DIVISION OF STUDENT AFFAIRS
AY 2017-2018 ANNUAL REPORT
SUMMARY

This document summarizes the annual reports of each of the departments within the Division of Student Affairs. To view each individual annual report, click on the department name listed below.

DEPARTMENT ANNUAL REPORTS
- Athletics
- Graduate Student Affairs
- Public Safety
- Student Affairs Administration
- Student Life
- Wellness

ATHLETICS
- Athletics experienced a successful 2017-18, finishing in the top quarter of 450 Division III institutions in the Learfield Sports Directors’ Cup standings. The Cup is awarded to the nation’s best overall collegiate athletics programs based on a point-scoring system at NCAA Tournaments. Babson had five of its teams compete at an NCAA Championship.
- On the national level, seven Babson teams participated in their respective championships. Baseball won a school-record 35 games while advancing to its second consecutive NCAA regional final. Women’s volleyball advanced to the NCAA round of 16 for the first time in school history. Men’s alpine skiing captured the program’s first slalom championship.
- Fundraising and revenue reached historic highs with the Babson Recreation and Athletics Center. Over $2M in commitments have been secured, including the naming of a number of impressive spaces through gifting. The Brian Barefoot Challenge hit another record high in donations. The department also enjoyed revenue from licensing (bookstore, online spirit store) and facility rentals.
- 54 student-athletes achieved academic all-conference status with a GPA of 3.5 or higher.
- A number of new initiatives were launched in the department, including Project TEAM, a student-athlete mentoring program, a collaborative event with CCD and CWEL, the Beaver Bulletin weekly newsletter, partnering with Special Olympics, and strategic planning for the department.
- Construction on new tennis courts was completed and the facility opened in April. Renovations inside the Webster Center began in earnest in May and the Babson Recreation and Athletics Center remains on schedule with an anticipated completion in fall 2019.

GRADUATE STUDENT AFFAIRS
- This year Graduate Student Affairs (GSA) has been looking forward towards a re-imagined co-curricular experience to match the re-imagined curriculum and to provide more robust student engagement opportunities for our working professional students. We are exploring co-curricular models that will offer students rich leadership opportunities with more defined responsibilities and time commitments, as well as access to more industry-trend based skills that students have been asking for to supplement classroom learning. In addition, after investigating online student life offerings from other schools and gathering feedback from working professional students, we have begun discussions with the team working on the Babson Connector to see what features we can have woven into the next iteration that would serve current students’ co-curricular experience.
- This year we extended the Online Academic Integrity Discussion Module to incoming full-time students. In the weeks before orientation begins they engage in a discussion forum on the topic of Ethics and
Academic Integrity and then participate in a debrief discussion during orientation. The discussion has been very well received by students and seems to provide cohorts the opportunity to consider who they are as a group before they even arrive on campus.

- Graduate Student Affairs partnered with several college departments this year on activities and initiatives focused on goals of Wellness and Inclusion. We participated in the planning teams for Fresh Check Day with the Wellness Office and International Education Week with the Glavin Office. We also collaborated with colleagues from the Glavin Office and Community Standards to design a two session Diversity and Inclusion signature learning experience for the MSEL class. In addition, we are beginning an initiative in partnership with Alumni and Friends to develop a mentorship program for Veteran Students and Alumni.

- This year a change in the club funding process from the Graduate Student Council (GSC) resulted in a sharp decrease in club events. With the new funding model, instead of submitting a single budget proposal for the entire semester, clubs needed to request funds each time they wanted to plan an activity, which likely depressed the number club events. However, the large forums and other groups that typically rely on external sponsorships continued to pursue and realize funding at the level we typically expect to see.

- Conversely, the change in club funding allowed the GSC to put more of their funds toward subsidizing the cost of school-wide, signature events and activities. The average cost for ticketed student events went from $57 in 2016-17 to $33 this year. In the past, we have seen a negative, trailing effect on participation in the year following an “expensive” year, so we always want student activities to be perceived as affordable. We are addressing the club funding process for the coming year to encourage more club productivity, but we are also still trying to find the right “price” for the school-wide activities that we believe are a crucial part of the Babson experience.

PUBLIC SAFETY

- Public Safety understands the importance of empowering the community in prioritizing their own personal safety. This year the department collaborated with many student groups on campus to better understand safety priorities as well as identify valuable programming and educational opportunities that would be well received across campus. Some of these programs included Basic Self Defense Courses, Cops and Conversations, First Aid and CPR, De-escalation and Harm Reduction, and Managing Crisis in the Community training.

- Over the last year, Public Safety has worked closely with ITSD and Facilities in assessing the technological support and advancements for the department. The department is currently working towards upgrading security technology with card access moving towards a SmartCard, identifying additional locations for the installation of security cameras across campus, and most recently, developed an Unmanned Aerial Vehicle UAV/Drone Program and the training of several college staff.

- Public Safety has been closely involved in the master planning both on campus and around the globe (Dubai) in assessing safety and security measures and communication surrounding new construction as well as building renovations across campus. The expertise and working partnerships the Public Safety department has established with colleagues both on and off campus have led to a campus that understands the challenges of expansion and assessing overall safety.

- During the past year, select members of the Public Safety team worked hard to create a professionally well-trained honor guard that has been fortunate enough to be invited to represent Babson College and the Public Safety department at both on and off campus events.

- Professional development and continuous growth of personnel are top priorities. This year, Public Safety assessed the needs of the organization and recognized there was significant talent within the department, which led to the promotion of a Police Officer to Detective as well as the sponsorship of two Community Services Officers to be trained at the Massachusetts State Police Training Academy for the position of Police Officer.
In the fall of 2017 the division hired two external consultants to conduct a mental health and emotional well-being audit. The goal of the audit was to assess whether there are unique environmental factors or institutional dynamics at Babson that substantially influence the mental and emotional health behaviors of undergraduate and graduate students. Following the visit, the audit team provided a set of recommendations based on their findings. As of spring 2018 results of the report have been shared with senior leadership of the college as well as key stakeholders. Specific stakeholders will be reviewing areas to focus on and will determine what next steps to take.

One of the strategic priorities for the Division of Student Affairs is to invest in and support continuous growth, development, and professionalism of all student affairs staff, coaches, and public safety personnel. In the fall an anonymous survey was conducted that was sent to all employees in the division to gather data on their experience pertaining to professional development. After analyzing the results of the survey, a comprehensive professional development resource on the Babson internal Google Drive was created. The documents are divided into four categories – calendar, resources, sponsorship, and templates.

In order to gain a full understanding of the budgets throughout the division, an analysis of revenue, compensation expenses, and non-compensation expenses for each account under the Student Affairs umbrella was conducted. The analysis of current revenue streams led to develop a clearer understanding of gift funds. As a result, this analysis is being used to develop a comprehensive strategy for how to generate additional revenue to support our efforts to enhance the student experience through new initiatives and programming.

Recognizing that navigating the recruitment, onboarding, and offboarding of employees can be an arduous task for managers, a central hub of information was created that managers can utilize for these processes.

Over the past few years we have seen students’ transportation needs and preferences evolve. As a result, we benchmarked transportation offerings at 20 of our peer institutions and conducted a cost analysis of our current shuttle schedule relative to student usage. This data is now being utilized, in conjunction with Student Government Association, to make informed decisions regarding transportation offerings for the future.

The Division of Student Affairs is made up of several different departments, all of which utilize student workers in some capacity to assist in their operations. In order to begin streamlining how student employees are trained and perform standard job functions, we surveyed our student employee supervisors to gain insights into current hiring and training practices and to find out what additional training they feel they need as supervisors in order to be successful. Based on this data, during the next academic year we will develop resources for student employees and supervisors to establish standards and consistency within the division. The ultimate goal is to establish an overarching vision for student employment within Student Affairs to ensure our student employees gain knowledge and skills for the future.

This academic year Community Standards formally implemented mediation and restorative practice initiatives into their portfolio. Numerous student groups and cohorts benefitted from the opportunity to engage in challenging conversations while maintaining respect and civility. These tools were also incredibly beneficial to the College’s response to bias incidents. One collaborative program was developed entitled, “Maximize Your Impact: An Examination of Human Behavior Through the Lens of Inclusion,” which was delivered in two parts to the Master in Entrepreneurial Leadership (MSEL) cohort.

The Roger’s Pub experience for students on campus has improved throughout the 2017-18 academic year as a result of programs, activities, and initiatives that have been initiated to promote tradition and fun. Several new programs include Saturday Brunch, the Pancake Table Raffle, Weekly Specials, and the ability to use Bonus Meals. And, Roger’s is now the place to be on Wednesday nights!
• As a result of student feedback, in partnership with Babson Dining Services the dining hours and Bonus Meal options on campus were expanded. This Beta Testing Program included a comprehensive marketing campaign which was divided into four segments of communication. Part One was comprised of a Teaser Campaign, followed by an Hours of Operation and Bonus Meals Campaign, concluding with the Analysis of the Results. Once the analysis has been completed this information will be utilized to determine hours of operation and Bonus Meals options for the 2018-19 academic year and referenced by the Meal Plan Review Committee.

• The Student Government Association (SGA) allocates funding to undergraduate clubs and organizations across student interests. During the 2017-18 academic year SGA remained committed to supporting Babson’s value of diversity, allocating a total of $81,485 to culturally based organizations, the largest allocation after club sports and the Campus Activities Board.

• Residence Education maximized their usage of Roompact, their primary software service, to better understand the residential experience of residents before major issues surfaced. In the fall semester a text message was generated to all residential students asking them to rate their residential experience by responding: Great, Okay, or Bad. Of the 437 responses 75% replied ‘Great’, allowing the Area Directors and Resident Assistants to target specific outreach to those replying ‘Okay’ or ‘Bad’ and address challenges within the residential experience proactively. Residence Education saw a 35% increase in the number of roommate discussions as a result of this survey over the prior year and a 25% decrease in the number of room changes due to roommate disagreements.

WELLNESS

• Mission and vision statements: The Health & Wellness Department engaged in a collaborative strategic planning process to develop clear mission and vision statements that are representative of each of the services within the portfolio and that connect back to the strategic priorities of the Division of Student Affairs. Guided by the philosophy that wellness is central to students’ academic, personal, and professional success at Babson and beyond, we also believe that in order for students to do well, they must be well; hence, we developed a new tagline for our initiatives: Be Well, Do Well.

• Building a brand identity: In an effort to continue to build a brand identity for Health & Wellness @Babson, staff worked to develop a clear communication strategy to signal that we are part of a larger whole, a collaborative health system within Student Affairs. Our mission and vision statements are represented on our newly designed website, print materials, meeting agendas, and are prominently displayed in each of our office suites in the Wellness Center (Park Manor South Annex), Health Services (Hollister Hall), and Health Promotion (Reynolds Campus Center).

• Counseling Services: saw 361 students this year, representing an overall utilization rate of 10.3% and a slight increase over last year. 53% of clients were students of color and 27% were international students. Anxiety continues to be the primary presenting concern for the majority of students seeking services, followed by adjustment concerns, depression, and relationship issues.

• Health Services: recorded 4,986 appointments this academic year. Significant time and effort was spent analyzing staffing and optimizing hours of operation for the clinic to best meet student and departmental needs. This resulted in some staffing changes as well as converting walk-in hours (previously in the evenings) to a morning Sudden Illness & Injury Clinic (SIIC) where students can be triaged more expeditiously and provided with same-day appointments.

• Expansion of prevention efforts: Sexual Assault Prevention & Response Services (SAPRS) led efforts to expand the Wellness Portfolio’s footprint at the Graduate School, including having a more robust presence at orientation. Alcohol & Other Drug Services, SAPRS, and the Department of Athletics & Recreation completed year one of Project T.E.A.M., a three-year $30,000 grant supported by the NCAA, to develop innovative approaches to address high-risk drinking. Health Promotion expanded its Grit & Resiliency Training to include two courses per semester, in addition to incorporating the abbreviated Thrive program into 15 First-Year Seminar classes.