

Longwood University Student Affairs
Student Programming Board (Lancer Productions)
CAS Executive Summary and Action Plan 2008-09

I. Self-Assessment Process:

Committee Selection: It was determined that because the programming board has a direct correlation to the students that there should be a number of students joining faculty and staff on the Student Programming Board CAS Review Team. All in all, there were seven members (two members did not review information) on the committee and a self-study coordinator whom also did not review the information. These members are:

Self-Study Coordinator: Billy Boulden, *Assistant Director of Student Activities*
Faculty Representative: Martha Cook, *Professor of English*
Staff Representative: Sarah Whitley, *Director of First Year Experience* (did not review)
Student Representatives: Cameron Patterson, *Lancer Productions President*
Katie McQuain, *Senior Class Representative*
Ashley Jarrett, *Junior Class Representative*
Monica Ware, *Sophomore Class Representative*
Robbie McCall, *Freshman Class Representative* (did not review)

Review Schedule: The review team met for the first time on Friday October 31st, 2008. This initial meeting began with an introduction, background to CAS reviews, and outlined the process for the Student Programming Board. Onie McKenzie, Assistant Dean of Students, joined Billy Boulden in leading this discussion. The group met two weeks later when review materials were distributed. This included hard copies of some files, a CD filled with additional documents, and the CAS review packets. Reviewers were asked to submit their completed packets back to the Office of Student Union and Involvement during the first week of the spring 2009 semester (January 12-16, 2009). Five packets were received by the end of March 2009. The packets were forwarded to Onie McKenzie whom immediately compiled the results and returned the packets to Billy Boulden. The Student Programming Board CAS Review Team met again on April 22, 2009 to review the results and make suggestions how to better improve the Student Programming Board. These suggestions are located below.

II. Executive Summary

Part 1: Mission Overview:

Program Mission: The mission of Lancer Productions is to provide the opportunity to experience well-balanced social, cultural, educational, and retention events to everyone connected to Longwood including student members, faculty, staff, and community members that help to unite the Longwood community.

Student Learning and Development: Lancer Productions provides students involved in the organization with personal development experiences and the opportunity to plan the programs.

Mission of Longwood University: The mission of Longwood is embodied by Lancer Productions because the organization strives to provide opportunities for members to excel as citizen leaders. In addition, Lancer Productions finds resources to bring educational programs to campus that can enhance the knowledge of our citizen leaders already present on campus and in the community.

Part 2: Program Overview:

Primary Elements of the Program: The focus of Lancer Productions is to bring both entertainment and cultural awareness to Longwood University through a variety of programs such as musicians, spoken word artists, comedians, game shows, lecturers, workshops, and novelty acts among other events.

Evidence of Contributions to Student Learning and Development: Lancer Productions hosted several cultural based events such the Leadership and Diversity event, the Mental Health Awareness event, the Inner Rhythm event, and the Facebook and Student Privacy event, as well as a variety of entertainment events which allowed for many students, faculty, and staff to interact with each other.

Evidence of Program Goals' Achievement: Programs are fairly balanced - they involve everyone - provide social, cultural, educational, and recreational experiences.

Part 3: Leadership Overview:

Program Director Leadership Practices: The program director is given full support of the Office of the Student Union and Involvement and he is trained on organizational operations. In addition, he is in a position in which he is capable of changing things for the better and holds background education in knowing how to obtain goals effectively.

Part 4: Organization and Management Overview:

Institutional Organizational Structures: Lancer Productions has co-sponsoring guidelines, policies for when picking up artists, ordering food, working, and setup for events. In addition, the organization has a number of committees, each with their own roles and responsibilities.

Effective Management of the Program: Lancer Productions has a constitution which helps to guide the organization as it operates. In addition, the advisor and president of the organization seem to have a strong relationship and are involved in the process of the organization together. Furthermore, the Lancer Productions Program Planner is excellent. It serves as a great tool to ensure effective management of the events.

Part 5: Human Resources Overview:

Concerns Related to Staffing the Program: Currently, no major staffing concerns related to the program exist. However, this may be in large due to the relationship between the Assistant Director of Student Activities and the Director of the Student Union and Involvement and the Lancer Productions President. A role and a need could be justified for a graduate assistant for the Campus Programming Board.

Training and Professional Development, Supervision, and Evaluation of Staff Member: The Assistant Director of Student Activities is supervised by the Director of the Student Union and Involvement. There is an evaluation process that takes place annually. There is no information provided to the review team regarding the training and/or the professional development of the staff member.

Part 6: Financial Resources Overview:

Immediate Concerns Related to Funding: Lancer Productions is funded through the Student Government Association where funding is allocated from Student Activities Fees. While funding from the Student Government Association has increased two of the last three years, the allocation period is late in the school year which often presents difficult opportunities for students to take larger roles in the selection of entertainment and can prevent the programming board from block booking with

other institutions for lower rates on artists. Additionally, it is imperative that Lancer Productions receive funding to attend the National Association of Campus Activities regional and national conferences as this is where new artists can be discovered and the programming board can interact with other institutions as well as attend educational programming.

Fiscal Responsibility and Cost-Effectiveness: Lancer Productions has an organized and detailed list of the budget. The budget is also overseen by the Lancer Productions President, the Assistant Director of Student Activities, and the Administrative Assistant for the Office of the Student Union and Involvement.

Part 7: Facilities, Technology, and Equipment Overview:

Immediate Concerns Related to Facilities, Technology, and Equipment: The facilities, technology, and equipment that Lancer Productions uses is maintained by Longwood University. While the technology and equipment has proved sufficient, sometimes the facilities needed to host specific events are not available and forces Lancer Productions to use alternative programming.

Evidence of Facilities, Technology, and Equipment Access, as well as Health, Safety, and Security: At this time no such evidence exists from Lancer Productions outside of the directives of Longwood University.

Part 8: Legal Responsibilities Overview Questions

Crucial Legal Issues Faced by the Program: Every performer Lancer Productions brings to Longwood University is required to sign Longwood University's addendum. This document holds performers accountable to Longwood's standards and policies. The Commonwealth Attorney may be consulted if needed.

Part 9: Equity and Access Overview

Non-discriminatory, fair, and equitable treatment to all constituents: Lancer Productions events are open to the entire student body. Membership in Lancer Productions is open to any Longwood student that wants to join. The organization also works diligently to partner with a variety of other student organizations and departments such as: the English Department, the Department of Multicultural Affairs, the Music Department, the Student Government Association, the National Pan-Hellenic Council, and the Black Student Association.

Imbalances in participation among selected categories of students and imbalances in staffing patterns among selected categories of staff members: There is currently not a specific structure or policy in place for Lancer Productions that helps to offset imbalance in participation among selected categories of students and imbalances in staffing patterns among selected categories of staff members. However, the organization currently does not face difficulties with these imbalances.

Part 10: Campus and External Relations Overview:

Relevant individuals, groups, campus offices, and external agencies the program must maintain effective relationships: Lancer Productions must maintain positive relationships with agencies in which provide performers, academic departments, student groups, and the Student Government Association. However, most importantly

Lancer Productions must develop and foster its relationship with the general student body as these members serve as the constituents for the organization.

Evidence confirming effective relationships with program constituents: The number of events Lancer Productions has collaborated on has increased over the last several years. The Student Government Association has increased its funding of Lancer Productions over the course of the last four years.

Part 11: Diversity Overview:

Contribution to the nurturing of diversity on campus: Lancer Productions has programs that touch on a wide variety of issues. There is a committee designed specifically to work with cultural events and has planned events covering topics such as sexual awareness, race, and women's health.

Serve the needs of diverse populations: The organization serves the needs of diverse populations by providing programs on subjects related to diversity and featuring minority lecturers and performers.

Part 12: Ethics Overview:

Ethical principles, standards, statements, or codes guide the program and its staff members: There are currently no principles, standard, statements, or codes defined by the organization that help to guide the program and its staff through ethical decision making.

Program's strategy for managing student and staff member confidentiality issues: There is currently no strategy defined by the organization that provides a process for managing student and staff member confidentiality.

Part 13: Assessment and Evaluation Overview:

Assessment expectations for the program: It is an expectation that Lancer Productions conducts survey evaluations of several programs throughout the school year. This information is used to determine future events as well as to provide feedback for ongoing production.

Evidence of stated mission, program goals and objectives, and student learning and development outcomes are achieved: No evidence was provided.

In what ways have assessment and evaluation results been used to revise and improve the quality of programs and services: No evidence was provided.

III. Identify areas of Program Strength

A. What percentage of the criterion measures was considered "well met" or "fully met" (i.e., collective average rating of 3 or higher)?

Eight of the thirteen parts of the executive summary received a collective rating above a 3.0. Overall, 63% of the criterion received a score above a 3.0. These sections include leadership, organization and management, human resources, financial resources, legal responsibility, equity and access, campus and external relations, and diversity.

B. Identify the criterion measures that were "well met" or "fully met" (i.e., collective average rating of 3 or higher) and describe areas of exception or significant accomplishment.

Of the criterion measures that were well met or fully met there are two that require special attention. First, Part 11, Diversity received the highest collective rating of any criterion at 3.45. The review committee determined that this is an area that Lancer Productions has worked to be inclusive in not only with student attendance, but also within the selection of performers.

It is clear that the organization has a priority of including as many different student populations as possible.

The other criterion that needs attention is financial resources. The review committee determined that this score of 3.1 may be misleading. Of the seven measurable questions asked to the committee two were unanimously answered “not done” and one was unanimously answered “not reported”. The committee had issue with several of the questions. The first statement reads the program has adequate funding to accomplish mission and goals. The responses varied from 1 to 4. After discussion the group discussed that the answers varied simply because of a misunderstanding of the question. Some thought the question asked whether Lancer Production adequately spent the money while others thought does Lancer Productions have enough more. In the end it was determined that Lancer Productions spends allocated money efficiently and effectively, but an increase in funding would allow the organization to prosper.

The next two questions, the group seemed to be in agreement. Funding priorities are determined within the context of program mission, student needs, and available fiscal resources and the program demonstrated fiscal responsibility and cost effectiveness consistent with institutional protocols are two things that Lancer Productions appears to be doing well.

The next question, Methods for collecting and allocating funds are clear and equitable, also had some concerns for the review team. One member rated a 4 while three others rated “not done” and one rated “not rated”. After discussion, we determined that there is a better way to allocate funding to Lancer Productions.

IV. Identify areas of Program Weakness, Rating Discrepancy, and Insufficient Evidence

- A.** What percentage of the criterion measure ratings was considered “minimally met” or “not met” (i.e., collective average rating of 2.9 or lower)?

The five criterion measure ratings that were considered minimally met or not met include: Mission, Program, Facilities, Technology, and Equipment, Ethics and Assessment and Evaluation.

- B.** Identify the criterion measures on which there was rating discrepancy among raters of two points or more. There are no criteria in which there was a two point discrepancy among raters.
- C.** Identify the criterion measures that were rated as being “not done” because of insufficient evidence. While it was not rated “not done”, the Ethics sections was not rated “not rated”. The committee felt that there was not sufficient information within this section in order to rate the category most effectively.

- V. Write Action Plan for areas of Program Weakness:** Prepare a ranked list of criterion measures that were identified as being “minimally met” or “not met” (i.e., collective average rating of 2.9 or lower). Considering *importance, need, and achievability*, prioritize these measures and write an **Action Plan** for each specifying what needs to be done to address the shortcomings. (Note: Additional initiatives can be suggested to enhance program quality and effectiveness that do not necessarily relate to areas of weakness.)

ORGANIZATION & MANAGEMENT

Action Plans: Develop a Lancer Productions manual that would include policies & procedures, job descriptions, organizational chart, committee structures and committee check lists.

Resources: Lancer Productions, other university program boards

Deadline: May 2010

Personal Responsible: Assistant Director of Student Activities and Lancer Productions President

FINANCIAL RESOURCES

Action Plans: Collaborate with the Student Government Association to receive a lump sum allocation of funding.

Resources: Student Government Association

Deadline: Ongoing

Person Responsible: Assistant Director of Student Activities, Lancer Productions President, SGA President & SGA Treasurer

Action Plans: Develop alternative sources of revenue for Lancer Productions.

Resources: other university programming boards, event promoters, Lancer Productions

Deadline: Ongoing

Person Responsible: Assistant Director of Student Activities, Lancer Productions President, SGA President & SGA Treasurer

FACILITIES, TECHNOLOGY & EQUIPMENT

Action Plans: Continue to advocate for more adequate space. The Student Union is not suitable for all program needs. Additionally, more program space is needed on campus.

Resources: Director of the Student Union and Involvement

Deadline: Ongoing

Person Responsible: Longwood University, Director of the Student Union and Involvement, Facilities Management, and Conferences and Scheduling

ASSESSMENT and EVALUATION

Action Plan: Develop a system and tools to evaluate Lancer Production's programs.

Resources: Assessment Team, Associate Dean for Student Affairs, Director of the Student Union and Involvement

Deadline: May 2010

Person Responsible: Assistant Director of Student Activities and Lancer Productions

Ethics

Action Plan: Lancer Productions will create an Ethics Statement to be included in the Operations Manual that will address the ethical needs of the organization and its members.

Resources: National Association of Campus Activities, Director of Honor and Judicial Program, Director of the Student Union and Involvement

Deadline: May 2010

Person Responsible: Assistant Director of Student Activities and Lancer Productions

VI. APPENDICES: Please attach a copy of the Collective Ratings as an appendix to this document.

Deadline for Submission: _____