1990

UA12/2 Student Activities & Organizations
1989-90 Annual Report

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WKU Student Activities & Organizations

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STUDENT ACTIVITIES AND ORGANIZATIONS

1989-90 ANNUAL REPORT

By:

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Contents

I. Introductions
II. Greek System
III. University Center Board
IV. Associated Student Government
V. Yell Leaders and Big Red
VI. Homecoming
VII. Black Student Alliance and Spirit Masters
VIII. Other Programs
IX. Highlights and Concerns
X. Summary
XI. Appendices
I. Introduction

Striving to maintain existing programs and to develop new interests kept the student activities staff busy throughout this 1989-90 year. This report with its attachments intends to provide a basic overview of the office's accomplishments, failures, and concerns. Throughout this review, quality programming surfaces as the area's main priority.

From the onset of the fall semester, the staff initiated, planned and implemented over one hundred programs. Supervisory responsibility added greatly to the office's demands and mandated involvement from all staff members. A team effort prevailed which assisted in fulfilling most of our goals and duties. Unfortunately, many innovative ideas failed to be implemented due to the lack of available resources, especially staffing.

Before advancing into Section II, a commentary regarding the support of other offices is in order. The Student Activities and Organizations office received excellent direction from its administrative superiors - the Dean of Student Life and Vice President for Student Affairs. In no way did the office feel limited due to administrative restraints. Outstanding services provided by the Physical Plant, Food Services, Community Relations office, and Student Life divisions greatly enhanced our efforts and are sincerely appreciated.

II. W.K.U. Greek System

Growth and advancement describe the movement of the Greek system as it celebrated its 25th anniversary. Interest in fraternity/sorority life proved higher than ever before with record breaking pledge numbers. The Interfraternity Council and Panhellenic Association continued to provide developmental programming and received national recognition for their efforts. The W.K.U. Panhellenic Council placed second only to Auburn University for the National Panhellenic Council's Fraternity Month Programming Award, and the Interfraternity Council received recognition by the Southeastern Interfraternity Conference for its excellence in ten of twelve areas concerning fraternity management/programming.

Three major advances regard service, housing and expansion. Philanthropic efforts reflected a tremendous commitment as the Greek community dedicated over $300,000 of goods or dollars to numerous beneficiaries. Housing advanced with the University's approval of a new Panhellenic residence hall including four chapter rooms coupled with the City's development of a University District. The sorority system successfully expanded with a well-planned effort by the Panhellenic and Alpha Gamma Delta which pledged approximately 95 women.
Three areas of immediate concern within our Greek system regard black Greek development, chapter liability and advisement staffing. Efforts must be directed toward establishing an effective network which will enhance all areas of black Greek life. The development of a N.P.H.C. Advisory Board will be recommended this coming year. While the Student Activities and Organizations office continued to bombard chapter leaders with liability information, certain groups failed to realize the issue. Educational efforts must continue while a stronger partnership between the University and national offices develops. Staffing for Greek affairs continued to lose ground while our system grew and became more complex. The Greek system is entering a pivotal era that demands more attention than was offered this past year.

Please review Fraternity/Sorority System Annual Reports for specific information.

III. University Center Board

Charged with the responsibility of providing campus-wide entertainment, the University Center Board (U.C.B.) fulfilled its duty by offering a wide variety of programs on a frequent basis. Many of the best campus entertainment acts performed free of charge to Western students throughout the 1989-90 year.

Advanced contracting and planning proved instrumental regarding office efficiency. Most acts were contracted four months in advance with completed paperwork in file. Efforts were directed toward co-sponsored programs with other university entities, and these proved extremely cost effective. U.C.B.'s relationship with other student life diversions prospered and advanced while participating in joint ventures. Football game tailgating parties seemed to develop capturing interest from both non-traditional and traditional students. Public relations and promotions expanded due to outstanding student leadership.

The 1990-91 budget increase ($20,000 for lectures) helped establish U.C.B.'s total ($96,000) to a reasonable amount. If a contract can be approved for use of Garrett Ballroom by promoters, minor concerts ($8,000 - $15,000) could be offered once a month or more with little financial liability to U.C.B. With the advent of these two conditions, grade and attractiveness should increase in U.C.B. programming.
For a variety of reasons, executive action was taken during the 1989-90 year to approve certain programs. Efforts must continually be made to solicit student input, limit executive/administrative action, and select programs in accordance with student want and desire. Relationships with credible agents has enhanced and facilitated programming; however, caution needs to be taken not to limit U.C.B. business to favored agents/promoters. During the 1989-90 year, most programs were presented at traditional locations (D.U.C., Garrett, and Ivan Wilson). On a selective basis, new locations within the residence hall areas has been recommended for consideration. These include the "Top of the Tower", "Valley", and P.F.T. basketball courts.

For a listing of 1989-90 U.C.B. programs, please see Bennie Beach's overview.

IV. Associated Student Government

Under the leadership of Amos Gott, Associated Student Government (A.S.G.) gained credibility from students and administrators. Due to hard work and diligent effort, A.S.G. should enter the new year with confidence and a better sense of direction. Much credit must be given to last year's officers, especially Amos Gott, Michael Colvin and Van Hodge.

Several A.S.G. accomplishments are noteworthy including the establishment of an officer training program, the development of a forum series, improved communication program, constitutional changes which increased A.S.G. membership and persistent follow-up on passed legislation. Each of these assisted in the movement to better A.S.G.'s image. In addition, A.S.G. gained strength in voicing the student body's interest as evidenced by the altered housing policy, pending changes in the scheduling of finals and the recent action regarding student activity fees.

The primary A.S.G. concern regarded its insufficient budget, ($14,263), however, the 1990-91 allocations ($44,174) remedied this problem and should allow A.S.G. to provide broader and better services to the student body. The lack of interest in A.S.G. officer positions continued to haunt the organization and remained throughout the 1990-91 officer elections in April. Future cultivation of officers is critical! The membership within A.S.G. failed to adequately represent various segments of the student body, and more effort is needed to recruit minorities, commuters, and non-traditional students. The 1989-90 officers expressed a need for the advisor to meet more often with Congress, and plans have been made to accommodate this request.
V. Yell Leaders and Big Red Programs

Yell Leader Programs

The W.K.U. yell leader program (12 member Topper squad and 10 member Lady Topper squad) maintained its past status with little variance. Our program continued to excel in its support of the Lady Topper squad as compared to other institutions' efforts. Budgeting proved acceptable for travel, supplies and awards; however, money was not appropriated for scholarships or a graduate advisor. Orientation, clinic and tryouts continued to be orderly and fairly free of criticism. A promotional brochure was created for use by the Student Activities and Organizations and Admissions offices to recruit potential squad members, and communication interns created a handbook to help inform squad members of their responsibilities. Other successes included an increase in the number of students who participated in tryouts, and the reduction of major and minor injuries. Perhaps the most meaningful component of the program was the wonderful attitude demonstrated by certain leaders within each squad.

Providing proper supervision constitutes the primary concern within the yell-leader program. This past year, the squads practiced an average of 6 hours/week, cheered at 36 home games (6 football, 17 men's basketball, and 13 women's basketball), and travelled to 12 away games (3 football, 4 men's basketball, and 5 women's basketball). The office's administrative secretary was paid a small amount ($660) to assist with this timely task which included duty throughout Spring Break. Serious efforts must be made to finance a graduate advisor or full-time professionals without cheerleading expertise will have to occupy valuable and expensive time simply "supervising" practices and games. Another option is to relocate the program into athletics.

Several difficulties were experienced that reduced both squad's effectiveness. Throughout the year, squad members resigned indicating a lack of commitment and/or dedication, and a sufficient practice area was difficult to schedule at convenient times for the squads. Internal problems transcended into organizational issues which created strife and served as a mandate for greater advisor involvement.
Big Red Program

Alumni Affairs responsibilities to the Big Red program were relocated to the Student Activities & Organizations office in efforts to consolidate mascot and yell leader coordination. The University Relations office continued its past obligations of administering the public appearance component and costume maintenance while Student Activities & Organizations duties were identified as administering tryouts and game involvement. We worked closely trying to better formalize this program and to improve communication.

Major efforts were made to upgrade Big Red entrances, but inclement weather greatly reduced the plans. The number of students serving as Big Red was increased from two to three, and an alternate was added to the team for a total of four members. Upon submitting a video application, Big Red was selected in Universal Cheerleading Association's national mascot competition as one of four finalists. He finished third in the finals competition at Sea World in San Antonio, Texas.

Major concerns regarding the program include insufficient scholarships ($1,200 total), fee schedule for public appearances, crowd involvement, improving/expanding Big Red's market value, and increasing participation in tryouts. Efforts must be made to balance assignments among the three regular Big Reds, and team development needs more attention.

VI. Homecoming

Due to renewed interest and campus wide support, Homecoming 89' (October 21) proved extremely successful, and the entire Student Activities and Organizations staff was instrumental in the design and implementation of the program schedule. Improvements included the addition of the Homecoming Festival of Friends, altering the queen selection process, increased programming, abolishing the parade, and improving communication between students, alumni and university departments.

Several improvements have been suggested for Homecoming 90' (October 6) building upon last year's efforts. Attempts will be made to contract a concert for Thursday night; a Western open-house in the Greenwood Mall have been suggested; and increased media and a talent fair throughout the week is expected. With continued support from other university offices, homecoming efforts should continue to prosper.
The projected budget ($4,000) for 1990 homecoming activities will not suffice, and efforts must be made to increase the amount by $5,000 to $7,000. Suggestions have been made to seek a sponsor, but as homecoming co-chairman, I do not favor this action. It is strongly felt that the financing of homecoming activities should not rely upon solicitation. The notion of Western not being able to afford its own homecoming should not be presented to the public.

Please review the W.K.U. Homecoming 89' packet for detailed information regarding student events.

VII. Black Student Alliance and Spirit Masters

The Student Activities and Organizations office primarily served these groups by administering their budgets ($500 and $1,300, respectively). Our basic philosophy was to accommodate the groups as much as possible within bureaucratic parameters. Allotments to these groups are low, and requests have been made to increase funding [$500 and $2,320 (scholarships), respectively].

Toward the end of the year, efforts were made by the Spirit Masters chairperson to relocate from Student Activities and Organizations office to University Relations area. This effort received the support of the Dean and myself, but no final decision has been made to date.

VIII Other Programs

Our staff continued its involvement in various university functions. Student Activities and Organizations representatives attended open houses (4) sponsored by the Admissions office, conducted student activities and Greek life sessions (approximately 25) at O.A.R. and Community College programs, chaired or served on various committees (sexual assault, A.P.P.L.E., Who's Who, Kentucky Mountain Laurel Festival Selection, International Day, O.A.R. advising,...), presented staff development programs for Residence Life, and conducted leadership seminars for an area high school.

Our office continued to facilitate the registration of student organizations and was pleased with the creation of the Inter-Organizational Council. This group has great potential and merits more attention in the very near future.
The 1990 High School Leadership Conference (April 14) was coordinated by the Student Activities and Organizations office with tremendous assistance from Kim Hoffman. Mailings to every Kentucky and incentive grant area high school recruited 198 students to the conference. This program helped to promote Western and was well received by the participants, according to formal evaluations. Even though it demands much time and effort, the conference should continue. Please review High School Leadership appendices.

IX. Selected Highlights/Concerns

Listed below are major highlights and selected concerns within the Student Activities and Organizations area for the 1989-90 year. Most have been previously mentioned.

Selected Highlights

Continued and Expanded Public Relations Material (see appendices)
Alpha Gamma Delta Expansion and Installation
Interfraternity Council Winning S.E.I.F.C. Excellence Award
Panhellenic Receiving Second Place for N.P.C. Programming Award
Successful Tenth Annual Greek Leadership Symposium
Greek System Raising Over $300,000 for Philanthropies
Establishment of University District Approval of Panhellenic Hall.
Increased Programming by U.C.B.
Advanced Contracting and Planning by U.C.B.
Expansion of Tailgating Programs
Improved U.C.B. Public Relations
Development of A.S.G. Forum Series
Stronger Commitment by A.S.G. Leaders
Increase in Yell Leader Tryout Participation
Big Red Placing Third in National U.C.A. Competition
Sponsorship of Fourth Annual High School Leadership Conference
Improvement of Homecoming
Creation of Inter-Organizational Council
**Selected Concerns**

- Staffing Limitations
- Legal Liability
- Black Greek Involvement
- Frequency of U.C.B. Executive Action
- Yell Leader Supervision
- Marketing of Big Red
- Scholarships for Various Student Leaders
- Homecoming Budget
- Funding for Black Student Alliance
- Relocation of Spirit Masters

**Summary**

Much was accomplished in all components of the Student Activities and Organizations area this past year. The staff worked diligently to serve our students and to make Western Kentucky University a better institution. Mistakes and errors were made which indicate imperfection, and our failures haunt our minds as we plan for the new year. We dedicated ourselves to the cause, attempted new programs, hugged many a student, and wanted to slap a handful. It was a good year, I just wish we could have done more....

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APPENDICES

1.0 Fraternity System Report
2.0 Sorority System Report
3.0 Miscellaneous Greek Life Information
   3.1 1989 Fall Sorority Rush Brochure
   3.2 1989 Fall Fraternity Rush Brochure
   3.3 Tenth Annual Greek Leadership Symposium Program
   3.4 Thirteenth Annual Academic Banquet Program
   3.5 Greek Week Awards Convocation Program
   3.6 Greek Newsletter
   3.7 Spring 90' Calendar
   3.8 Freshman Record
   3.9 1989-90 Philanthropy Report
4.0 University Center Board Overview
5.0 University Center Board Brochure
6.0 Downing University Center/University Center Board Brochure
7.0 Associated Student Government Brochure
8.0 Yell Leader and Big Red Brochure
9.0 Fourth Annual High School Leadership Brochure and Program
10.0 Homecoming Packet