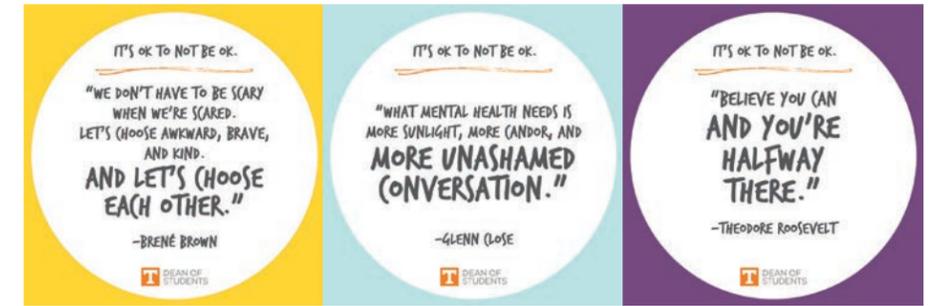
DESIGN PROJECTS COMPLETED during fall 2019 and spring 2020

# 35

FEATURE STORIES

# 50

STORIES RECEIVED CAMPUS-WIDE COVERAGE in *Tennessee Today*, *Vol Update*, or the *Daily Beacon*



## TOP INSTAGRAM POSTS & STORIES FROM STUDENT LIFE

STUDENT LIFE ACCOUNT  
Giveaway in February  
Dean Shea's wall  
Smokey in the Snow

UT KNOXVILLE ACCOUNT  
SAAM Day of Action  
Hike the Hill in Heels  
Adulting 101

# “

Working with the communication team is always a pleasure. They are able to take a vision and bring it to life.”

—DIVISIONAL PARTNER



# Student Life Technology Services

Supports the Division of Student Life with hardware, software, and information service offerings to facilitate Student Life's efforts to provide students with a scaffolding to encourage positive academic and life outcomes. Our scope of service falls broadly within the areas of inventory procurement and management, software licensing and management, data stewardship, as well as service and support for Student Life leadership, staff, and other stakeholders.

## CORE FUNCTIONS

- Inventory procurement and management
- Software licensing and management
- Data stewardship
- Service and support

## KEY INITIATIVES

- OSFL roster management
- Event attendance tracking
- Hardware and software procurement standardization
- HelpDesk services

## SUCCESSES

- Produced OSFL's roster management web application and further development of an event attendance tracking application, to help Student Life departments make participation and affiliation data more readily available to both internal and external partners. *Priority 3*
- Purchased an asset management software suite to track hardware purchases and software licenses for all division departments, which will greatly aid future procurement planning. *Priority 3*
- Worked to improve gate access for students attending games at Neyland Stadium and Thompson Boling Arena. *Priority 3*

## LOOKING AHEAD

- Will establish an information clearinghouse inclusive of existing licensed software within the Division of Student Life. *Priority 3*
- Will produce formal policy documentation to ensure compliance with campus policy, standards, and best practices specified in the Office of Audit and Compliance's documentation request provided to the Division of Student Life. *Priority 3*
- Implement departmental policy which ensures that professional development opportunities that are aligned with division diversity initiatives are included annually for technology staff. *Priority 3, 5*





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