

SECTION: 8
DATE: December 10, 2020

BOARD OF REGENTS
EASTERN MICHIGAN UNIVERSITY

RECOMMENDATION

STUDENT AFFAIRS COMMITTEE: APPROVAL OF MINUTES

ACTION REQUESTED

It is recommended that the Student Affairs Committee Agenda for December 9, 2020 and the Minutes of February 13, 2020 be received and placed on file.

STAFF SUMMARY

The December 9, 2020 agenda includes introduction of the 2020-21 Student Leader Group members, a Student Government presentation, a presentation about Fall 2020 Orientation, a presentation about the new Points Based Programming Model, and a presentation about Campus Services During COVID-19.

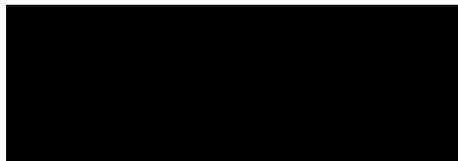
In addition, several announcements will be made.

FISCAL IMPLICATIONS

None.

ADMINISTRATIVE RECOMMENDATION

The proposed Board action has been reviewed and is recommended for Board approval.



University Executive Officer
Rhonda Longworth, Ph.D.

November 17, 2020

Date

EASTERN MICHIGAN UNIVERSITY
Board of Regents
Student Affairs Committee

December 9, 2020

AGENDA

- | | |
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| 1. Approval of agenda and February 13, 2020 minutes | Regent Beagen |
| 2. Student Leader Group – Introduction of New Members | Lucas Langdon and
SLG members |
| 3. Student Government – Introduction of New Members and
Key Initiatives for 2020-21 | Luis Romero &
Colton Ray |
| 4. Fall 2020 Student Affairs Updates and Plans Presentation
(Orientation, Programming Calendar) | Kendal Brown,
Caroline Horste &
Nick Pomante |
| 5. Update on Campus Services During COVID-19 Presentation
(Swoop’s Pantry, Student
Emergency Fund, Engage@EMU and Ambassadors
Program) | |
| 6. Announcements | |

Eastern Michigan University
Board of Regents
Student Affairs Committee
Minutes of February 13, 2020

MEMBERS PRESENT

Regents: Dennis Beagen, Alexander Simpson

Administration: Steven Bryant, Ellen Gold, Lucas Langdon, Rhonda Longworth, Calvin Phillips, Peggy Trewn

Students: Najd Al Jarba, Nathaniel Ferguson, Chelsea Shouse, Ethan Smith

GUESTS

Administration: Jeffrey Ammons, Regent Rich Baird, Kendall Brown, Elise Buggs, Jim Carroll, Regent Michelle Crumm, Amy Ducher, Darcy Gifford, Esther Gunel, Julia Heck, Caroline Horste, Walter Kraft, Kevin Kucera, Geoff Larcom, Lisa Lauterbach, Kevin Lawson, Lauren London, Calvin McFarland, Vicki Reaume, President James Smith, Kristi Teasdale, Wade Tornquist, Regent James Webb, Ron Woody, Sean Woolf, Jeanette Zalba

Students: Zachery Farrow, Charles Spencer

In addition, 27 other guests were in attendance.

Regent Beagen called the meeting to order at 4:00 pm. The agenda for the meeting, and the minutes from the meeting held on December 12, 2019 were approved.

Provost Longworth shared a few updates before the presentations. The GameAbove group has provided funds that will allow for the expansion of Swoops Food Pantry. Discussions are under way regarding whether to enlarge the current space or move the pantry, as there are some electrical challenges in the current location.

Work continues related to adding a fall break to the academic calendar. The Calendar Committee is studying the 2023-24 calendar, and hopes to add a two day break during the fall semester. There is a one day break scheduled during the fall semester for 2020-21 and 2021-22.

A study was undertaken regarding the Graduate School application process, and changes were implementing beginning in the summer of 2019. The process is now much quicker, and there is not a backlog of applications.

Provost Longworth asked Vice President Kucera to comment. He stated that they are about 20% ahead on acceptances in the Grad School. Dean Heller has been working with faculty to come up with a plan to process applications in a timely manner. Provost Longworth said that they hope to have each program publish time expectations related to processing applications. Regent Beagen stated that this issue has been a high priority for student leaders.

Student Government presentation

Student Government President Ethan Smith shared updates about issues that Student Government has been working on. Hours for the ground floor of Halle Library have been extended. Once enough student employees are hired, it will be open until 2:00am, Monday thru Thursday. Student Government's end of the year priorities include communicating services available to students in need, providing structured recommendations to Provost Longworth regarding the Students Matter Most Initiative, continuing to work with Faculty Senate to compile existing policies regarding "student rights" in the classroom and identifying consensus areas to build upon, and connecting Student Government to community partners that can provide for the health and wellness needs of students.

Regent Beagen stated that he is intrigued by the Faculty Senate and "student rights" initiative. He asked Ethan for more details about this. Ethan shared an example - the extended student absence procedure can be confusing. Students are not sure what to expect, or who has the final say.

Regent Beagen asked if the Dean of Students Offices is engaged in this process. Dean Gold replied that she is talking with Faculty Senate and Provost Longworth about this. Regent Beagen would like more standardization of things across departments.

Provost Longworth commented that there is standardized syllabi language. Student Government has been helping them understand concerns from the student perspective.

Esports presentation

Provost Longworth stated that Esports is one of the fastest growing activities on campus. Esports allows an opportunity to look at academic programs, engage students, and also provides a lucrative employment opportunity for students.

Zachery Farrow, Associate Vice President Calvin Phillips, and Charles Spencer shared a presentation about Esports, which is competitive video gaming. Three of the most popular Esport games are League of Legends, Overwatch and Fortnite. The 2019 League of Legends World Championship reached a peak of 44 million concurrent viewers. Esports reached its first \$1 billion dollar year in revenue in 2019.

Zach Wigal, an EMU alum, is founder of Gamers Outreach, which holds the gaming event "Gamers for Giving" every year at the EMU Convocation Center. The 2019 event raised over \$600,000. This money was used to purchase equipment that allows children to play video games while they are in the hospital. Zach was named one of the Top 10 CNN Heroes in 2019. John Spiher, who is the Director of Partnerships for the Esports organization Dignitas, and one of the founders of the League of Legends club, also attended EMU.

Esports administrators and staff are currently collaborating with several EMU departments and student organizations, including IT, Rec/IM and Student Affairs; Communication, Media and Theatre Arts; the College of Engineering and Technology; Residence Life; EMU Engage and Athletics.

18 computers have been set up in the mobile lounge in the lower level of Halle Library. Lenovo provided a discount for these dedicated gaming computers, and plans an ongoing case study regarding Esports at EMU. These computers are open for public and competitive use. The Rec/IM will have recreation gaming space with consoles and computers when renovation is complete in Fall 2020. There are currently three competitive teams at EMU. New clubs/teams will be added as student interest increases. The League of Legends Esports Collegiate Conference will officially begin in Fall 2020.

A Halloween Smash Tournament was held, and it was attended by 50 people, with 30 players competing. The competition was streamed using Twitch. Recently, Athletic Department staff played video games in the Halle lounge. A retro game night and summer camps are being planned.

Esports provides several future opportunities, including a connection to middle and high schools, a prospective recruitment tool for incoming students, revenue from camps, retention of current students and internships/academic programs.

Regent Beagen asked if other MAC schools are participating in Esports. Charles replied several MAC schools have clubs and teams. Provost Longworth stated that the MAC conference has made the decision to look at Esports both academically and co-curricularly. Provost Longworth thanked the students, and Regent Beagen acknowledged the students attending the meeting who participate in Esports.

Impact of Campus Recreation on Student Well-Being presentation

Provost Longworth introduced the Impact of Campus Recreation on Student Well-Being presentation by stating that we are focused on making data driven decisions. She commended Student Affairs for the focus placed on this type of decision.

Dean Ellen Gold and Kristi Teasdale shared highlights from the Rec/IM survey. During March and April of 2018, over 3,200 EMU students participated in this survey, which was administered by Campus Labs. The survey was long, and focused on two objectives. The first objective was to measure the breadth and depth of undergraduate student participation to various campus recreational sports programs, facilities and activities. The second objective was to evaluate the relationship between student participation and retention, graduation, health and wellness, and student learning outcomes.

Research-based findings from Michigan State University, The University of Alabama, the University of Nevada and Saginaw Valley State University indicate that students who utilize campus recreation facilities and/or exercise, tend to have higher GPAs.

Students completing the survey stated that they enjoy participating in campus recreation activities; that campus recreation activities and programs contribute to the quality of life at EMU; that their

respect for others, group cooperation skills, ability to develop friendships, stress management, time management skills, academic performance, feeling of well-being, self-confidence, overall health and ability to get a good night's sleep have increased since utilizing the Rec/IM facility and programs.

Next steps will include cross tabulating the data to better understand the programs that should be offered, and benchmarking EMU data against peer and national institutions.

Regent Beagen asked if there is a plan to look at differences between students who live on campus, off campus or commute. Dean Gold replied that if the highest ratings are coming from those living on campus, we may need to build more residence halls. Regent Simpson is curious about whether students increase their GPAs because of involvement in the Rec/IM, or if the GPA was higher prior to involvement in Rec/IM activities. Dean Gold replied that we will look at the data we have, but this survey may not give us an answer to that question.

Regent Beagen asked if there will be gaming space in the renovated Rec/IM facility. Kristi replied that there will be. Provost Longworth added that the Rec/IM facility and programming supports retention efforts.

Fraternity and Sorority Life presentation

Lucas Langdon, Director of Campus Life, and Amanda Feaganes, Interim Coordinator of Fraternity and Sorority Life, shared information about Eastern Michigan University Greek Life. There are currently close to 600 active members in 27 chapters at Eastern Michigan University. While there are 17 chapter houses, EMU does not have a "Greek Row." If a group has enough members and displays letters, it is considered an Annex House.

In order to maintain good standing, there are many things that fraternities and sororities must do, including, have both a faculty/staff and alumni advisor, maintain good standing with a recognized Greek-letter council, maintain good standing with national and local governing entities, maintain a cumulative chapter GPA of 2.5, maintain an updated constitution, submit chapter service hours and philanthropy figures, and attend bi-monthly meetings with the Fraternity and Sorority Life Coordinator.

The mission of EMU fraternities and sororities is to promote a community within EMU that inspires leadership development, fosters personal growth and creates lifelong learning. Community values include intellectual development, values integration, leadership development, positive relationships, and civic engagement. The Greek Governing Councils are the Multicultural Greek Council, the National Pan-Hellenic Council, the Inter-Fraternity Council and the College Panhellenic Council. Greek organizations focus on service, philanthropy, community and social life. During the 2018-19 academic year, Greeks engaged in 16,883 community service hours, and raised \$76,063. 4% of students involved in Greek organizations were on the Dean's list during 2018-19. The graduation rate of Greek students is 20% higher than the non-Greek student population.

Campus Life staff focuses on providing support, guidance and education for the Greek community, and fraternity and sorority leaders. Fast Forward is a training program designed to address wellness issues among the Greek community through peer-education. Greeks Learning Alcohol Safety Seminar

(GLASS) is a collaboration with the Office of Wellness and Community Responsibility. 80% of Greek chapter members must be GLASS trained, and there must be GLASS social monitors at all social gatherings. Catalyst is a one-day event covering topics such as risk management, financial management, alumni relations, new member programming and academic development. Greek Standards and Assessment Program is a comprehensive review of chapters in civic engagement, intellectual development, positive relationships, integration of purpose, leadership development and policy compliance. The New Member Institute is a workshop for new members of the Greek community about campus resources, support, community goals, and wellness. Greek students can also attend the Greek President's Retreat, the Eagle Leadership Institute, as well as workshops that are added based upon community need.

Regent James Webb made some comments after the presentation. He encouraged Greek students to be sure to think about what they are doing – have fun, but stay out of trouble. Dean Gold complimented the fraternities and sororities, and stated that the programs they hold raise the bar for other students. Lucas stated that students within the chapters do educational programming, in addition to what Campus Life provides.

Regent Beagen asked how the GLASS program is administered. Amanda replied that it is offered several times per year, and is often facilitated by Nick Pomante, who is the Coordinator of Health Education. Nick has also trained GAs, and they can provide GLASS trainings. Regent Beagen asked if every member takes the training. Amanda replied that the requirement is 80% of the membership, but most organizations certify all members.

Provost Longworth commended the fraternities and sororities for how they self-govern and regulate. Greek organizations have participated in Bystander Training and Sexual Assault Prevention Training, and have instituted moratoriums upon themselves when things have happened. Steve Bryant, Director of Diversity and Community Involvement, stated that Greek chapters have contacted him for training on diversity and equity issues.

Regent Simpson thanked Lucas and Amanda for the presentation. He is concerned about the low GPA of the National Panhellenic Council (NPHC), and asked if anything was being done to help increase this average. Lucas replied that often during intake, the GPA drops. Chapter sizes are small, and if one student has a bad semester, it has a big impact on chapter GPA. They are working hard to bring the GPA up. It is interesting to note that NPHC has a higher retention rate than other groups.

Regent Beagen thanked everyone. He reiterated Regent Webb's comments, and reminded those in attendance that proper behavior is the responsibility of everyone.

The meeting adjourned at 5:03 pm.

Respectfully submitted,

Michele Rich
Student Affairs Committee Recording Secretary



EASTERN MICHIGAN UNIVERSITY

EMU Student Government Presentation 12/9

Student Body President Luis Romero,
Student Body Vice President Colton Ray

Introduction

Who we are, why we wanted to join Student Government

Executive Board

- Director of B&F: Myles Campbell
- Director of Diversity and Community Outreach: Donacle Clemons
- Director of Student Services: Daezja Giles
- Director of Media: Tiana Stewart
- Parliamentarian: Tyler Kochman
- Speaker of the Senate: Auryon Azar

Key Initiatives

- **Expanding, supporting the Student Emergency Fund**
 - Collaboration with EMU Foundation, AAUP
- **Student health and well-being**
 - Increase funding for Counseling and Psychological Services (CAPS)
 - Flu-shots for uninsured students
- **Improving student retention**
 - Increasing the “balance due for registering” cap to \$1,000

Key Initiatives (continued)

- **Protecting students rights and interests**
 - Prevent surveillance targeted against students
 - Increase student awareness, participation, representation in the Public Safety Oversight Committee
- **Lobbying in Lansing**
 - Work with student leaders and faculty across college campuses to secure greater funding for higher education
 - Stress need for academic, financial, and material support, especially for marginalized and underprivileged students

Points of Interest/Concern

- Prioritization of athletics over academics
- Student retention rates
- Housing and food insecurity
- Access to healthcare, affordable housing
- Public Private Partnership of parking, dining, housing
- Racial, economic, gender inequality



EASTERN MICHIGAN UNIVERSITY

New Student Orientation & Transition Programming

Kendal Brown
Orientation Coordinator

2020 Virtual Fast Track

Overall Virtual Experience:

"The Virtual Fast Track course was very informative and I could do it in the comfort of my own home. I like this option because I could go at my own pace without any interruptions".

Academic Advising:

"I loved it! I felt very comfortable asking my advisor questions. It was extremely efficient and got rid of my jitters for college in the fall!"

Presentation Videos:

"I thought that the presentations were a great way to settle my nerves and made me much more excited to see what my future holds!"

Math Placement:

"It was very easy to set up an appointment time to do the test. My proctor was very nice and helpful".

Areas of Improvement:

Improved video quality and user friendly flow of experience

Increase innovative opportunities for peer connection & engagement

2020 Virtual First Three (Weeks)

Attendance: 500-600 for large group programs | 50-60 for smaller group programs

Social Media Scavenger Hunt:

"If it is all online again, I think having some more activities like the scavenger hunt and guest speaker will draw more attraction."

Student Success Webinar:

80% agreed it was helpful to hear from fellow students, who weren't their NSOAs, during these sessions.

Student Experience Kickoff w/ Ashlee Ammons:

90% of students agreed the presentation kickoff with Ashlee was a beneficial and/or motivational start to the school year.

Wellness Fair:

95% of students indicated a better understanding of how to contact departments and gain overall support when they have questions.

95% of students also agreed they have a better understanding of how wellness is interconnected.

Drop-in advising:

One student stated, *"This was the best part of First Three, simple and easy, only gave the information I needed."*

Area of Improvement:

"I appreciate how EMU provided us with videos and zooms for our "first three weeks" however the meetings we had to attend most of the time took all day and mostly consisted of people asking if we had any questions. I just think it could be limited a bit next year."

Up Next...

Rebranding for Orientation Season 2021

In a move to simplify and streamline the process of onboarding our incoming students, the Orientation Office has redesigned and rebranded our first-year orientation programs. While much will remain the same, we hope to preserve some beloved Eastern traditions while anticipating the needs of the changing incoming classes.

EMUORIENTATION (Formerly Fast Track)

EMUCONNECT (Formerly First Three)



EASTERN MICHIGAN UNIVERSITY

Points-Based Programming Model

Caroline Horste
Nicholas Pomante

1

The Problem

- Acute:
 - With COVID-19, we had to fundamentally change:
 - The TYPE of programming offered
 - The WAY that we put programming in front of students
 - Students have decreased organic opportunities to build social connections around campus
- Chronic:
 - Programmatic siloes
 - De-centralized communication channels for student programming

2

The Solution

EMU Engage app:

- Primary EMU app. Available on app stores.
- Centralized method to promote campus programs
- Ongoing guidebook summarizing programs & to-dos
- Earn & redeem points for participating
 - incentivizes student engagement

The Solution (In Action)



Short-Term Implications

- Incentivizes repeated student engagement with points system
- Offers virtual communication channel amidst virtual environment
- Opportunity to engage new populations
 - Distance learners, commuters

Long-Term Implications

- Comprehensive view of campus-wide programmatic efforts
- Enhanced cross-campus collaborations
- Enhanced ability to assess & evaluate thanks to ease of attendance tracking
 - Banner integration will allow us to evaluate “who” our programs serve
- Increased opportunities for reflection-based learning



EASTERN MICHIGAN UNIVERSITY

Update on Campus Services During COVID-19 Presentation

Rhonda Longworth, Ph.D.

Provost and Executive Vice President &
Division of Academic and Student Affairs
Staff Members

Swoops Food Pantry

Julie Harkema, Faculty Advisor and MSW Admissions Coordinator

Joelle Summers, Graduate Assistant

Heidi Bechtel, Graduate Assistant

- 691 student visits September 1 through November 30
- 20,567 lbs. of food distributed in that time
- Average of 23 students visited the pantry for each day open in November
- Distributed 58 Thanksgiving baskets
- 1 in 3 students experienced food insecurity while seeking degree
- Celebrating 5th Anniversary this year

Student Emergency Fund

Doris Fields, Ph.D., Director Undergraduate Studies, Award Committee Chair

- More than 300 awards since February, 2020 (first awards)
- Maximum gift is \$750, one time only (current)
- May 2020 was largest month of awards
- Rent/Housing- largest category of request
- Committee evaluation and assistance to students
- Thanks to Student Government - fundraising and advocacy
- Primary Funder 2020: Game Above Students Matter Most Initiative

Engage@EMU Activities

Jessica (Decky) Alexander, Director Academic Engagement Programs, Professor, CMTA

Engaging our Campus. Making sure it's open.

Project Manager, Campus/Community Wellness Programs

- Campus Testing Programs
- Check-in Tables for Campus Buildings -
Engage Staff - Former Graduate Assistants - Project Managers
Operating 26 Buildings - Building Check In's (150 student employees)
- EMU Student Ambassadors Program

Engage@EMU Activities Covid 19

EMU PPE Project:

- Goal: Produce & distribute PPE to Ypsilanti community
- Supplied 8,000+ face coverings to:
 - City of Ypsilanti COVID care packages
 - YCS students & staff
 - Corner Health Center, Glacier Hills Senior Living Center, Congresswoman Dingell's staff
- EMU engineering & physics faculty also produced face shields and mask adjusters
- Funded by Engage@EMU, GameAbove, and City of Ypsilanti

Engage@EMU Activities -COVID 19

YPSI LIVE:

- Goal: Provide 250+ YCS families with free Comcast internet for six months – vital for remote learning
- Developed by EMU and Ypsilanti Community Schools (YCS)
- Funded by Comcast, GameAbove, Washtenaw County, Engage@EMU, and YCS



Engage@EMU Activities Covid 19

Family Empowerment Program:

- Goal: to support individuals and families living in Ypsilanti Housing Commission communities through resource navigation and community building in order to foster self sufficiency and enhance quality of life.
- Managed by EMU; funded by Washtenaw County, Corporation for Supportive Housing, AAACF, United Way, Blue Cross Blue Shield and Kresge
- On-site social workers partner with 1,000 YHC residents- COVID 19



Engage@EMU Activities COVID 19

- **Community Work Study** - 3,300+ hours of service/semester
- **Washtenaw County Resource Guide** for students & community
- **St. Joe's Thank You Notes** (Hundreds displayed in their waiting rooms)
- Fostered community engagement for/with GameAbove
 - **Food Gatherers & Hope Clinic**
- *Launching:*
 - **Digital Connecting Corps** - Providing Computer Access & resources to Seniors in Washtenaw County
 - **Connecting Corps** for YCS, Learning Labs and 826 Michigan - to support remote learning
 - **Mobile Support Services**