

| STUDENT AFFAIRS DIVISION

ANNUAL REPORT 2020-2021



Student
Affairs

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Introduction

Over the last academic year, the phrase “Catamounts Care” took on an enhanced meaning as the students, faculty, and staff of Western Carolina University worked together to return to Cullowhee during the COVID-19 global pandemic. “Catamounts Care” was the label assigned to the array of prevention strategies and protocols adopted by the campus community to limit the spread of the virus, while also describing the attitude and mindset of everyone that helped deliver a successful academic year in the face of remarkable challenges.



The Student Affairs Division at Western Carolina University is a dynamic group of professionals working together to make a difference in the lives of students and the WCU community. With an annual operating budget of approximately \$70 million, the Student Affairs Division is comprised of approximately 200 full-time staff along with a handful of part-time employees working alongside about 400 student staff members.

Our areas of focus include Undergraduate Enrollment, Campus Services, Health and Wellness, Dean of Students unit, Campus Activities, and the Student Affairs office. Our responsibilities include several dozen facilities and an array of services designed to support our community and our students as they live and learn in a diverse environment.

As you review this report, I hope you will agree that this was an extraordinary year for the Student Affairs team. During the summer of 2020, Student Affairs staff worked on three planning task forces to help prepare the way for the opening of the Fall 2020 term. Those plans proposed creative and innovative actions to continue serving students; including, the decision to utilize Madison residence hall as a quarantine and isolation facility for students that were awaiting test results and/or were ill with COVID-19. Progress continued on the Lower Campus Residence Hall project with the demolition of Scott and Walker residence halls. The academic year started with another record-breaking Fall

enrollment, despite a smaller cohort of new first year students. Student Affairs staff members found ways to use video conferencing for meetings, speakers/ programs, as well as, the provision of both health and counseling services. On-campus admission tours and Open House events continued with Catamount Cares protocols. And when the opportunity was presented, staff from Health Services worked with WCU colleagues and volunteers to implement a regional vaccine clinic serving our region.

This report contains descriptive narratives from each of our key areas of focus and is supported by performance and data dashboards from each of our departments (begins on page 34). These dashboards are a snapshot of the scope and issues our team engaged, but the data also highlights how much our team cares about students. This was a challenging year for my colleagues in Student Affairs and I’m proud of the way we served students and our campus community.

On behalf of my colleagues, thank you for taking the time to learn more about the Western Carolina University’s Division of Student Affairs.

H. Sam Miller
Vice Chancellor for Student Affairs

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UNIT HIGHLIGHTS

Undergraduate Enrollment

In fall 2018, NC Promise was described as an accelerant to the enrollment growth of new undergraduate students. In fall 2020, COVID-19 proved to be dousing water on WCU enrollment. Whereas the NC Promise effect fanned enrollment growth flames for more than one-semester, the dousing effect of COVID, particularly on resident-credit, undergraduate enrollment continues to impact 2021 enrollment.

Numerous tributaries (e.g., new undergraduate, continuing undergraduate, new graduate, continuing graduate, resident-credit students, distance students) feed the enrollment table level, and a decade-long streak of fall undergraduate growth had helped ensure record total enrollment every fall but one.

WCU TOTAL FALL UNDERGRADUATE ENROLLMENT

2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
7,503	7,627	7,979	8,448	8,787	8,821	9,171	9,406	10,027	10,469	10,517

WCU TOTAL FALL ENROLLMENT

2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
9,407	9,352	9,608	10,107	10,382	10,340	10,805	11,034	11,639	12,167	12,243

Source: Tableau (OIPE)

In spring 2020, when COVID began affecting travel, recruitment events, summer school, orientation and course delivery modality, meal delivery, residence hall regulations, etc., concerns arose as to whether the string of successive years of record total headcount enrollment might come to an end in fall 2020. When the census dust settled, news articles reported,

- For the ninth time out of the past 10 years, Western Carolina University has experienced an increase in total enrollment, with a new record of 12,243 students enrolled for the 2020 fall semester and an all-time high retention rate.
- The increase comes despite earlier concerns that WCU might actually see a decrease in enrollment if students decided to postpone their educational plans because of uncertainties related to the ongoing COVID-19 pandemic and its impact on university operations.

- The slight uptick in total headcount enrollment at WCU is the result of increases in the number of continuing undergraduate students, new graduate students, and distance education students. Enrollment growth in those areas helped offset decreases in the number of new first-time first-year students and undergraduate transfer students.

The uptick in total headcount was slight indeed (76 students, +0.62%), fueled by an all-time high in the percentage of first-time, full-time undergraduate students who returned for their sophomore year (81.57%) and a 1.65% increase in graduate school enrollment. Total headcount had been seeing fall growth totals approximating or exceeding +300 per year. So, an increase of only 76 students didn't bode well for future enrollment increases if COVID continued to douse enrollment. A higher-than-normal summer melt among new resident-credit



undergraduates (new students who commit to enroll and then choose not to do so) meant two significant tributaries (resident-credit first-year and transfer students) that had fueled enrollment growth for a decade were not replenishing enrollment water tables at targeted levels to help ensure continued growth. But the COVID effect had only begun its drawdown on select resident-credit enrollment tributaries.

From 1905 to 1929, WCU was known as a *normal* school. Normal was baked into its very name: Cullowhee Normal and Industrial School (1905-1927); Cullowhee State Normal School (1927-1929).

Though *normal* is no longer imbedded into the name, this past year has borne out the fact that the Cullowhee normal residential experience remains integral to WCU's identity and enrollment vitality. COVID wreaked havoc on Cullowhee normal. This past year's entering first-year class never knew *normal*.

- New students missed out on comparatively



- small, face-to-face classroom interaction.
- Students didn't experience traditions (Valley Ballyhoo; Freshman Run; Tailgating; Homecoming).
- Residential students couldn't visit one another's residence halls.
- Dining became much less of a social event.
- 2020 became the year the music died—The Pride of the Mountains didn't march (more than 10% of entering first-year students normally participate).
- Basketball goals were dismantled; volleyball nets taken down; common rooms and community kitchens uncommonly locked and off limits.
- Cullowhee is known for community, but fall 2020 normal became social distancing.
- Distance learning is important to WCU, but remote learning and social distance didn't bode well for the only UNC System institution located in an unincorporated town—that's just not normal.

Because of COVID, Cullowhee just wasn't the same, and the popular slogan, "*I'd Rather Be in Cullowhee*," lost some of its student charms. Social distancing removed much of the *WHEE* in Cullowhee in 2021. With how far removed from *Cullowhee normal* this past year became for health, safety, and compliance reasons, maybe it should come as no big surprise which two student populations bore the brunt of the enrollment hit, which will adversely impact fall enrollment:

Continuing undergraduate enrollment:

- The entering fall 2020 first-year cohort that never experienced *Cullowhee Normal* did not register at as high a rate to return for spring 2021 and has not re-registered at comparable rates for fall 2021 despite continued outreach and added incentives to encourage re-enrollment.
- Freshman-to-Sophomore retention has been tracking down about 7%, point-in-time, from recent entering cohorts.
- That class retention rate became a double-whammy because the 2020 cohort was smaller out of the gate. A higher percentage (+5%) of those who had



committed to enroll in the fall chose not to enroll given COVID concerns and impact, coupled with uncertainties as to what the Cullowhee Experience may or may not be.

- Other residential undergraduate cohorts trail as well, but not as much as the first-year class.

The entering first-year class for Fall 2021:

- WCU pulled numerous levers in anticipation of lower yield rates for Fall 2021.
- Undergraduate Admissions instituted the use of self-reported grades to extend preliminary admission offers; went test-optional for admission, Honors College, and scholarship consideration; tweaked application review based upon the System's three-year pilot to Minimum Admission Requirement (MAR) criteria; and participated in the application fee waiver component of College Application Week (CAW) that is promoted by the College Foundation of NC each October.
- To date, Admissions has extended 2,474

(+33.71% over last year and +30.09%) more offers of admission to high school students over the same point-in-time last year (9,813 total).

- Even with more offers on the table, this year's high school seniors are committing to WCU at decreased levels. Total commitments are down 105 point-in-time (-5.07%).
- Commitment and Orientation registration levels point to a smaller entering first-year class than last year's cohort.
- The biggest hit appears to be a lower yield in high-achieving (Honors College caliber students): 1,845 offers (+20.9%); 335 commits (-21.36%).
- A silver lining: point-in-time figures point to the likelihood of the most racially diverse entering first-year class in WCU history.

Undergraduate transfer numbers are encouraging: Total Admits: 1,641 (+124; +8.17%); Total Commits: 1,038 (+114; +12.3%). But healthy point-in-time numbers in Graduate, Distance, and Undergraduate Transfer numbers



won't offset the headcount and semester-credit hour hits WCU will take in continuing, residential undergraduate enrollment and entering first-year student enrollment.

- 362 fewer resident-credit, UG students have registered for fall (May 24, Tableau Report)
- 159 fewer first-year students have registered for Orientation to date (May 27 Report)

Great News! WCU awarded 1,689 degrees over one weekend and five events in May 2021. The bad news: the vast majority of those students will not re-enroll at WCU this fall. Combine the attrition of graduation with attrition increases that COVID has impacted over the course of this year, and fall totals will be in the red. Based upon enrollment patterns, trendlines, commit levels, and orientation counts:

- Total headcount enrollment likely will fall below the fall 2020 enrollment total (12,243);
- On the high end, total headcount could hit the 12,000 mark, but some estimates, based on high summer melt rates from last year, point to a total enrollment that could dip below 12,000.

Recapturing Cullowhee Normal and promotion of the new normal will be critical to recapturing residential undergraduate enrollment in 2022, a year in which

the number of high school seniors in the state of NC will decline.

National Student Clearinghouse Research Center data (March 2021) report that only three states made small gains in undergraduate enrollment: Nebraska, Utah, and West Virginia. Rural public universities were hit hardest among universities by the COVID effect.

UNDERGRADUATE ENROLLMENT CHANGES BY CAMPUS SETTING		
Public Four-Year	Spring 2020	Spring 2021
City	-0.1%	-2.3%
Suburban	-1.2%	-3.2%
Town	-2.5%	-4.9%
Rural	+0.8%	-5.9%
Total	-0.7%	-2.9%

Public four-year college undergraduates in rural areas declined by almost three times greater than their urban counterparts (-5.9% and -2.3% respectively). In contrast, undergraduate enrollment at private, nonprofit, four-year, and public

two-year colleges declined similarly across all campus settings.

Undergraduate Admissions is planning recruitment strategies for the upcoming year to reignite enrollment growth in new first-year enrollment and continue the expansion of new transfer enrollment for fall 2022, including the launch of a new Customer Relation Management (CRM) system.

The COVID Pandemic continued to heap unprecedented workload and challenges onto Student Financial Aid and Scholarships. Financial Aid and Scholarships took the lead on interpreting and disseminating CARES Act instructions, information, and regulations (often receiving unclear or mixed messages that continued to evolve throughout the awarding period) pertaining to Higher Education Emergency Relief Funds (HEERF) and in

developing application and review processes, managing the review and award processes, and tracking and reporting awarding of HEERF. The director of financial aid, director of scholarships, and dean of students served as a three-member review and award team, first for HEERF I allocations and then for HEERF II allocations. Student Financial Aid and Scholarships continue to play pivotal roles as planning continues for the use of HEERF III awarding.

WCU followed the national trend of experiencing a decrease in FAFSA submissions for fall 2021. As of May 27, point-in-time FAFSA comparison numbers are:

FAFSA NUMBERS COMPARED POINT IN TIME BY AID YEAR			
2018-2019	2019-2020	2020-2021	2021-2022
18,848	17,850	17,690	16,984





Expanded use of Dynamic Forms will allow students to conduct business and submit forms and documentation electronically in keeping with business and operational efficiencies strategic goals.

COVID-19 caused the three-person New Student Orientation team to have to reinvent the orientation wheel in mere weeks in the summer of 2020. Collaborating with numerous campus units and colleagues, Orientation invented a virtual orientation experience—creating course content, videoing and producing presentations, constructing and inventing weekly virtual Facebook chats, employing new social media strategies, and intensifying communication frequency and modality.

The orientation team along with some of their student orientation crew and campus colleagues delivered a well-received virtual orientation session. That experience and those modifications proved useful again for establishment of orientation sessions for spring 2021 as the start of the semester was delayed, and virtual orientation remained in place.

The orientation team orchestrated a hybrid approach to new student orientation



for summer 2021: a mandatory virtual experience in June and optional one-day campus experiences for students planned for early August. Capacity limitations and other restrictions at the time of planning did not allow for orientation programming for parents/guests. Orientation set initial August session caps at 75, but those sessions filled quickly. With changes to capacity restrictions, Orientation gained approval to expand capacity.

Auxiliary Services

2020-2021 was a year defined by the impact of COVID-19 across campus operations. Auxiliary Services rose to the significant and unprecedented operational challenges while continuing to develop and evolve service options for our campus customers. While the financial impacts of COVID-19 have been significant, Auxiliary Services ability to maintain operations and stay open through the last fiscal year has blunted the greatest impacts of the pandemic on departmental budgets and Auxiliary Administration at WCU. On top of the mission-critical success of navigating COVID-19, other accomplishments include:

- Catamount Dining utilized summer downtime caused by COVID-19 to implement strategic planning initiatives from prior planning. Many plans and enhancements were guided by student feedback from the Dining Services Advisory Board and internal stakeholders. This work included, but is not limited to, renovations throughout Courtyard Dining Hall, equipment to support new dining options and enhance presentation, and many projects that are typically unable to be completed during a normal summer, including: new paint upstairs in Courtyard, grill hood replacement, and new casework/finishes across stations.
- Catamount Dining created a Papa John's/Sushi with Gusto concept in place of the Comfort Corner location, installed a self-checkout "Mashgin" unit in the Freshens/Courtyard C-store, and introduced remote tablets for line management in various retail units.
- Catamount Dining worked with Residential Living and Health Services to successfully run Quarantine and Isolation operations at Madison Hall.
- Catamount Dining successfully completed the Courtyard Starbucks remodel project on-time and on-budget.
- Aware of the environmental impacts of COVID-19, Catamount Dining is working to introduce a 100% reusable to-go container program in Fall 2021. This program will help significantly reduce waste generated by to-go containers at WCU.
- The Bookstore met the challenge of COVID-19 head-on and developed new services and offerings on-the-fly to meet the University's needs. This included the issuance of summer e-books for rental, a modified rental check-out process to help socially distance students, and distribute

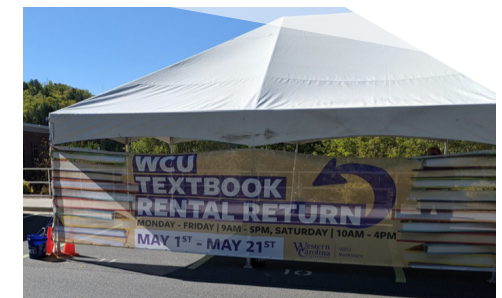


personal protective equipment (PPE) for COVID-19. They also implemented curb-side return and remote mail options for rental materials. In addition, the bookstore shipped thousands of books to students that were not able to return to campus throughout the academic year.

- The Bookstore performed multiple renovations including new paint and carpet across retail spaces.
- The CatCard Office launched an appointment system to help socially distance visitors coming to the office and made most cards using an online photo submission system. These efforts were very successful in managing traffic to the office under COVID-19.
- Printing and Mailing Services joined the Auxiliary Services team on July 1st 2020 and worked hard to deliver materials across campus in response to COVID-19. The team continues to push forward and deliver innovative services to the campus.
- Printing and Mailing Services congratulated Tom Frazier on his retirement and welcomed a new Director, Al Goranson, who joins WCU with a deep knowledge and understanding of the printing industry to lead the Print Shop.
- Auxiliary Services launched the Cbord GET app

which allows CatCard holders to manage their cards online or via cell phone and order food remotely for all Catamount Dining locations. This app has significantly changed service delivery across campus and has been very popular with students.

- Auxiliary Services has continued expanding the Electronic Door Access system at WCU, growing from 353 doors last year to 425 this year.
- Last, but certainly not least, Auxiliary Services would like to acknowledge and celebrate its employees and the accomplishments of partners across the University. The teamwork of units across campus was fundamental to the shared success of the University over the past year and should be acknowledged as a historically significant accomplishment for WCU.





Residential Living

Each academic year brings its own good times and difficulties. However, no previous year could have prepared us for all that took place in 2020-2021. The year consisted of constant change as all daily operations had to be reconsidered as student, faculty, and staff safety was looked at differently due to COVID. As we took care of the day-to-day business of the department and providing the best customer service to our students, there were several highlights throughout the year. Many of the points below indicate the tremendous effort that went into simply surviving a pandemic while still providing some form of an on-campus living experience.

- All training for both students and professional staff was converted to a virtual format due to COVID concerns. Numerous hours were spent creating modules, recording sessions, and uploading information into various systems. Ultimately, while many staff missed the in-person experience, training was considered a major success. Even as we return to normal, some forms of virtual/online training will remain in place.
- In preparation for Fall 2020, detailed planning took place for opening residence

halls during the pandemic. Opening of the residence halls was planned for a 15-day period with no more than 475 students checking in per day. Additional restrictions for the residence halls were introduced in June. Professional and graduate staff successfully operated this socially distanced move-in from a central location August 1-16, 2020. Many parents, students, and campus partners spoke of the significant improvements this type of move-in brought about.

- Prior to the fallout from the realizations of the changes COVID would bring for campus, demand for living on campus had continued to be high. The summer of 2020 was spent managing a wait list for housing that was as high as 500 even in mid-June. As announcements regarding changes to Residential Living policy and modes of instruction were made, the wait list was eliminated and significant numbers of student canceled their housing agreement. Staff spent much of 2020-2021 being flexible and working with students to accommodate individual circumstances in regards to living arrangements.

- Throughout the year, Residential Living worked to fill several key positions that had been vacated. Several internal promotions also created additional opportunities to rebuild our team. We successfully filled the Director of Facilities, Director of Residential Operations, Director of Residence Life, Assistant Director of Facilities, Associate Director of Residence Life for Academic Partnerships, and the Director of Event Services positions.
- The department continued working on details related to hosting NCHO's next in-person annual conference. A determination is still being made if this will be 2022 or 2023.
- Mercury 3.0 has continued to provide opportunities for Residential Living to improve processes, especially related to efficiency. The system allows for Residential Living to create a simple format for students to sign-up for move-in times for both fall and spring semesters.
- Operations staff began planning for a move to Mercury 4.0 in late fall 2020. Prior to the end of the fiscal year, the system will be upgraded to this newest

version of Mercury and will provide additional functionality, such as email tracking, that is currently done through other systems.

- Demolition of Scott and Walker halls began in September in preparation for the construction of the Lower Campus Residence Hall project. Construction of one of three new buildings began in late 2020 and will continue through Summer 2022.
- As the return of students was delayed two weeks due to a peak in COVID cases within North Carolina and the country, Residential Living quickly made changes to plans for opening. Student move-in times were shifted for students and a negative test submission was required in order to ensure safety for all WCU community members.
- Numerous Residential Living staff members received recognition through nominations and/or awards this year. From departmental, to Student Affairs, and University nominations and awards, the excellent work of staff was recognized this year.



Student Health & Wellness

The Health and Wellness unit provides essential services for the overall wellbeing of our diverse campus population. The departments within the unit are: Campus Recreation and Wellness (CRW), Counseling and Psychological Services (CAPS), Health Services (HS), and Health and Wellness Education (HWE). Our recently BOT approved WCU Strategic Plan Honoring our Promise once again embraced the importance of wellness on our campus:

Strategic Direction 2: Student Experience

Goal 2.4: Create avenues to empower students to achieve their best possible wellbeing and cultivate a campus environment in which students can reach their full potential in all facets of their lives, both in and out of the classroom.

- **2.4.1:** Create and implement programs that embrace the elements of wellness to build and sustain a collaborative, comprehensive framework approach, with innovative strategies for engagement to help

students be healthy and well. Programs will offer awareness of the scope of services provided by WCU to our faculty, staff, and students through knowledge of resources, facilitating discussions regarding wellness, and making referrals to the appropriate offices.

- **2.4.2:** Utilizing the elements of wellness (environmental, social, intellectual, spiritual, occupational, physical, and emotional) as a comprehensive framework approach to increase cross-campus awareness of current programs, services, and resources that support and assist students in engaging in a holistic, total college experience.

The effects of COVID-19 on health and wellness operations for an entire academic year offered both challenges and rewards. Challenges from the lack of connection between our professional staff and the



students we serve were truly felt by all. We take great pride in our partnerships so the distant connection between our staff with each other and others on campus was also difficult.

Following department specific CDC COVID-19 safety guidelines and protocols, Campus Recreation and Wellness, Counseling and Psychological Services, and Health Services were open for students to utilize. The Campus Recreation and Wellness staff promoted programs and offered services via ZOOM, social media, and IMleagues to keep students and employees active during the early weeks of the fall semester before reopening the Campus Recreation Center to limited capacity in September.

CAPS provided mostly telemental health services for students this year which, with our hybrid modality, allowed us the opportunity to continue seeing students who were not in Cullowhee but elsewhere in North Carolina. Health Services, as our

medical hub, utilized outside, colored tents and converted the clinical space in the Bird building to provide the safest scenarios possible for those entering the building to ensure that both HS and CAPS could offer face to face appointments as deemed appropriate. The staff never missed a beat of providing quality medical care to our students even beyond COVID necessities of testing, screening, and consultation for the campus at large.

In addition to COVID safety measures taking place at Bird, the Madison Hall Residence space was determined to be the location for residential students to safely quarantine and isolate (Q & I). The health services team assigned to Madison provided medical phone triage, COVID testing of asymptomatic individuals, and safely managed the students in Q & I seven days per week. After hours and weekend care was provided by our WCU Student EMS team who continued to operate and respond to campus emergencies during the pandemic.



Health and Wellness Education played an important part of the WCU Catamounts Care Campaign this year. WCU received a subaward from UNCA who received UNC Collaboratory funds for a student health ambassador initiative on six WNC campuses. Our Catamount Cares Student Ambassadors (CCSA's) were visible student leaders on campus rewarding fellow students on following the 3 W's and keeping our campus safe. Our own Catamount Wellness Ambassadors (CWA's) provided positive messaging on Instagram, YouTube and other outlets to help reach students here and elsewhere.

Right before the holiday break WCU was asked by the UNC System Office to stand up a regional vaccination clinic. Unbeknownst to us at the time, this challenge would be one of unit's biggest rewards.

The WCU Regional COVID 19 Vaccination Clinic opened Thursday, February 25th at 9am with the first order of business being to help Jackson County reduce their vaccination list. The clinic had an overwhelming response of both campus and

community volunteers, as well as distributing more than 13,000 vaccinations to the region.

Altering the delivery of our programs and services was a challenge. However, the dedication of our staff to deliver quality health and wellness services for our students during this pandemic was more than impressive — it was rewarding.

As we reached the spring semester students had adapted to the fall operations and we began to see an uptick in participation. Although nothing seemed normal this year, the late spring reduction of some of the COVID restrictions brought a bit of sunshine to all of us.

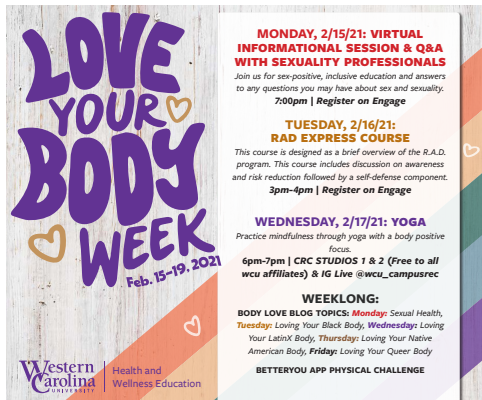
This has been quite an extraordinary year for our health and wellness team. The pandemic challenges and rewards will be in our minds for some time, as always, we will continue to assess and enhance our services for students and their overall well-being.



Health & Wellness Education

- Collaborated with Residential Living and campus partners for different programs throughout the school year. Topics included alcohol and other drug awareness, healthy relationships, sexual assault, suicide prevention, sexually transmitted infections, and more health and wellness topics.
- The Catamount Wellness Ambassadors (CWAs) were trained to be NASPA Certified Peer Educators (CPE), and worked with the Assistant Director to promote wellness events and projects across campus. During COVID-19 they continued to meet and promote wellness initiatives via social media and in-person interactions following CDC and Catamounts Care safety guidelines.
- Our Assistant Director for Health and Wellness Education worked with the Center for Community Engagement and Service Learning to facilitate the hiring process and continued supervisory of the Catamounts Care Student Ambassadors (CCSAs). These students greatly impacted the success of our students' wellbeing this academic year.
- Packets were given to our Greek student leaders with alcohol and other drug information, and related policies (i.e., #38, #103). Students were also given university resources which also included self-help tools from Counseling and Psychological Services (CAPS).
- Alcohol and Other Drugs Committee (AODC), comprised of many campus partners, worked to facilitate consistent educational messaging, and coordinated the University Biennial Drug and Alcohol Prevention Program Report for 2020.
- In totality including social media interactions, over 500 students attended Alcohol Awareness Week, which is a week of programming dedicated to prevention of alcohol and educating students on the effects of alcohol. Events included a week-long tent on the lawn, a "Be Responsible" pledge, drug and alcohol goggles provided by UPD, and other resources provided by campus partners, CWAs, DSCE, GSED, SGA/GSA, ICA, and CRW, also provided resources.





- Love Your Body Week (LYBW) offers programming dedicated to the promotion of a positive body image. The week-long event of education and celebrations included: “Sex talk? Bring it!”, “RAD Express Course”, “Love Your Body Through Yoga”, blog topics related to body-love resources based on our different identities, and an Instagram filter that was available across campus.
- Health & Wellness Blog posts were published including topics from monthly awareness themes, preventing burnout, and healthy vs. unhealthy relationships, etc. The blog can be found at: dsa.wcu.edu/healthandwellnessblog
- BetterYou is an app provided by Health & Wellness Education that helps students set goals related to different dimensions of wellness. Students can also win challenges and prizes for meeting their goals provided through BetterYou. In total we had



around 200 students engaged year-long. The most popular goal for our students was physical.

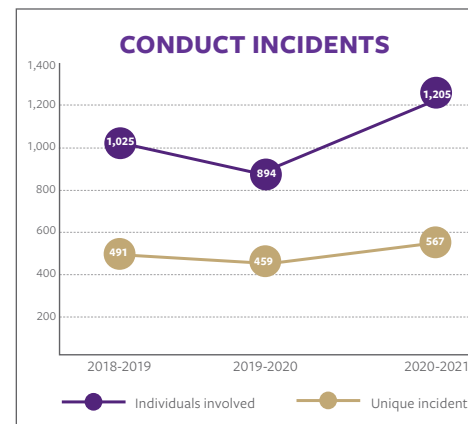
- The Health & Wellness Instagram increased its following and engagement this year. Posts included wellness tips, COVID-19 information, university resources, event advertisements, BetterYou marketing, etc. Events were posted to promote awareness on campus related to health & wellness.
- The Great American Smokeout Campaign is an event on college campuses across the nation to increase awareness of tobacco-related issues as well as promote cessation services. Students were asked to commit to making a healthy lifestyle change leading up to the Great American Smokeout. Our campaign focused on the awareness of campus policies regarding the 50ft perimeter distance required for smoking tobacco and e-cigarettes on campus. Promotional events and strategies included tabling events, social media, and digital signage.
- 60 students attended the Safe Spring Break fair, including the CWAs and campus partners from AODC (i.e., UPD, DSCE, ICA, CRW). The event included campus educational resources, drug and alcohol goggles, and wallet-sized BAC cards.
- Katherine Spalding, former SGA President and two-time WCU graduate, recently of the Higher Education Student Affairs program, was named Assistant Director for Health and Wellness Education.



Student Community Accountability & Assistance

The Department of Student Community Ethics (DSCE) themes for this past year were growth, relationships, and innovation. DSCE became fully staffed as of December 2020. Every staff member of DSCE was new to the office and WCU, allowing for learning and growing to happen. DSCE focused on tackling large projects to include training of RA's, Hearing Officers, and Hearing Board members.

DSCE sought new and existing partnerships to improve relationships and improve communication, including Residential Living, GSED, and UPD. The culture, productivity, and efficiency of the DSCE office have fully transformed over the last year.

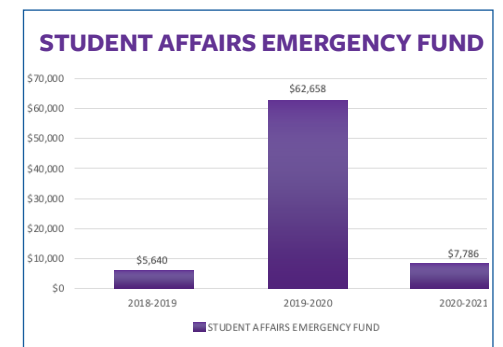


Student Assistance (Student Emergency Fund)

Students may, at times, find themselves in difficult financial situations. For those in a financial bind causing a crisis, Student Affairs has a Student Emergency Fund, which is supported, in part, by the Catamount Legacy Walk.

The past academic year was unique, we received several donations from Advancement (donors) and the System Office to support the increased need our students had due to COVID-19. The increase of funds allowed us to provide support to more students during the Spring 2020 semester. In total, we had 90 applications for emergency funds from August 1, 2020, to June 10, 2021. The below chart shows the total dollars awarded to students for the past three years.

Please note: the 2019-2020 academic year had a significant spike due to COVID-19.





Intercultural Affairs

Intercultural Affairs (ICA) works with all members of the University to provide a campus environment where students from different backgrounds and culture groups feel appreciated, respected and valued. Through educational, social, and leadership programs, ICA promotes inclusive values of social justice and human dignity while preparing students to thrive in a diverse and interconnected world.

While many departments around campus were trying to keep up with the swiftly changing landscape associated with Covid-19, ICA was reaching a major milestone.

This year marks the 30th year of Project C.A.R.E.

- Project C.A.R.E. is an intentional “planned” mentoring community made up of incoming students from underrepresented communities and returning students who are in good standing with the university. The returning students serve as mentors and are committed to developing a bond with new students creating a campus that is reflective of our core values. Mentors volunteer to help incoming students navigate the university setting increasing the retention and delayed graduation rates among demographically underrepresented students at WCU. Ultimately, this program aims to increase



the cultural diversity on campus and provide a more inclusive campus climate which aligns with the WCU 2020 Vision 2.0 strategic plan.

- Project C.A.R.E. is intentional in targeting underrepresented students who are more likely to have experienced societal racism (discrimination based on class, group, category) and lack of access to social resources. However, the program is open to any student who demonstrates a need for a high-touch, culturally relevant, mentoring experience.
- In recognition of the 30th year celebration, ICA will join the African American Alumni in welcoming Dr. Jennifer Williams Molock, Project C.A.R.E. co-founder, back during April 8-10, 2022. In 1991, she, along with co-founder Van Wilson, laid the foundation for Project C.A.R.E. and initiated a tradition of excellence that would continue to impact the success of a diverse student population.



Safe Zone is another program of excellence that has a longstanding tradition.

- In 2006, Safe Zone, LGBTQ+ awareness training, became available to faculty, staff, and students at WCU, and has since certified over 300 individuals with the two-part program. The workshops now include the

option for supplemental trainings: Legal Issues, Trans 101, and Bi-plus, which allows previously trained individuals to refresh and further their understanding, while Rainbow 101 provides an expedited and condensed introduction without the certification.

PROJECT CARE



JOIN OUR FAMILY!

Project CARE (Culturally Aligned Retention Enhancement) is an intentional ‘planned’ mentoring community for incoming students (mentees). Mentors are hand selected to assist mentees navigate the university setting. Ultimately, this program aims to increase the cultural diversity on campus and provide a more inclusive campus climate.

Greek Student Engagement & Development

The Department of Greek Student Engagement & Development's Mission is to actively engage students in an exceptional fraternity and sorority program by using a values-based framework to offer customized and equitable learning opportunities. GSED is committed to the holistic development of our students by providing experiences focusing on the areas of academics, council governance, health and wellness, inclusivity, relationship building, risk management, and service.

Greek Student Engagement and Development experienced a year unlike any others. Our students not only shifted to on-line learning, but they shifted their chapter events and activities to a mix of on-line and small group events. It was a year of non-stop adjustments. However, during all of this, we also celebrated several milestone events and accomplishments.

Four organizations received their charters this year during the pandemic. They were Sigma Phi Epsilon Fraternity, Sigma Gamma Rho Sorority, Inc., Pi Kappa Alpha Fraternity, and Kappa Sigma Fraternity. These men and women worked through pandemic struggles to achieve the charters.

For the first time, the number of service hours were tracked and recorded. The community members provided 2790 hours of community service helping in various capacities. Many students volunteered at the regional COVID vaccination clinic.

Also, for the first time, the amount of money raised was tracked and recorded. The community raised \$55,591 for various causes and philanthropies. This money went toward



cancer research, feeding the hungry, and other medical research initiatives.

Our students were also active in several campus marches. They participated in a Black Lives Matter march, and a march celebrating the life of Martin Luther King Jr. to name two.

Three major office highlights:

- The creation of a scorecard that will be updated and posted on the GSED website. The scorecard allows a person to see a snapshot of what our community looks like, what our students are doing, and records their achievement levels. Faculty, staff, and parents can now see what is happening with our organizations.
- The second highlight was the review of deferred recruitment. Deferred recruitment became our way of recruitment in the late 90's. For twenty plus years, first semester students could not join until they had achieved 12 or more hours with a cumulative grade point average of 2.5. Starting this fall, as a pilot program, first semester students

will be able to join provided they have a 3.0, unweighted high school GPA.

- The third highlight was having a full office staff for the first time in several years. This allowed us to complete many initiatives and projects that benefit our students and the overall program.



Campus Activities

Business Operations

- Congratulations to Amanda Maggard on her promotion to Budget Officer for the Department of Campus Activities (DCA) in March 2021. Amanda started as an Administrative Support Associate and has been with us since June 2019. The Budget Officer position was previously held by Dianne Harris who retired in July 2020 after working 37 years in the Department of Campus Activities.
- The Department of Campus Activities successfully navigated an internal audit in Fall 2020. Overall, we did very well, a few of our notable strengths were our Strategic Plan, initiatives, missions, policies and procedures align with and support the WCU 2020 2.0 Strategic Plan. It also noted that we have effective onboarding processes and support professional development, we have adequate controls in place to ensure expenditures from student activity funds are in compliance with WCU Spending Guidelines, and our Building Emergency Action Plan is regularly updated with all of the required elements and distributed to the appropriate constituents. Some of the

challenges identified were the lack of minutes from Concert Committee meetings and needing to have a more robust method of tracking Registered Student Organization (RSO) office space usage.

- The Business Operations unit has taken advantage of this past year to consolidate some of the department's processes and worked towards making things more efficient. Of most significance, is that all student worker hiring and uniform tracking for the department is now being managed by Leigh Hudspeth, the Assistant Director for Business Operations. DCA regularly employs 75-90 hourly and education stipend student workers throughout the year.
- Spring semester 2020, when the pandemic hit, the Business Operations unit started the process of transitioning the department's in-person student worker training to a completely online mode of training that went live on August 6th. This



year, with a complete cycle of online training behind us, we can say that this transition has allowed us to deliver the same high quality training to all our student workers no matter what time of the year they are hired. The transition to online training has also allowed us to be more efficient with our resources with regards to training. What used to be two days of in-person training along with food costs for those days, now only takes most students approximately 5 hours to complete. Also, having this online training in place, has allowed us to more smoothly transition to Canvas for the 2021-2022 academic year. Katie Sorel, Administrative Support Associate in the department, has been integral to the actual implementation and success of the online training program.

- The Western Carolinian student-led newspaper, led by Patrick Clemons – Editor, who graduated in May, transitioned nicely to an online platform this year. As a result of Covid, Patrick made the decision to move away from a print format to a completely online format.

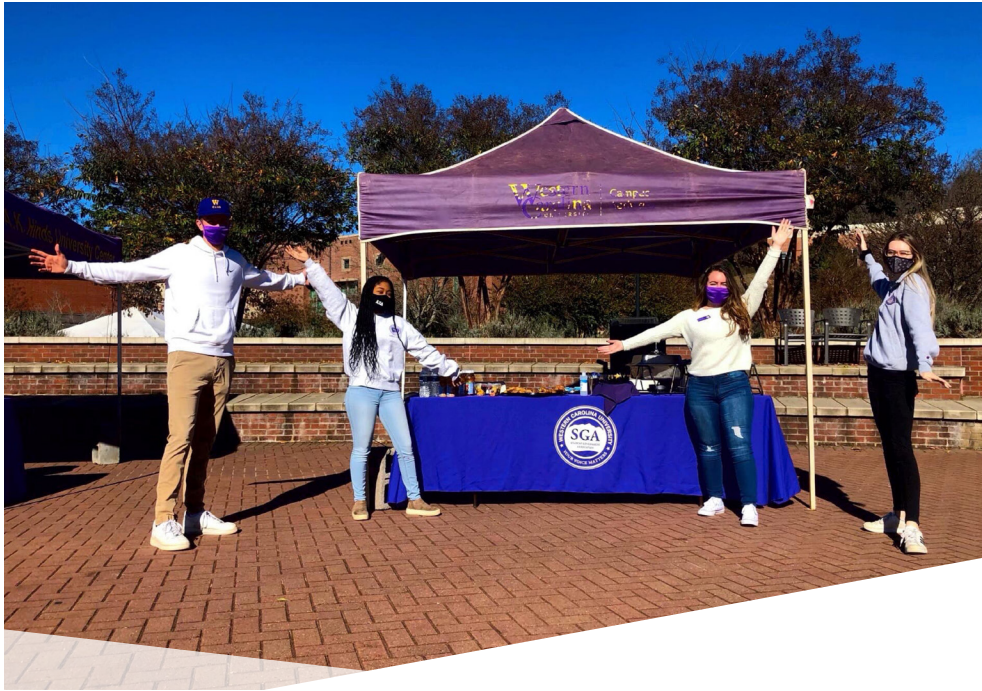
They increased their followers on social media and even partnered with Chancellor Brown for a new interview segment titled the “Chancellor’s Corner.” This is where Chancellor Brown will share exclusive video messages through The Western Carolinian, expressing her perspective on specific issues and concerns that matter most to students. For the 2021-2022 year, the Western Carolinian will be led by Sara Stanley who has already hit the ground running. Sara is planning to do a hybrid format of digital and print this upcoming year.

Operations

The University Center had a total of 800 reservations for the Fall 2020 semester and 422 reservations for the Spring 2021 semester for a total of 1,222 for the year. That’s an average of 122.2 reservations per month.

- The University Center got some new furniture this year on the 3rd floor. This gives students more spaces to study or just sit and hang out when they are in the University Center.





- We are continuing our Door Access Project this year.
- Our new Student Involvement Space, on the 1st floor across from Einstein's, was finished at the beginning of the Fall 2020 semester. The Student Involvement unit moved into their new space in September.
- We are in the process of expanding our 2nd floor office into the space previously occupied by SGA. We are also creating additional meeting spaces in the former spaces of LMP and the Western Carolinian. This project began on June 14th.

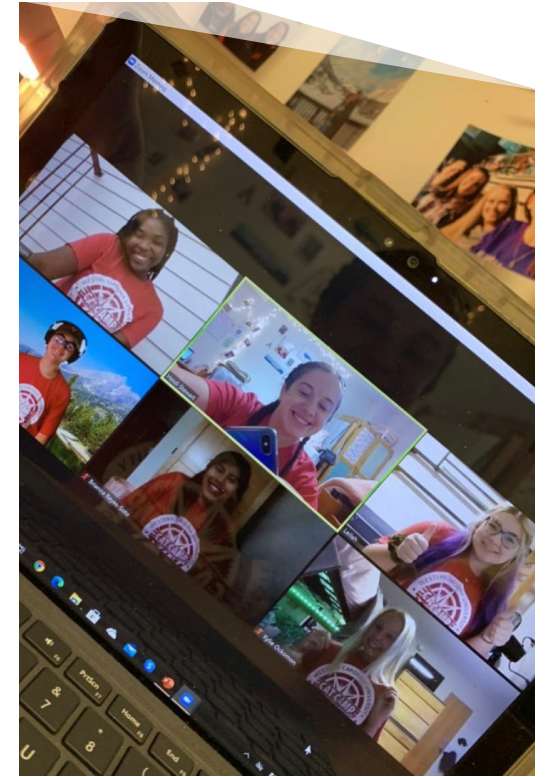
Leadership Programs

- **Whee Lead:** Whee Lead Inclusive Leadership Conference 2021 was adapted for pandemic conditions and became the Leading to Racial Justice virtual speaker series. The 3-event series served 222 students (a 56% increase over Whee Lead 2020). With this new format, we were able to have three main speaking events with two different speakers, instead of just one event with one speaker, with a cost

increase of only \$3.27 per student per hour. This new format also allowed us to be more efficient with our resources and at the same time, reach more students. In addition, the speaker series was recorded and will be available for students and staff to view for a six-month time frame. Many students were able to gain not only DegreePlus credit, but also academic credit and/or GSED R&R credit. 65 students (representing 9 academic courses in 5 academic programs) received academic credit and 4 others received Honors College credit.

- **Cat Camp:** Cat Camp Leadership Exploration 2020 was also adapted for pandemic conditions and became a predominately virtual hybrid program. The program extended through the fall semester this year and served 123 incoming students. Cat Camp 2021, which will be held in person on campus in Fall 2021, again broke records for registrations. Before the end of Spring 2021, registration closed at 188 incoming freshmen and transfer students (a 71% increase over 2020).

- **FLI:** The 2020 Freshman Leadership Initiative became a predominately virtual program, becoming hybrid in the spring semester. 25 FLI students spent over 37 hours learning and developing together on Zoom and in addition, completed over 235 hours of community service. 25 junior and senior leadership students served as dedicated individual mentors.
- **Miracle@WCU:** The 2020-2021 program was presented in a hybrid format, with the Main Event occurring online. The Miracle at WCU 2020-2021 Executive Team led a campaign that raised \$10,762.96 (a 41% decline from the previous year). The money raised supports an ongoing effort to establish an endowment to support children's access to the four specialized summer camps managed by Prisma Health-Upstate in Greenville, SC. This was an incredible feat by hard-working students under the highly adverse conditions of the Covid-19 pandemic and the students met the challenge of





following Catamounts Care guidelines while doing tabling events. The team of Rebecca Hart, Ainsley McNeill, Lara-Rae (Rosie) Green, and Jermois Morris and their 56 participants outreased by 44% the \$7,477.13 raised by last year's team of 8 students and its 276 participants. It also outreased by 1.6% the \$10,589.54 raised by DCA-led programs. This performance marks a significant pivot towards a fully student-led program.

- **LEAD Minor:** Leadership Programs staff, Associate Director Palin Berkana-Wycoff and Assistant Director Leslie Cavin, taught a total of six academic courses this year and received very positive student evaluations across the board, with scores ranging from 3.7 to 4.0 out of a possible 4. A total of 105 students were enrolled in the following courses: the 2-semester series of LEAD 140 and 141 (Freshmen Leadership Initiative USI course), LEAD 180 (Cat Camp Counselor prep course), two sections of LEAD 244 (Intro to Leadership), and one of LEAD 344 (Advanced Leadership Practices).

Programming

- Due to the pandemic, programming was challenging this semester. Last Minute Productions operated with only 5 undergraduate coordinators versus the normal 9 coordinators. Despite the challenges and changes in the staffing unit, Last Minute Productions was able to provide a variety of engaging events.
- LMP helped host 71 events including 4 specialty weeks. Two of the specialty weeks were a new effort, Staycation Week (during the week of the original Fall Break) and Super Hero Week that included Trivia night and 2 Drive-Ins. The new specialty weeks were developed in response to several traditional events being canceled such as Valley Ballyhoo, Homecoming, and Holidays at the UC. For the Spring semester, the no-show rate was 1.97% which is down from the Fall semester's rate of 8%.
- The RSVP procedure was required this year in order to follow Catamounts Care

Standards of social gatherings. Even though we had a low no-show rate, the procedure was mixed in response. Many students liked the RSVP system because they were able to participate in an event that may have been closed early due to lack of supplies. Some students did not like the system because popular events would fill up quickly by those keeping up with our social media pages or announcements on the "Class of" pages. Other students did not like the extra step needed in order to attend an event.

- Last Minute Productions also started a new virtual program called, "Being Me in Cullowhee" that featured a different identity and asked about the student's experiences on campus. The series, which included identities of Black, Asian, Latin-X, Drag Entertainer, 1st Year, and 1st Gen, had an average engagement rate of 14.4% on Facebook and 6.6% on Instagram. The most successful episode on Facebook was "Being a Drag Entertainer" and the most successful on Instagram was "Being Black." The series will continue in the 2021-2022 school year.

Programming Dashboard

Here are highlights of some of LMP's most successful events:

- Hosted 3 Drive-In Movies

- 782 Take & Makes given to students
- 552 clothing items Tie-Dyed
- 510 Buddies given to students
- 1,235 Giveaway items
- Helped to host 71 events including 4 specialty weeks
- No-show rate for Fall 2020 was 8%
- No-show rate for Spring 2021 was 1.97%

Communications Dashboard

- The Marketing and Communications team, led by Assistant Director for Communications, Diane Swenson, was in overdrive this year. They were consistently pushing out communications on social media and did their best to keep students up-to-date on the latest programs offered through the department.

Facebook

- The average reach on Facebook posts for was 880.
- The average impressions on Facebook posts was 1041 (meaning users went back to the post 15% of the time).
- The engagement rate for Facebook 2020-2021 was 6.4% (The Engagement rate is the interactions on the post weighed against the reach, which is the amount of people that scrolled across the post on their screen. Industry standards for Engagement



rates: Facebook 1% or more is considered great, Instagram 3% or more is considered an “influencer”).

- The engagement rate for Facebook is down from the 2019-2020 academic year (8.95%). This is likely due to the cancellation of several traditions such as Week of Welcome, Valley Ballyhoo, Homecoming, and Holidays at the UC.

Instagram

- The engagement rate for Instagram for 2020-2021 was 11.68%.
- The engagement rate for Instagram is considered up from the 2019-2020 academic year (8.44%).
- The average reach on Instagram posts for 2020-2021 was 1,830.

SGA

- For the first time since we moved voting to the Engage system, SGA hosted a runoff election for President. The total combined number of votes cast for SGA elections this year was 1,384.
- The Judicial Branch worked through a backlog of approximately 650 traffic ticket appeals in the spring semester, with the Associate Chief Justice,

Jack Dowless, taking on the role of Chief Justice after Kaitlyn Alston had to step down mid-way during the Spring semester.

Jack stepped up to the challenge and did a great job! He will be the Chief Judicial Justice for this upcoming year.

- Hunter Osborne, the SGA Director of Finance, undertook a major overhaul of the SGA budgeting, allocation, sponsorship, and supplemental funding processes. These new processes allow for a clearer understanding by members of SGA, DCA Staff, and the broader WCU community.

SGA Dashboard

- A combined total of 1,384 votes cast in the SGA Election and Runoff Election.
- 14 Total Resolutions considered by the SGA Student Senate.
- SGA completed over 378 service hours.
- SGA collaborated with 10 different clubs, organizations, and departments to host various events throughout the year.
- SGA allocated \$10,166.93 in sponsorships and supplemental funding.



- Inaugurations of SGA’s President, Vice President, and Senate were held virtually this year.
- SGA hosted virtual Executive, Senate, and Traffic Court meetings this year.

Recognized Student Organizations (RSOs) 2020-2021

- The RSO Manual had several updates this past year that added sections around Club Offices, Club Sports, Greek Student Engagement and Development Organizations, and others.
- Over the past year, we have worked to standardize our communications as a means of consistent correspondence across the board. This process has allowed for faster and more efficient responses to common questions and concerns about RSO processes, policies, and approvals.
- Greek Student Engagement and Development organizations were transitioned to their own branch on Engage to allow more effective

use and management of our Greek Letter organizations.

- With the Student Involvement Unit’s transition to the 1st floor, we were able to add eight additional club office spaces to the A.K. Hinds University Center. This means that we now have space to accommodate about 10% of our RSOs with university-housed offices.
- RSO Advisor allowances have now been expanded to include the option of Graduate Students (with Program Chair approval) or Off-Campus advisors (with a waiver).

RSO Dashboard

- 136 RSOs were re-recognized.
- 5 new RSOs received recognition.
- 131 WCU Faculty and Staff served as advisors for WCU RSOs.
- 49 RSO Presidents attended Crash CORE training in the Fall.

DEPARTMENTAL DASHBOARDS

UNDERGRADUATE ADMISSIONS

2020-2021
AS OF JUNE 7, 2021

Vision: Provide prospective students access to pursue a college education, with a focus on retention and academic excellence.

Mission Statement: The Office of Undergraduate Admissions encourages and supports prospective student access to higher education by managing the recruitment and admission processes for new and returning undergraduate students at Western Carolina University.

FIRST YEAR STUDENT DATA – 7/1/20 – 5/31/21

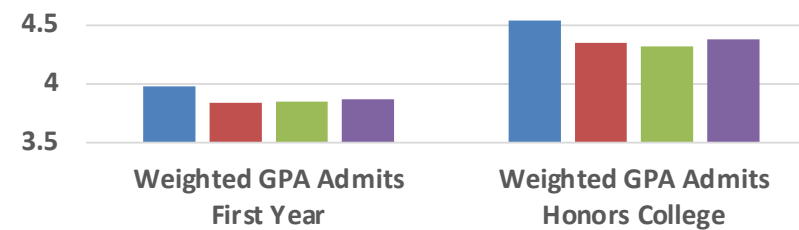
First Year Students	2017-2018	2018-2019	2019-2020	2020-2021
Applicants	19,375	17,801	15,114	13,198
Admits	7,687	7,622	7,344	9,819
Commitments	2,352	2,227	2,037	1,937
Honors College	2017-2018	2018-2019	2019-2020	2020-2021
Admits	1,745	1,664	1,526	1,845
Commitments	434	374	425	336

TRANSFER STUDENT DATA – 7/1/20 – 5/31/21

Transfer Students	2017-2018	2018-2019	2019-2020	2020-2021
Applicants	2,394	2,359	2,303	2,315
Admits	1,395	1,572	1,531	1,647
Distance Admits*	458	647	701	692
Commitments	952	1024	952	1043

*Distance admit total is a subtotal of total transfer admit count.
Source Weekly Admissions Activity Report.

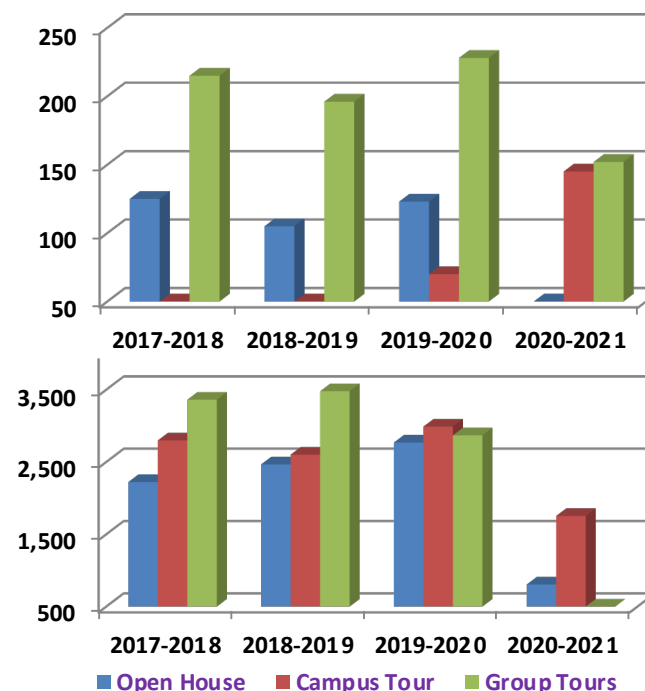
Notes: One Open House Event for Spring 20, & 3 Open House 20/21 cycle. Spring Blitz, campus, & group tours shorten both 20/21 cycles, no Honors Day; COVID19.



■ 2017-2018 ■ 2018-2019 ■ 2019-2020 ■ 2020-2021

Note: The GPA total for 2019/2020 reflects a downward adjustment to the weighted scale for courses by NC DPI.

FALL EVENT DATA – 7/1/20 – 5/31/21



Undergraduate Admissions
110 HFR Administration Building

828-227-7317
admissions@wcu.edu



MISSION STATEMENT

Auxiliary Services manages the auxiliary functions of the University, and in doing so, holds the departments within the unit accountable to their missions below:

The Bookstore is dedicated to supporting academic programs and student life at Western Carolina University. The Bookstore offers imprinted merchandise to promote the University brand and school spirit among the campus community. The Bookstore helps lower the total cost of attendance for students by running an extremely competitive self-managed Book Rental program.

The CatCard Office serves as the University’s central credentialing agency and provides access to University services including meal plans, door access, and other programmatic tracking.

Dining Services strives to provide students with attractive dining destinations that foster a lasting experience through customer service, quality, and programming that creates a welcoming and appreciated environment, enhancing the overall educational experience.

Printing and Mailing Services is committed to supporting the educational mission of the university community with reliable, high-quality services to meet your printing and mailing needs.

***All values, for all areas, are estimates for 2021 fiscal year end. This document was produced on 5/28/2021.*

\$327,000



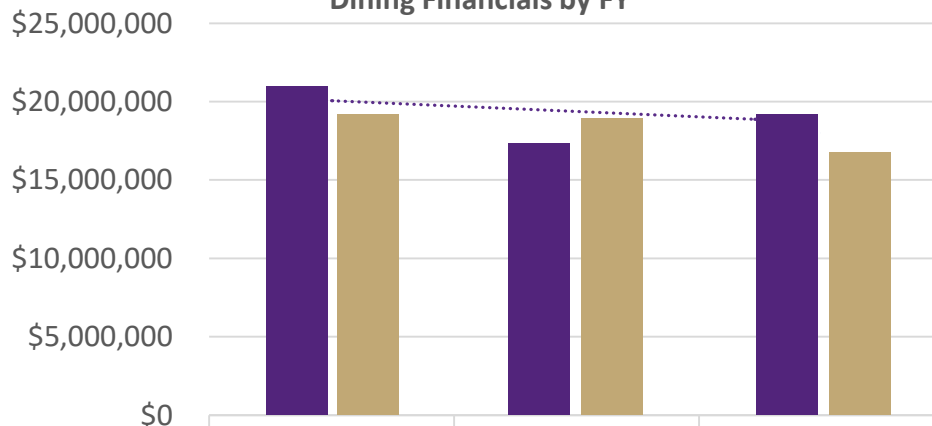
Pepsi Commissions and Scholarships

4,200



ID Cards Produced in FY21

Catamount Dining Dining Financials by FY



	FY 2018-2019	FY 2019-2020	FY 2020-2021
Revenue	\$20,850,214.00	\$17,213,407.00	\$18,887,555.00
Expenses*	\$18,976,336.00	\$18,770,450.00	\$16,697,182.00

*Values do not include transfers, including payments to Auxiliary Administration

Printing and Mailing Services

	FY 2018-2019	FY 2019-2020	FY 2020-2021
Print Shop Revenue	\$1,004,078	\$903,530	\$900,000
Print Shop Expenses*	\$956,865	\$996,673	\$850,000
To Printing Reserves	-\$3,650	-\$140,904	-

*Values do not include transfers, including payments to Auxiliary Administration

Bookstore

	FY 2018-2019	FY 2019-2020	FY 2020-2021
Bookstore Revenue	\$2,213,253	\$1,745,522	\$1,530,000
Bookstore Expenses*	\$1,873,187	\$1,774,944	\$1,550,000
To Bookstore Reserves	\$216,186	-\$209,486	-\$100,000
Book Rental Revenue	\$2,552,537	\$2,540,519	\$2,692,776
Book Rental Expenses*	\$2,115,903	\$1,507,624	\$1,778,710
To Rental Reserves	\$303,520	\$882,492	\$774,197

*Values do not include transfers, including payments to Auxiliary Administration

MISSION STATEMENT

The Department of Campus Activities provides quality programs, services and facilities.

We engage and develop members of Western Carolina University to foster a vibrant and inclusive campus community.

Interesting Facts and Figures

50	222	123	\$10,762.96	71	1,235	1,830	\$10,166.93	1,222	8
Students completed the online training for the 2020-2021 academic year	Students attended Whee Lead which is a 56% increase over 2020	First Year students participated in a virtual Cat Camp	Amount raised by Miracle at WCU	Events hosted by LMP this past year including 4 specialty weeks	Number of Giveaway items to students	Average reach on Instagram posts	Amount allocated by SGA in sponsorships and supplemental funding	Room reservations for the 2020-2021 year in DCA Operated Spaces	Additional Club Office Spaces added to the University Center

Other Highlights

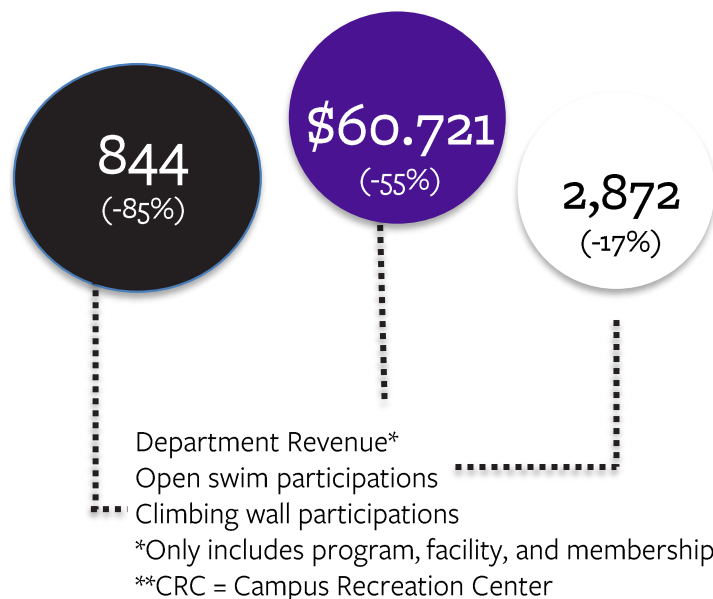
- **Promotion:** Amanda Maggard accepted the position of Budget Officer in March 2021.
- **Leadership Programming:** 2020 Freshmen Leadership Initiative had 25 students participate along with 25 Junior and Senior Leadership students that served as dedicated mentors. Together, they accumulated 235 hours of community service. Our Leadership staff taught six LEAD minor courses that were attended by 105 students.
- **Student Government Association:** A combined total of 1,384 votes cast in the SGA Election and Runoff Election. 14 Total Resolutions considered by the SGA Student Senate. SGA completed over 378 service hours. The Judicial Branch worked through approximately 650 traffic ticket appeals in the spring semester.
- **Recognized Student Organizations:** 136 RSOs were re-recognized in 2020-2021. 5 new RSOs received recognition.
- **Operations:** The University Center had a total of 800 reservations for the 2020 Fall semester and 422 reservations for the 2021 Spring semester for a total of 1,222 for the year. That’s an average of 122.2 reservations per month.
- **Expansion:** We are in the process of expanding our 2nd floor office into the space previously occupied by SGA. We are also creating additional meeting spaces in the former spaces of LMP and Western Carolinian. This project is scheduled to begin on June 14th.
- **Programming:** The no-show rate for LMP events for Fall 2020 was 8%. The no-show rate for Spring 2021 was 1.97%. LMP hosted 3 drive ins, 782 Take & Makes were given to students, 552 clothing items were Tie Dyed, and 510 Buddies given.
- **Communications:** The engagement rate for Facebook for 2020-2021 was 6.4%. The engagement rate for Instagram for 2020-2021 was 11.68%.

MISSION STATEMENT

The mission of CRW is to foster a campus-wide culture of recreation and wellness through a comprehensive array of programs and services that educate, empower, and engage individuals to pursue and sustain healthy, balanced lifestyles.

CRW 2020-2021 Fast Facts

Each CRW fact is accompanied by a % change from 2019-2020 to 2020-2021. Almost all areas experienced decreases in participations or participants due to in-person programs and services being restricted from the 2020-2021 due to COVID-19. CRW transitioned all areas of departmental programs to remain in compliance with COVID restrictions while serving our patrons.



STUDENT STAFF DEVELOPMENT

CRW employed 75 students during Fall 2020 and 75 students in Spring 2021, several who filled multiple job positions. We have intentional conversations about the transferable skills that student workers develop to use in their future careers. 100% of student staff were able to identify the value of their employment experience to their future career by providing 2 examples of things they learned in their employment that is applicable to their future career. The two major applicable themes identified by student staff were verbal communication skills (36 students) and professionalism (40 students).

FACILITIES OPERATIONS

CRW facilities enhancements during 2020-2021 included the following:

- Replaced the free weights and weight racks
- Added six cameras inside the CRC for better coverage of high-use areas

23 New or Renewing Personal Training Clients (-57%)

57,932 CRC** Visits by students, members & guests (-66%)

55 Open Enrollment Outdoor Trip and Clinic Participations (-86%)

1,572 Club Sport Participations (-77%)

2,622 Group Exercise In-Person and Virtual Class Participations (-67%)

1,655 Intramural Recreational Sports Participations (-78%)

CAMPUS PARTNERSHIPS

CRW partnered with the Writing and Learning Commons to create a series of wellness videos to use within videos to use within the Pomodoro Studying Technique.

- Outdoor Programs collaborated with the Parks and Recreation Management Department to obtain WCU SEI grant funding to assist with sustainability initiatives.

COVID-19 RESPONSE

Because of limits in gathering size and spacing, several CRW programs were changed.

- Tuck River Clean-Up became a two-week-long initiative with 95 participants, who helped to pick up trash in the community.
- The Catamount Climb Half Marathon became a virtual event with 128 participants.

MISSION STATEMENT

Empower students to engage in, and be successful in a full range of academic, social, and cultural endeavors through fostering psychological wellness.



COVID AND COUNSELING & PSYCHOLOGICAL SERVICES

The primary method by which CAPS provided services was via teletherapy (Zoom). CAPS staff had to immediately transition to building skills and knowledge to learn how to provide treatment in this modality.

Students attended **4590** appointments via Zoom from 8/1/2020-5/14/2021.

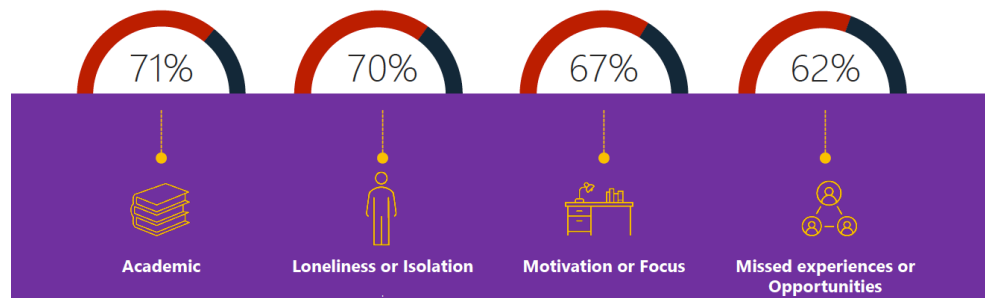


While utilization of services decreased in Fall 2020 as compared to Fall 2019, that changed in Spring 2021 with higher utilization than in Spring 2020.

Year	Fall		Spring	
	# of Clients	# of Appts	# of Clients	# of Appts
2020-2021	679	2,549	675	2,483
2019-2020	883	3,302	539	2,130

Clients were asked to indicate the areas of their lives negatively impacted by COVID. More than half indicated a cognitive impact, feeling isolated, and losing out on opportunities.

TOP 4 NEGATIVE IMPACTS OF COVID ON STUDENTS (% RESPONDING)



COLLABORATIONS WITH RESIDENTIAL LIVING

Because students expressed their concerns about being isolated, the Counselor in Residence organized a series of outreach programs to ensure students knew about resources within CAPS and Residential Living. To do so, we set up a tent outside residence halls in the fall and spring semesters and engaged students in discussions about how to connect on campus. Furthermore, the Counselor in Residence provided a RA Support Group and provided Professional Development related to basic counseling techniques for the Residential Living staff.



AFTER HOURS CRISIS

CAPS implemented a new process for after-hours crisis counseling. While there was no means by which to measure the response time prior to this new implementation, we do know that there were 88 calls from August 2020 to May 2021 with an average response time of 48 seconds. 77% of the calls were answered within 30 seconds.



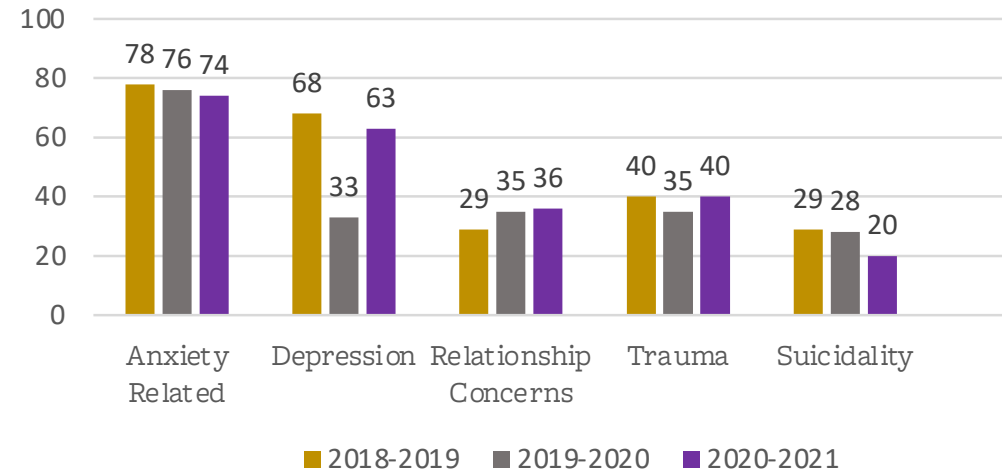
AFTER-HOURS CRISIS COUNSELING
(AUG. 2020-MAY 2021)

88 CALLS

with an average response time of 48 seconds

Students engage with CAPS for different reasons. The three-year trends indicate that **anxiety and depression** are most often the reasons for students to seek services.

Presenting Concerns (in percentages)



MISSION STATEMENT

The Financial Aid Office provides students with the highest quality service while helping to remove financial barriers to higher education at Western Carolina University. Our staff is committed to administering federal, state and institutional assistance programs and maintaining compliance with laws and regulations.

NC Promise assists Western Carolina University in providing a high-quality, affordable education for anyone who wishes to pursue an undergraduate degree.

2020-21 academic year:

- Due to COVID-19, emergency aid for students was allocated to Western Carolina University through Higher Education Emergency Relief Funding. Since May 2020, Western Carolina University has disbursed \$8,694,711 of emergency aid.
- Since NC Promise went into effect fall 2018, Western Carolina University has experienced a 10.86% decrease in debt incurred from 2019-20 to 2020-21 as noted in the chart below. Comparing 2018-19 to 2020-21, Western Carolina University has experienced a 12.89% decrease in debt.

Loan Program	2019-2020 Final Paid	2020-2021 Accepted	2020-2021 Paid to Date	Difference +/-
Federal Direct Graduate Student PLUS Loans	\$1,002,153.00	\$743,927.00	\$676,247.00	-32.52%
Federal Direct Parent PLUS Loans	\$9,161,207.00	\$6,994,281.00	\$6,675,703.00	-27.13%
Federal Direct Subsidized Student Loans	\$17,280,260.00	\$15,694,748.00	\$15,337,046.00	-11.25%
Federal Direct Unsubsidized Student Loans	\$28,727,116.00	\$27,728,068.00	\$27,072,200.00	-5.76%
Private Student Loans	\$4,974,377.00	\$4,793,753.21	\$4,743,821.21	-4.63%
Total Debt	\$61,145,113.00	\$55,954,777.21	\$54,505,017.21	-10.86%

Undergraduate Cost of Attendance	2017-18	2018-19	2019-20	2020-21
Tuition and fees	\$6,897.00	\$3,926.00	\$3,979.00	\$4,367.00
Room and Board	\$9,553.00	\$10,103.00	\$10,725.00	\$11,097.96
Loan Fees	\$66.00	\$67.00	\$62.00	\$61.20
Books and Supplies	\$932.00	\$805.00	\$809.00	\$371.12
Travel	\$957.00	\$974.00	\$1,037.00	\$1,335.00
Personal Expenses	\$1,647.00	\$1,580.00	\$1,580.00	\$1,597.04
Totals	\$20,052.00	\$17,455.00	\$18,192.00	\$18,829.32

2020-21 Book Rental costs are now part of Tuition and Fees instead of Books and Supplies

2019-2020 reflects year-to-date totals; all other aid years are final

Processing	2017-2018	2018-2019	2019-2020	2020-2021
Number of Federal Student Aid Applications (FAFSA's) received	20397	21760	20891	20592
Number of FAFSA's verified	2080	3486	2855	2761
Number of students packaged (completed FAFSA results)	13397	13281	13753	14054
Number of summer aid applications	2300	2437	2268	2330

Student Loan Default Rates			
	2015	2016	2017
WCU	6.00 %	6.00 %	5.20 %
National	10.80 %	10.10%	9.70%

Students Receiving Pell			
Aid Year	UG Students	Pell Recipients	Percentage
2018-19	10,027	4,154	41.43%
2019-20	10,469	4,058	38.76%
2020-21	10,517	3,871	36.81%

2018 Default rates will be released September 2021

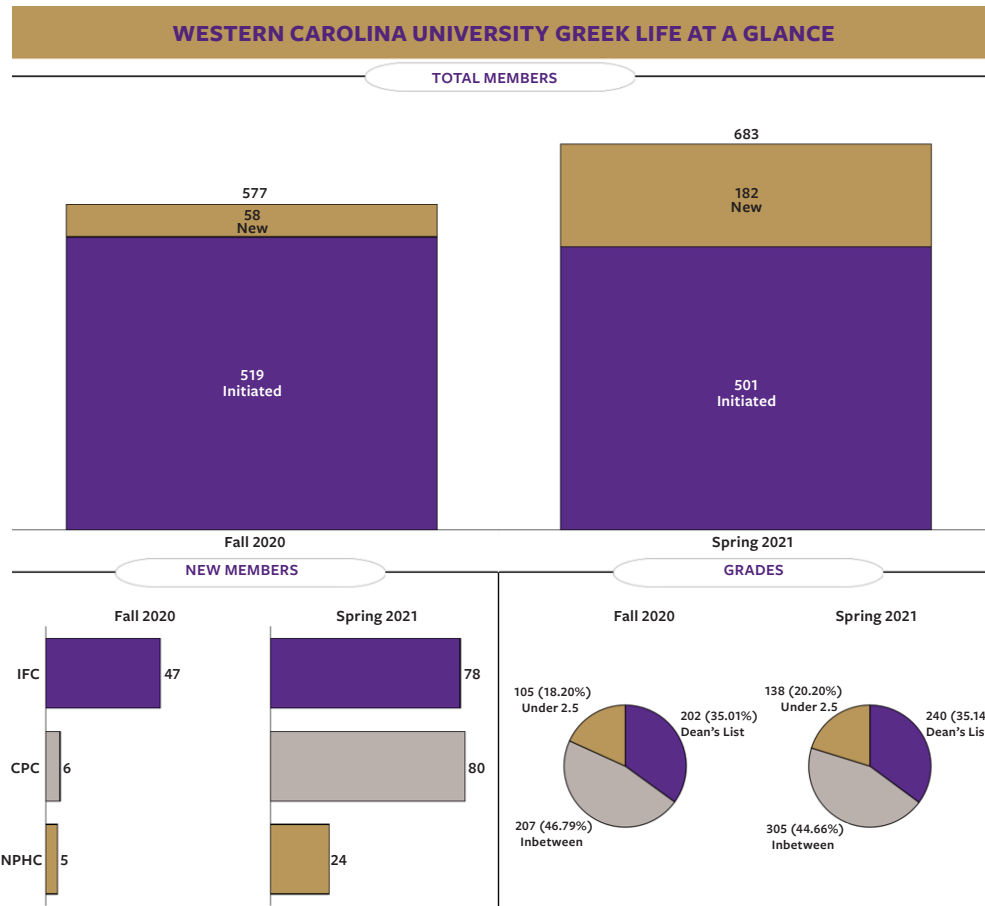
Average Debt (Fall, Spring & Summer)	2018-19	2019-20	2020-21
All Undergraduate and Graduate	\$32,858	\$30,899	\$31,148
Graduate (includes any undergraduate debt incurred)	\$53,385	\$50,015	\$55,680
Undergraduate	\$27,189	\$25,535	\$25,318

Funds Management (Disbursed/Paid Amount)	2017-2018	2018-2019	2019-2020	2020-2021
Federal Grants	\$17,397,539.45	\$18,249,355.75	\$22,924,804.28	\$22,182,818.87
NC State Grants	\$8,395,194.00	\$3,806,215.50	\$3,732,154.50	\$4,561,386.50
Work Study	\$468,094.03	\$448,831.63	\$482,455.45	\$272,357.95
Federal Loans	\$72,643,665.00	\$58,996,757.00	\$56,203,146.00	\$49,719,013.00
Private Loans	\$3,087,530.00	\$3,553,632.76	\$4,953,577.00	\$4,727,321.21
Other Aid Programs	\$15,751,955.38	\$16,154,178.52	\$16,099,586.38	\$16,897,266.63
Total Aid Disbursements	\$117,743,977.86	\$101,208,971.16	\$104,395,723.61	\$98,360,164.16

MISSION STATEMENT

The Department of Greek Student Engagement & Development's Mission is to actively engage students in an exceptional fraternity and sorority program by using a values-based framework to offer customized and equitable learning opportunities. GSED is committed to the holistic development of our students by providing experiences focusing on the areas of academics, council governance, health and wellness, inclusivity, relationship building, risk management, and service.

ACADEMIC ACHIEVEMENT AND POPULATION



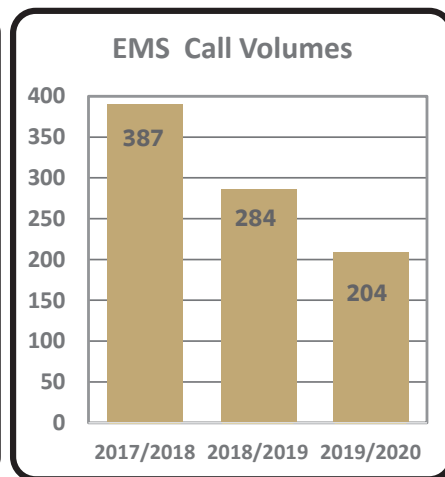
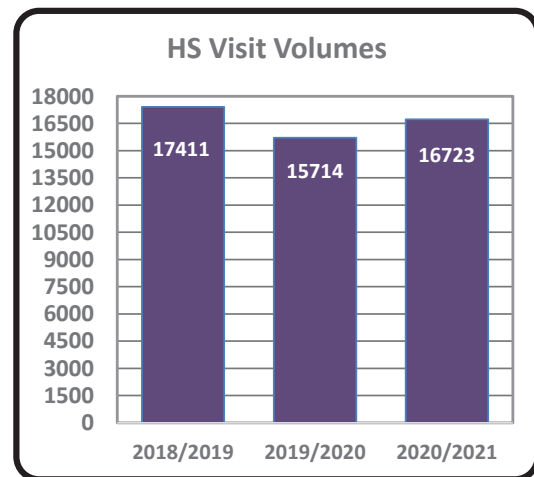
PROGRAMMING AND OFFICE HIGHLIGHTS

- Four organizations received their charters this year: Sigma Gamma Rho Sorority, Inc., Sigma Phi Epsilon Fraternity, Pi Kappa Alpha Fraternity, and Kappa Sigma Fraternity.
- Kappa Alpha Order started their colonization process with hopes to officially colonize during fall 2021.
- Kappa Sigma Fraternity was brought under the office umbrella after being on the outside of the community for two years.
- Unfortunately, we lost the Epsilon Gamma chapter of Alpha Xi Delta because they were closed by their headquarters.
- Deferred recruitment was removed and organizations can now invite first semester freshmen to join, provided they meet the high school, unweighted GPA requirement of a 3.0, beginning fall 2021.
- 207 new members completed new member education.
- Completed the creation of a scorecard that gives a snapshot of each organization and a comparison of where they stand in the community.
- Held an Advisors' Retreat each semester virtually, allowing advisors to attend even with a pandemic going on. We also recorded it and emailed to everyone so that all advisors got the information.
- Held monthly, virtual chapter presidents' meeting with anywhere between 20 and 27 leaders attending.
- Learned to program virtually.
- Order of Omega continued to honor student and faculty/staff leaders both semesters.
- Members completed and reported 2,790 community service hours during this academic year.
- Members raised \$55,594 for various causes.
- Annual evaluation process, R&R, was completed. 16 organizations were found to be satisfactory, 1 was found unsatisfactory for the first time, 2 were found unsatisfactory for the second year in a row. The colonies were not required to complete this process.
- GSED finished its first year of being fully-staffed.
- NPHC Gardens are in the planning stage with three potential sites being further evaluated.

MISSION STATEMENT

Health Services’ mission is to meet the health care needs of the academic community and to enhance the physical, psychological, environmental and health education needs of our campus. Health Services strives to keep students well and in the classroom.

COVID Statistics				July 1, 2020 - May 31, 2021			
		Tests Performed	Total Positive				
Testing							
Symptomatic or exposures		5,236	438	8.4%			
Surveillance		3,368	46	1.4%			
Total		8,604	484	5.6%			
Number of Patients		With Known Exposure	With NO Exposure	Total			
Symptomatic		868	1,386	2,254			
Asymptomatic		545	3,368	3,913			
Triage questions only, did not meet testing criteria				143			
Submitted Self-Report (not seen at Health Services)				553			
Total				6,863			
Madison Quarantine and Isolation							
Total patients utilizing on-campus Q&I				265			



Pandemic Operations

To continue to meet the health care needs of our students, as well as mitigate risk of campus exposure to the COVID-19 virus, the following strategies were implemented:

- Discontinued walk-in appointments. Patients were required to call for an appointment.
- Triage nurses managed phone calls following CDC COVID-19 standards.
- The Bird Building clinic space was separated into Green and Red zones.
- Outside tents were used to perform COVID testing.
- Rapid molecular testing technology was available
- Asymptomatic or surveillance testing were performed at Madison Residence Hall
- Madison Residence Hall served as the Quarantine and Isolation facility.
- Telehealth remained a patient’s option for care.

Medical Provider Update

- Dr. Jessica Ange assumed the Medical Director position
- Cortnee Lingerfelt, PA, Nancy Peneff, NP, Robin Foley, NP joined as medical providers.

Medical Provider Update

- Health Services received the WCU 2020-2021 Administrative Program of Excellence Irene Welch Award.
- WCU Student EMS was nominated as a Program of Excellence.
- Health Services and WCU EMS received the Purple Sleeves Award at the Student Affairs End of Year Celebration.

MISSION STATEMENT

Our mission is to provide an inclusive environment that examines, recognizes, accepts and affirms human differences and similarities by creating opportunities for meaningful cultural exchange on campus and within the surrounding communities. Through education and engagement, we aim to develop culturally competent individuals who will thrive in a diverse and interconnected world.

STUDENT DEVELOPMENT AND ENRICHMENT

Project C.A.R.E.: Mentoring Community is a transition program for first year and transfer students to help them adjust to the collegiate environment at WCU.

- 6 Executive Board Members
• 29 Mentors
• 43 Mentees

IMPACT OF PROJECT C.A.R.E.

- The Project CARE program has retained 80% of mentees in its program.
• 3 students with 4.0 GPAs in the Spring
• More than half of our students had Spring GPAs of a 3.0 or higher and 30% of students with a GPA of 3.5 or higher.
• Approximately 70% of our students had an overall GPA of 3.0 or higher.

SAFE ZONE

A National LGBTQ+ awareness training in two parts adapted to online facilitation. Supplemental trainings developed in 2020.

Fall 2020:

Safe Zone Certification: 80 participants
Trans 101: 14 participants
Legal Issues : 9 participants
Bi Plus: 21 participants

Spring 2021:

Safe Zone Certification: 72 participants
Trans 101: 35 participants
Legal Issues : 28 participants
Bi Plus: 23 participants

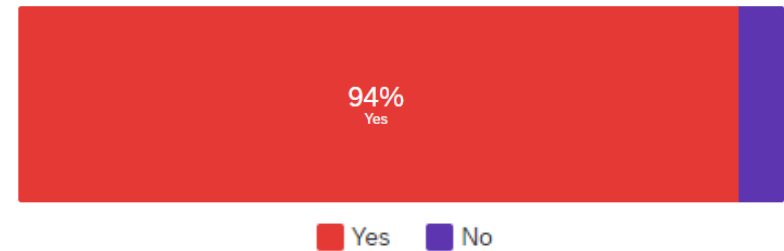
*Trans 101, Legal Issues, and Bi Plus are Continuing Education courses under the Safe Zone program.

TUNNEL OF OPPRESSION

An experiential program that builds empathy.

- A total of 296 individuals attended the virtual TOO
• 29% were first time program attendees.
• 31% heard about the program via email, social media or Engage.
• 34% attended because they were interested in the topic.
• Most participants (94%) said they learned new information.
• The feeling s most prompted by the program were sadness, inspiration, shock, and hope

Did you learn any new or surprising information by attending this program/event?



Developing collaborative partnerships with CAPS, Residence Life, Greek Affairs, LMP, Community Ethics, DegreePlus, Honors College, as well as many academic departments, RSOs and Community Organizations created vast resources and opportunities for students to thrive.

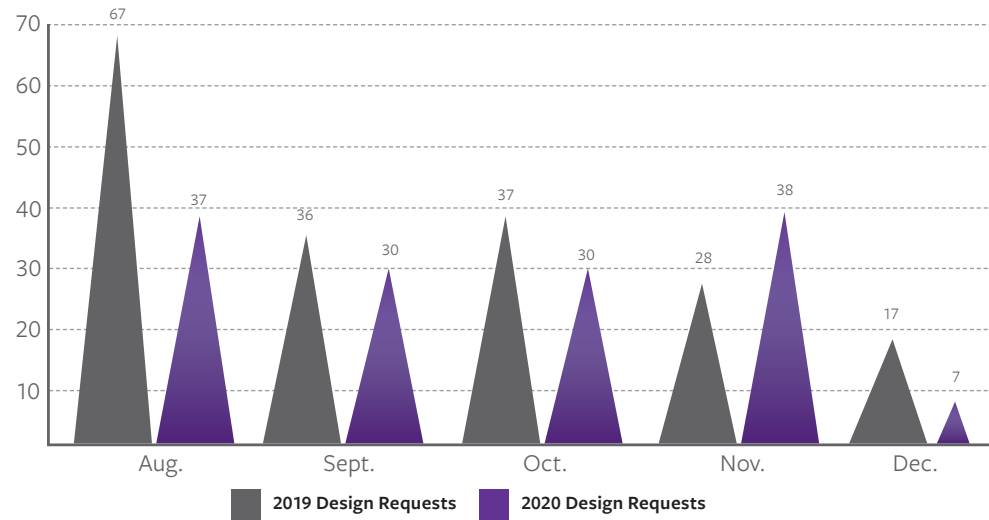
Our major constituents included ICA Council composed of students who help to shape the programs and services as well as ICA Advisory board composed of faculty and staff that work in tandem with ICA and ICA Council to lend support from a broader campus community.

Our staff: ICA has a full staff and will welcome a graduate student from the Higher Education Student Affairs program in the fall of 2021.

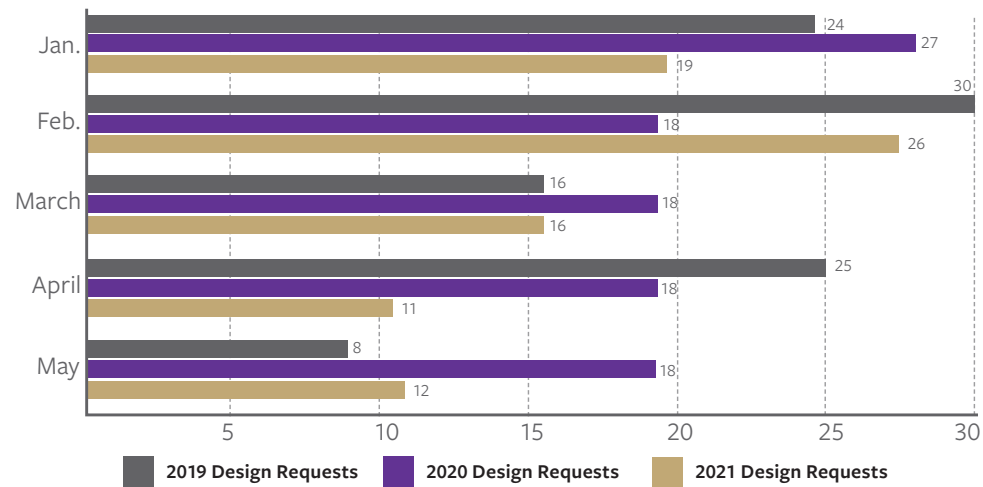
MISSION STATEMENT

The office of marketing and assessment supports the Division of Student Affairs and works to increase capabilities, alignment and effectiveness of departmental and division efforts in the areas of branding, communication and assessment.

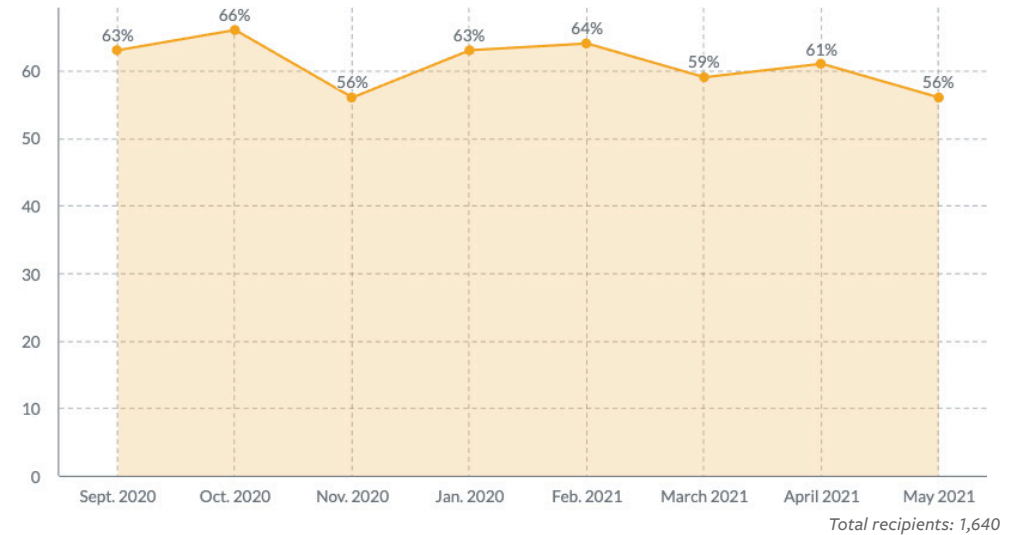
INDIVIDUAL DESIGN REQUESTS FALL SEMESTERS



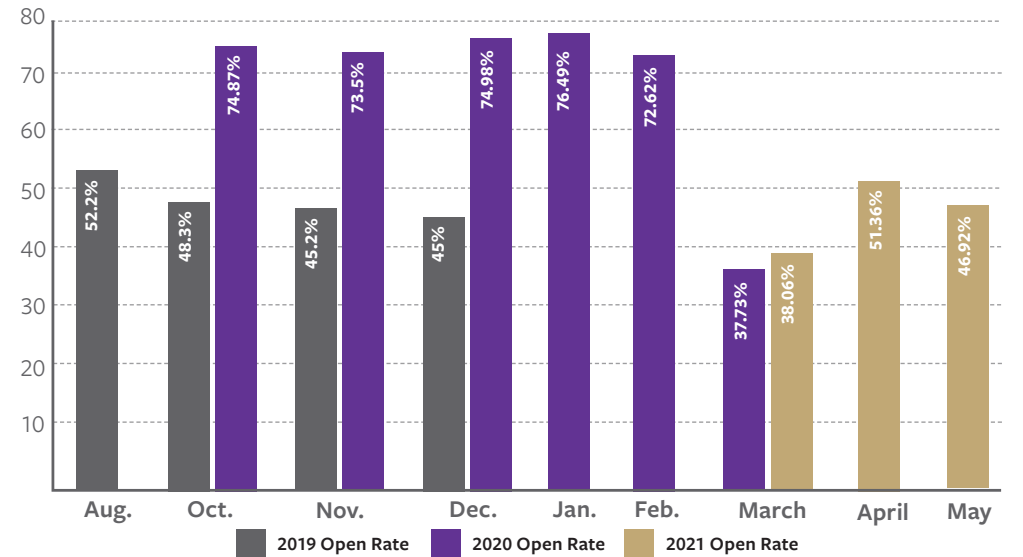
INDIVIDUAL DESIGN REQUESTS SPRING SEMESTERS



DIVISION OF STUDENT AFFAIRS NEWSLETTER OPEN RATE



FAMILY NEWSLETTER OPEN RATE



*Number of recipients changed in March 2021 to 10,300.

227 H.F. Robinson Admin. Building
Cullowhee, NC 28723

828.227.7147 tel
828.227.7036 fax
jdunford@wcu.edu



MISSION STATEMENT

New Student Orientation is committed to acclimating new WCU students and their families to the institution, college transitions, and life within the community by showcasing samples of student involvement on and off-campus, as well as state-wide and nationally through research, academic, and cultural experiences. Students are instructed to consider their entire experience at Western Carolina University, including student clubs/organizations, service learning, internships, etc., as a learning opportunity that will shape their future.

Orientation Registration Report 2021 June 11, 2021 versus June 12, 2020

2021 Totals: 2104	2020 Totals: 2401
First-Year: 1662	First-Year: 1963
Transfer: 442	Transfer: 438
Difference: -297	
First-Year: -301	
Transfer: +4	

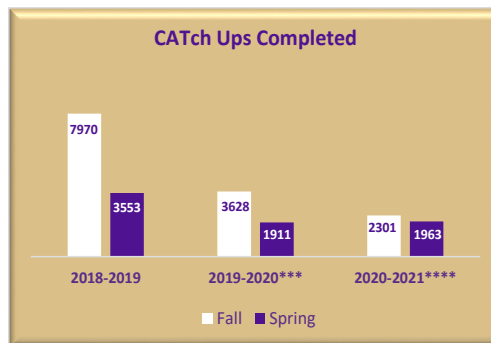
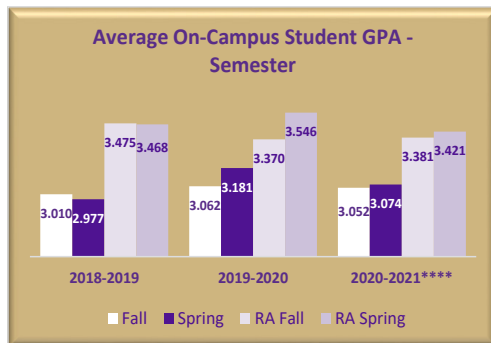
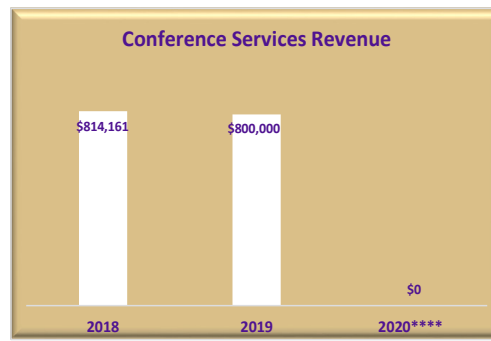
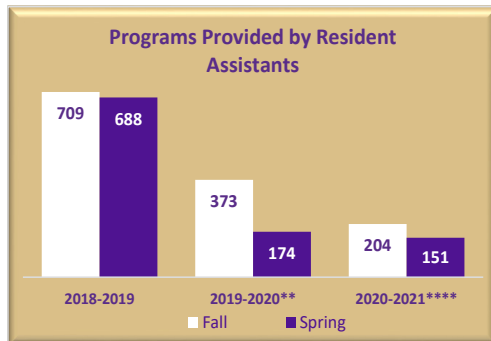
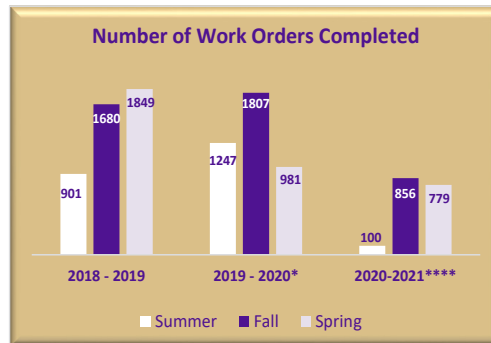
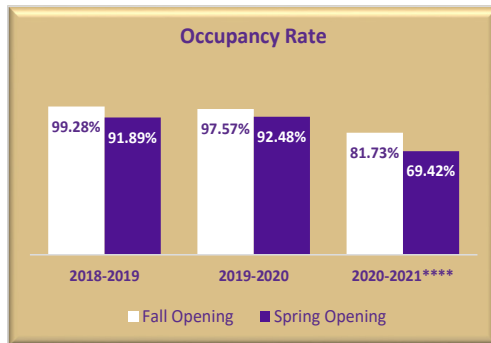
Session Breakdown	2021 Students	Session Status
May 31 (online only)	921	Closed 5/28/2021
June 18 (online only)	36	Open till 6/18
August 9 (hybrid)	76	Session is Full
August 10 (hybrid)	72	3 seats
August 12 (hybrid)	174	1 seat
August 13 (hybrid)	171	4 seats
August 16 (hybrid)	172	3 seats
August 17 (hybrid)	172	3 seats
August 19 (hybrid)	138	12 seats
August 20 (hybrid)	172	3 seats
Total	2104	

ORIENTATION UPDATES

- New Student Orientation announced Summer 2021 format on March 10th with registration for the program opening on March 16th. The format featured two options for students to participate including an online-only orientation option and a hybrid in-person program.
- Students who elect to complete the online-only program will take part in a digital orientation experience. Students will gain access to this program via our online learning management system, CANVAS. During the online course, students will learn about campus policies, rules and resources for success, and about our three-tiered Advising model. This will allow students to view their schedule, learn about their departmental expectations for the Fall (if a major has been declared), and how to adjust that schedule as they learn to add and drop courses.
- Students who elect to complete the August-Hybrid program will be required to complete the online orientation just like those who have elected to participate in the online-only program; however, they will also select a date for an in-person orientation in August that will focus on enhancing that experience with programming designed to maximize social interaction and getting to know our campus and their fellow new students better. This program will have a one-day in-person session that will run from 10am-2pm on select days in August.
- Orientation staff worked with IT to migrate materials and develop the online orientation program on Canvas which is replacing Blackboard as WCU's Learning Management System (LMS) this summer. Much like last summer, the program includes 5 mandatory modules (Welcome and Introduction to WCU with Dr. Miller, Student Resources and Responsibilities, Advising 101, Departmental Meetings, and Schedule Adjustments) that have quizzes that must be passed at 100%. Once all mandatory modules are complete and the student has 500 points they are marked as having attended orientation. We also carried over optional modules such as the Virtual Bag, Financial Aid and Scholarships, and Residential Living and Catamount Dining from Blackboard to Canvas.
- NSO will bring back the popular live-stream Q&A events from last summer; however, the number of events will be cut from 12 to 5 as we feature one topic a week instead of two. The live-stream events will air each Tuesday from 6-7pm during the month of June and feature the following topics: "Ensuring Academic Success," "Living and Eating on Campus," "Wellness and Safety on Campus," "Understanding Campus Resources," and "Getting Involved on Campus."

MISSION STATEMENT

Our mission is to serve the communities of Western Carolina University by providing clean, safe, and healthy living environments which enhance and support the educational mission, goals and creed of the University. We strive to create living and learning communities where students feel valued as individuals and where diversity and fellowship with others can be celebrated. While maintaining a high quality of service, we shall encourage and provide opportunities for personal growth and development of character, leadership, honesty, respect, and pride.



Departmental Highlights

- Creation of forms in Engage to use this upcoming year for programmatic efforts.
- Mailroom Packages Delivered (placed in mailboxes and delivered by hand):
 - Fall 23,991
 - Spring 16,289
- COVID-19
 - Housekeeping staff cleaned high touch surfaces multiples times daily.
 - 2nd shift housekeeping staff created.
 - Staggered move-in shifts implemented to reduce number of students moving into each residence hall and maintain safety guidelines.
 - Staff worked 1,032 hours to accommodate the staggered move in during the fall opening.
 - Residence Life programmatic efforts shifted to a virtual capacity.

Awards & Recognition

- Nominees for the Faculty and Staff Excellence Awards
 - Star Staff Award: Brian Boyer, Susan Skibbe
 - Bright Idea Award: Brian Boyer, Annaleise Camacho, Josh Rascati
 - Student Nominated Faculty of the Year Award: Brian Boyer
 - Program of Excellence Award: Housekeeping — Madison Hall COVID Crew

* COVID-19 pandemic caused students to go home in March 2020.
 ** Change in programming model and ceased programming in March 2020 due to COVID-19.
 *** CATch Ups (formerly SSIs) changed in how they were conducted and COVID-19 impacted Spring numbers.
 **** COVID-19 pandemic safety precautions impacted the 2020-2021 academic year.

University Scholarships, a unit within the Financial Aid Office, works in collaboration with campus departments and external partners in order to manage a comprehensive scholarship program focused on the needs of our students, parents, donors, faculty, and staff who are seeking, receiving, and awarding scholarships.

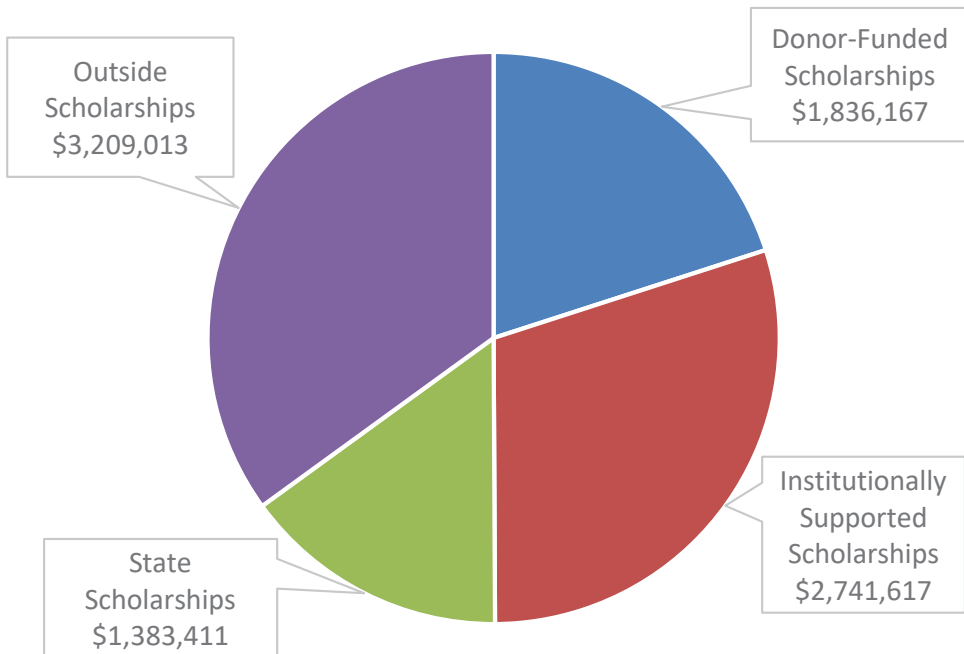
Student Activity

	2019-2020	2020-2021	2021-2022
Number of applications started UG	6,070	6,001	6,523
Number of applications finished UG	4,382	4,480	5,351
Number of applications started GR	839	894	797*
Number of applications finished GR	532	566	572*

Finished applications are a subset of started applications.

*UG application deadline was February 1, 2021, and GR application deadline is August 1, 2021.

2020-2021 (as of June 7, 2021) Scholarship Disbursements (excluding athletic scholarships)



Including need-based and merit-based scholarships

Highlights for 2020-2021

HESA Research Project

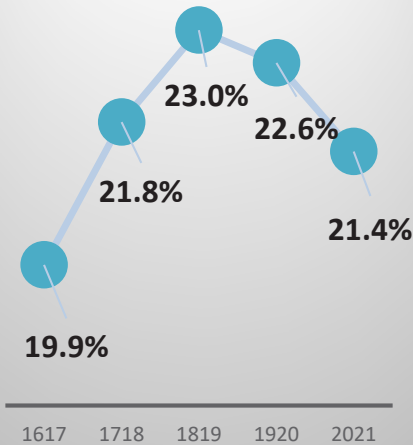
During the fall 2020 semester, we worked with a group of HESA students to conduct preliminary research related to reasons why students who begin the undergraduate scholarship application do not finish.

HEERF II (Coronavirus Response and Relief Supplemental Appropriations Act)

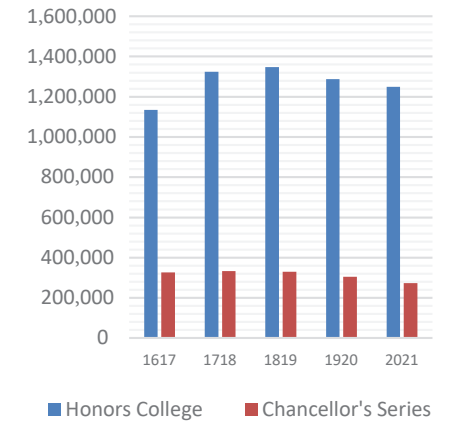
Working with the Dean of Students and Financial Aid, we reviewed 2,604 applications from students requesting assistance due to COVID-19 expenses and emergency needs.

Students impacted by scholarships (as of June 7, 2021)

Percentage of students who have received a scholarship from WCU (Including athletic scholarships) as of June 7, 2021



Merit-Based Scholarships (Non-endowed)



For the 2020-2021 academic year, students were awarded \$625,000 in institutionally supported access and need-based scholarships.

To date, 3,393 WCU scholarships have been awarded to 2,621 graduate and undergraduate students for the 2020-2021 academic year. (Includes athletic scholarships)

MISSION STATEMENT

The Department of Student Community Ethics (DSCE) strives to challenge students to be responsible and engaged community members. The DSCE educates students through the student conduct process, programming, and outreach in order to foster a positive living and learning environment.

3 Year Trend – Total Conduct Incidents

	2018-19	2019-20	2020-21	% Change
# Unique Incidents	491	459	567	23.5%
# Individuals Involved	1,025	894	1205	34.8%
# Charges	1,548	1,153	1,910	65.7%

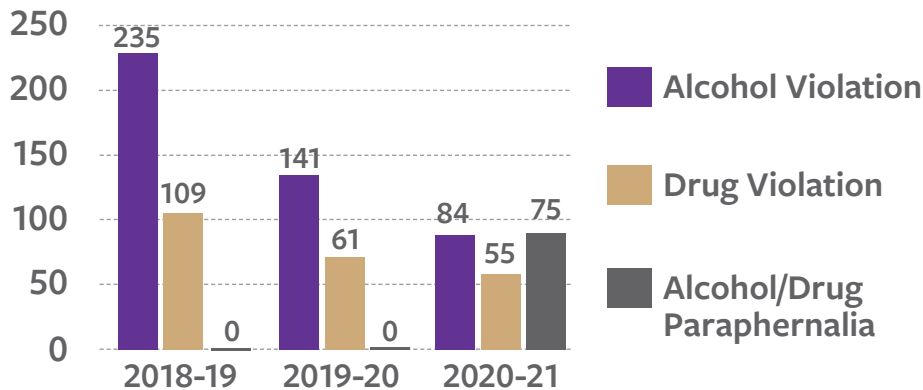
Top 5 Violations*:

1. General Violation
2. Failure to Comply
3. Aiding & Abetting
4. Violation of Law
5. Alcohol Violation

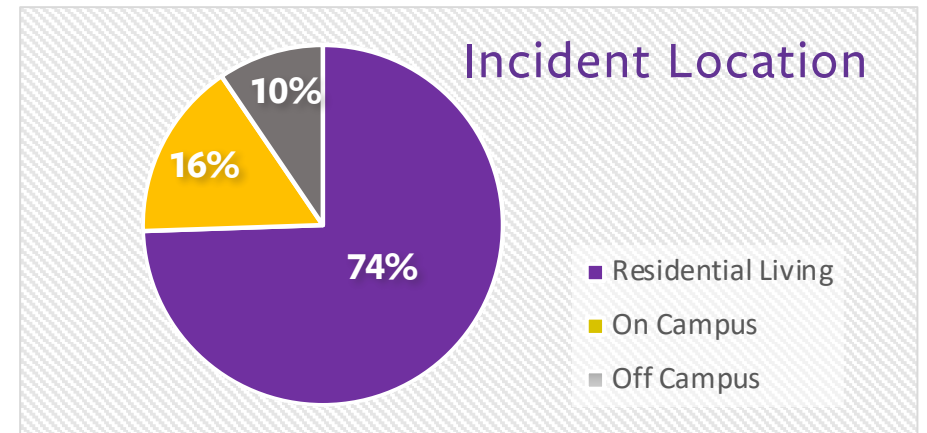
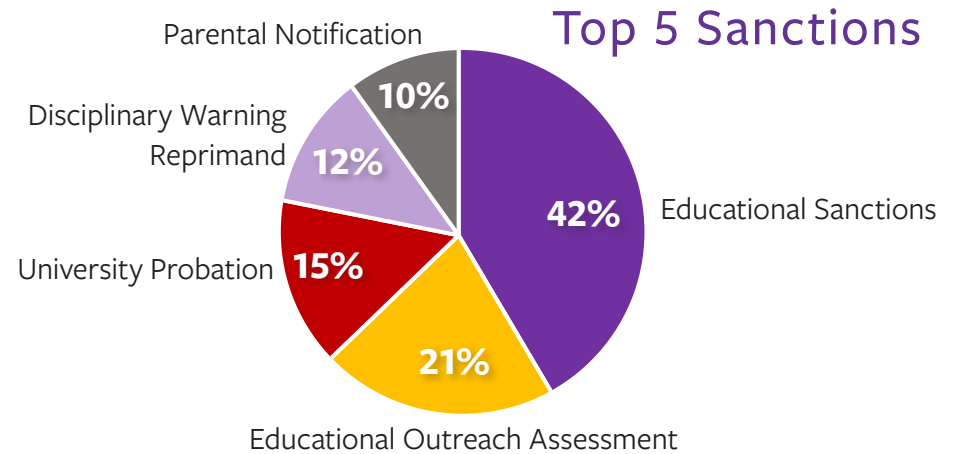
Fast Facts:

- 14 Conduct Hearing Officers
- 688 cases resolved in Initial Meetings
- 143 cases resolved in absentia
- 546 cases related to COVID-19
- Average case turnaround was 9.01 days, down 60% since 2018-19 academic year.

Responsible Findings: Alcohol & Drugs



*Due to the impact COVID-19 had on operations during the 2019-20 & 2020-21 academic years, Top 5 Violations are not comparable with prior years.



Other Items of Significance

- DSCE became fully staffed effective December 7, 2020 with 4 FT employees and 1 Graduate Assistant.
- DSCE caseload now includes some Sexual Violence cases which do not fall into the jurisdiction of Title IX based on the 2020 Department of Education Regulations.
- Undeclared major students have double the responsible findings of any other major.
- The summons process was discontinued effective Fall 2020 semester. Students now receive one official communication per incident.