



**SHEPHERD**  
UNIVERSITY

DIVISION OF STUDENT AFFAIRS







## LETTER FROM THE VICE PRESIDENT

### A Year in the Life of Student Affairs

This report provides data from the 2023-24 academic year. I believe we can all agree that these are difficult and challenging times for higher education. Issues including the FAFSA, the college mental health crisis, a politically polarized country, the growing devaluation of a college education, and difficult budget cuts have all contributed to our angst, frustration, and fear. We continue to provide the highest quality education at an affordable price. While challenging our students to be self-advocates, critical thinkers, and kind individuals. It is during these most difficult times that we remind ourselves why we come to work each day. It's because of our students; it's a conversation with one student that can change lives, it's supporting a capstone presentation, it's listening to our student's debate on state and national concerns, and it's watching them perform in a concert or compete nationally. The wonder of higher education is that just when you think you can't possibly show up one more day with a positive attitude, you do because you don't have to look far to see the fruits of our labor and the continued successes of our students.

Members of the Division of Student Affairs show up every day and are faced with a myriad of challenges and opportunities. The same staff also meet with students who are testing their strengths, learning their value, and finding their voice. Just as we encourage and challenge our students, they do the same for us. The pages that follow are a snapshot of our work in the year 2023-24. A much more detailed report can be found in the Shepherd University Board of Governors Agenda for Tuesday, December 17, 2024. We appreciate your interest in reading about the work we do and for your continued support and collaboration.

*-Holly Morgan Frye, Vice President for Student Affairs and Director of Community Relations*

#### Highlights:

- Our students joined with Jefferson County to raise over \$70,000 for the American Cancer Society.
- A new, outside green space was built for Counseling Services to use while working with students – all paid for through grant funds.
- Revenue grew by 6% ahead of expenses which grew at 3%. We saw continued post-COVID progress back toward break-even cash flow, which can be achieved once fees are recalibrated.
- Accessibility Services continues to support the rising number of students with an accommodation.
- Individual and Group Counseling Sessions continue to rise while our Counselors completed nearly 600 hours of outreach programming to our campus.
- Appointments at our Health Center increased by 8%.
- The number of Behavioral Intervention Team reports dropped by 14 but the complexity of the crisis's intensified.
- Attendance at student events exceeded pre-pandemic numbers.
- The Student Success Center reported another successful year for students in the Shepherd Success Academy.
- Although the year has been complex, we always have much to celebrate. We need to look no further than our student body to fully understand that.



orientation  
weekend  
activities

HAPPY FINALS WEEK



Image Uploaded for Event Cover Photo

FINISH YOUR HAPPY PLACE



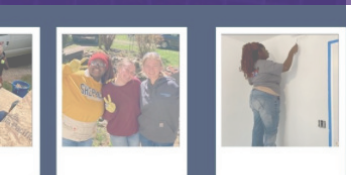
AST DZ SSS

FALL '23 FORMAL RECRUITMENT

REGISTER FOR THE HOMECOMING PARADE!



RELAY



ALTERNATIVE  
SPRING BREAK

MIDNIGHT  
BREAKFAST

PAJAMA PARTY



"Grow Yourself- Be the Change!"  
STUDENT LEADERSHIP CONFERENCE  
Saturday, February 3, 2024

## Highlighted Programs and Events

### AUGUST 2023

New Student Move-in  
LEADS Program  
Welcome Week

### SEPTEMBER 2023

Family Weekend  
Involvement Fair  
Save-A-Life Day  
Ram's Rally for Respect  
Fraternity & Sorority Recruitment  
Trauma-Informed Care Training

### OCTOBER 2023

Homecoming and Founders Day  
Flu/COVID Vaccine Clinic  
LGBTQ+ Know your Rights Training with ACLU

### NOVEMBER 2023

Military Appreciation Day Football Game  
Mask of Masculinity &  
Men's Mental Health Campus Conversation

### DECEMBER 2023

Finals Fastbreak  
Midnight Breakfast

### JANUARY 2024

Convocation and New Student Welcome

### FEBRUARY 2024

Leadership Conference  
Consent Week

### MARCH 2024

Alternative Spring Break

### APRIL 2024

Student Recognition Day  
Relay For Life  
Earth Day Events  
Midnight Breakfast

### MAY 2024

SU Commencement



76TH ANNUAL  
STUDENT RECOGNITION DAY



SAVE A LIFE  
FREE NARCAN DAY



# SHEPHERD L.E.A.D.S.

**AUGUST 2023**

Shepherd L.E.A.D.S. (Leadership. Education. Action. Development. Service.) provides an experience for new students to make connections, gain knowledge and skills in navigating college, and engaging in community service prior to the beginning of the fall semester. In an effort to establish relationships and skills, this program is the first step to retaining successful students and developing campus leaders.

## SPEAKEASY EVENT

**FEBRUARY 2024**

In the style of a 1920s African American speakeasy, this Multicultural Student Affairs event created a collaborative evening of sharing music, poetry, dance, and an experience of history during the time of the Harlem Renaissance in New York City, known as a time of social and cultural revival of Black literature, music, stage performance, politics, and art.



## RELAY FOR LIFE

**APRIL 2024**

The American Cancer Society's Relay For Life is a life-changing event that gives everyone in communities across the globe a chance to celebrate the lives of people who have battled cancer, remember loved ones lost, and fight back against the disease. The student led event raised over \$70,000 to support research, resources, and support for our survivors.

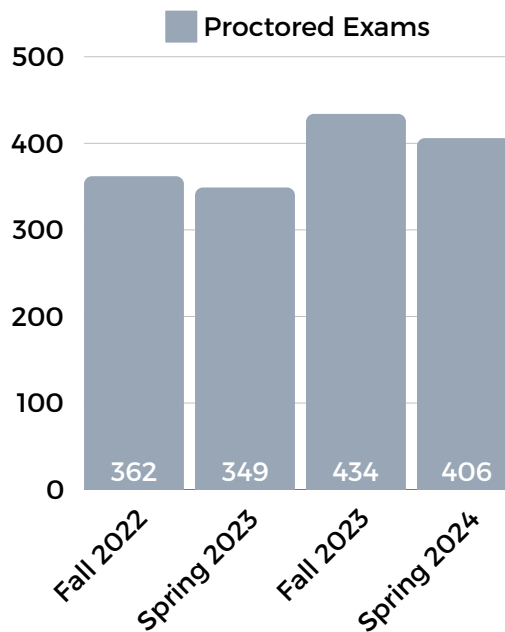
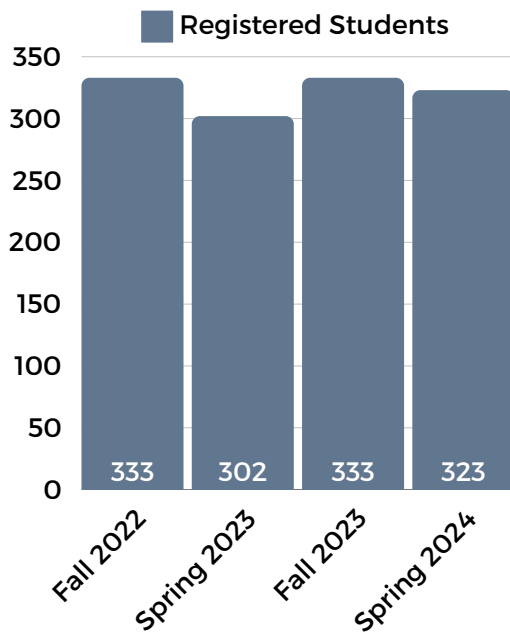
## SERENE GREEN

**SUMMER 2024**

A \$7,000 grant was awarded to WVCIA Student Leader Katarina Ramirez Cubas hired through a Marshall University grant to represent Shepherd. The grant money was used to support student mental health, well-being, and substance use reduction which went towards improvements to "The Well" and establishing an outdoor space.



## Accessibility Services



Accessibility Services continues to see an increase in the intensity of student diagnoses and needs. Efforts to help these students include collaborative meetings with campus partners between Accessibility Services staff, the Student Success Center, and TRiO SSS to provide more in depth, one-on-one support.

-Jess Anders

## Campus Services

- Revenue grew by 6%, largely on the strength of increased on-campus occupancy, Wellness membership revenue, and conference services.
- Expenses only rose 3%.
- Continued post-COVID progress back toward break-even cash flow.
- Need to finish recalibrating fees to correct for fee rate increases lagging behind inflation experienced over last several years.
- Solid successes experienced in the following areas:
  - Housing retention
  - Course materials cost savings to students via Inclusive Access



## Counseling Services

Counseling Services staff, Athletic Training staff and the Division of Student Affairs leaders worked together to review and implement NCAA best practices in student-athlete mental health support. These include providing consistent mental health screening, collaborating with Shepherd University's mental health clinicians to follow up with students identified as at-risk, providing pathways for support and normalizing mental health challenges to reduce stigma and increase caring connections for student athletes.

Counseling Services partnered with Student Government Association and the Director of Student Activities and Leadership to provide Question, Persuade, and Refer (QPR) suicide prevention trainings to students interested in participating in the Green Bandana Project. This project provides training for students interested in becoming allies in supporting campus mental health and suicide prevention efforts. Students who complete the training receive a green bandana that they can tie onto their backpacks to identify them as peer allies.

### **IN FY24, COUNSELING SERVICES OFFERED 8 QPR-SUICIDE PREVENTION TRAINING COURSES:**

**AUGUST** – RA'S AND HD'S

**SEPTEMBER** – GREEN BANDANA PROJECT

**OCTOBER** – MULTICULTURAL LEADERSHIP TEAM

**NOVEMBER** – GREEN BANDANA

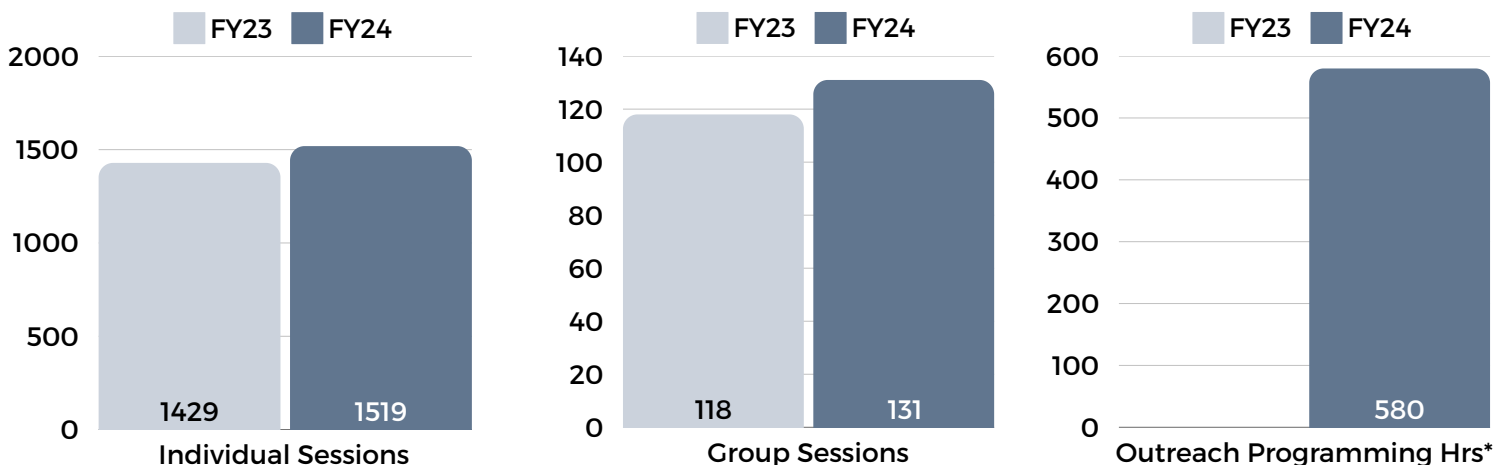
**DECEMBER** – ATHLETICS

**JANUARY** – WOMEN'S LACROSSE

**FEBRUARY** – GREEN BANDANA

**MARCH** – GREEN BANDANA

The Counseling Services Director requested state-wide guidance in updating policies and procedures in the spring of 2023. HEPC took the request and created a funding opportunity for a \$25,000 Special Projects Grant for Campus Mental Health Collaboration. Counseling Services applied for and was awarded this grant in August of 2023. This grant consists of partnering with five similar sized state institutions of higher education to assess needs, increase access to research, best practices and nation-wide collegiate mental health organizations including AUCCCD and NABITA and will allow for training on risk assessment and management as well as policy sharing and updates to create a model for other state institutions to replicate.

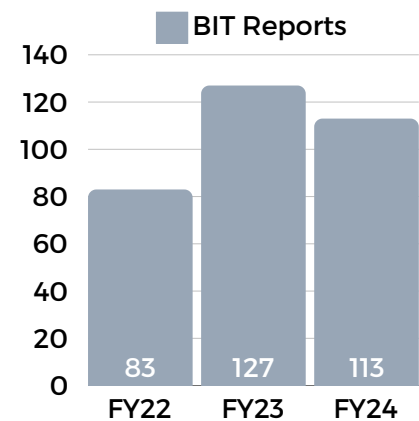


\* Tracking of Outreach Programming Hours began in Fall 2024

# Dean of Students and Behavioral Intervention Team

Many students have shown tendencies to resistant assistance, have some level of barrier to engaging in support resources, or are completely non-responsive to reach outs from BIT members making the creation of support strategies even more difficult. Due to a significant increase of students entering Shepherd with pre-existing mental health conditions or developing critical level conditions, the need for specialized assistance has become more necessary now than ever before. Planning for these services is also challenging since there is not a method to predict the exact crisis that may arise. However, currently, BIT members are consistently seeking opportunities to meet the needs of students through training, gathering support, and diversifying resources available within each individual area. While there were many challenges for BIT this year, there were equally as many successes. Each student referred to BIT was provided with direct and indirect contacts with specific information about resources and support available. BIT Reports decreased slightly over the past year from 127 to 113 in 2023-2024. Almost half of BIT reports occurred during the first two months of classes.

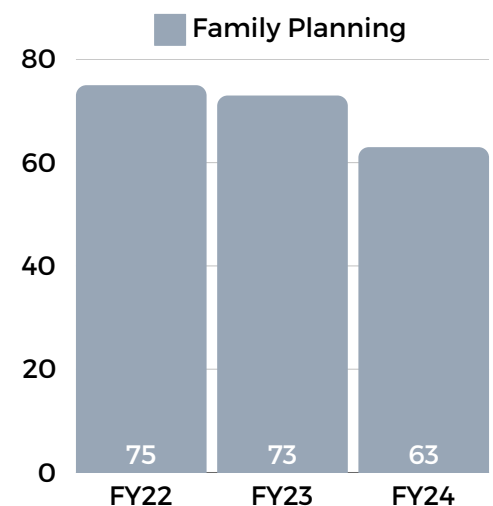
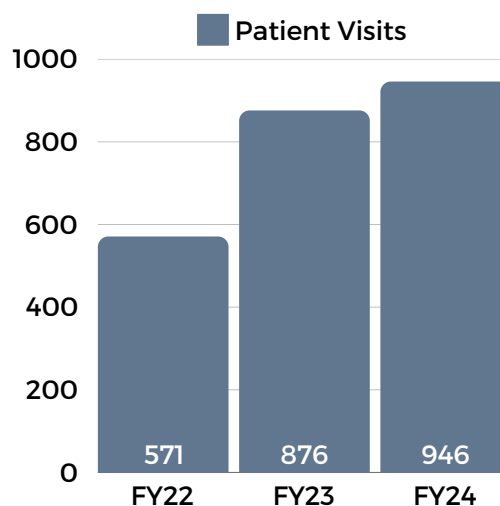
Artificial Intelligence (AI) use increased significantly over the past year and warranted specific clarification in the Academic Dishonesty Policy to prohibit unauthorized use. The Dean of Students Office developed and distributed the Academic Dishonesty Guidebook to all faculty through the Provost's Office as well as presented during a Professional Development opportunity for faculty members.



## Health Center

**We continue to see an increase in mental health issues with students, some of which require medical management by the Nurse Practitioner. One trend we noticed was an increase in non-traditional students seeking our care, due to lack of insurance or under insurance. Our Family Planning clinics saw a decrease in visits, which could be explained by students acquiring birth control online.**

*Becky Boehler, RN*





# STUDENT SUPPORT

“One of our greatest successes is that we remain a valuable resource to the students who use our services.” - Becky Boehler

“At Shepherd, the story begins with an expectation of respect and a belief that every member of our community has value and deserves to be treated with human dignity and care. We strive to encourage healthy communication, civility, and a curious approach to life-long learning and personal growth through accountability. The message of respect and accountability fosters the belief that we all play a role and take responsibility for the choices we make, the impact of our actions, and the collective safety and success of our community”. - Annie Lewin

# Title IX , Social Equity, and Multicultural Student Affairs

Over the course of the year, the Office of Social Equity, Title IX, and Multicultural Student Affairs collaborated with community and campus partners, including the Eastern Panhandle Empowerment Center, Shepherd Counseling Services, and the Shepherd Common Reading program. Two programs were offered with more than 60 in attendance. The Shepherd Common Reading book for the year was No Visible Bruises: What We Don't Know About Domestic Violence Can Kill Us, a book that examines the complexity of intimate partner violence and its far-reaching effects, shedding light on the societal and systemic factors that perpetuate abuse, while also offering insights into how we can work towards prevention and support for survivors. The book, training, and collaboration events this year brought to light intersections of socio-economic, gender-based, and racial justice work and the importance of restorative practices to prevent and repair harm. The trauma-informed trainings were planned as a collaboration to start the discussion about the book and integrate trauma-informed practices into the campus culture. Shepherd alumna and Director of the EPEC, Katie Spriggs presented two sessions, one geared toward Athletics and SUPD staff, and another for all faculty/staff where participants were able to learn about the physical and mental health impacts of trauma, ways that trauma affects how individuals receive and respond to resources, how we can integrate trauma-informed care into the institutional framework, and various tools for working with individuals who have experienced complex trauma.

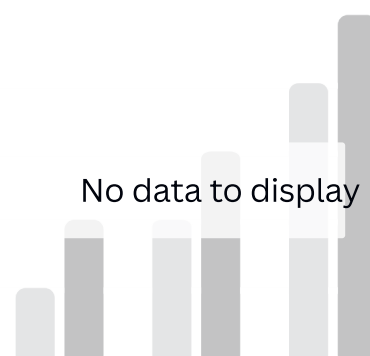
NCAA Policies require that institutions engage in annual and ongoing comprehensive prevention education for all Athletics administration, staff, and students making them aware of prevention, intervention, and response/resolution for harassment and violence. Topics covered this year included boundaries, communication, consent, digital awareness, healthy relationships, power dynamics, ethics, equity, and respect. All student-athletes were trained during the academic year by Annie Lewin.

## Student Activities

Student Government Association (SGA) leadership planned and hosted the first 'By Students For Students' legislative candidate forum in partnership with the Stubblefield Institute to foster civic engagement and allow students to ask questions of the candidates for WV House of Delegates (Districts 97, 98, 99, and 100) as well as State Senate (District 16).

SGA has seen a reduction in budget over the years with SGA student employment funding eliminated all together in 2020. Shepherd University's SGA executive board is the only one in West Virginia where students do not receive a salary, stipend, tuition waiver, or scholarship for their service.

Program Board, made up of 12-15 students, averaged 96 events during the last two academic years. These events are well attended, as you can see in the chart, and provide a variety of activities focusing on creating a sense of belonging for students, campus, and the greater community.



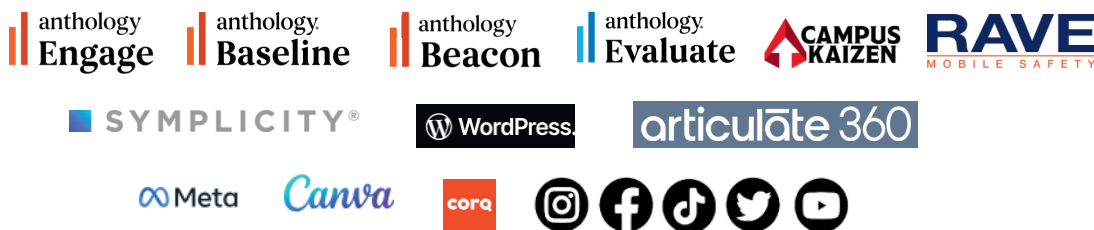
# Student Community Services

This academic year brought many substantial, positive changes. The year started with a formal RamPulse Community Service Training to the Multicultural Leadership Team and service chairs within student organizations on campus. A presentation of how Shepherd views and defines service hours was a large part of this training. These defining conversations and activities led to a 53% increase in logged service hours and a sharp increase in the quality-of-service hours.

Stories of student success and connection ring loud in the Office of Student Community Services. The Relay For Life Event Chair was accepted into Medical School and this summer is completing more cancer research. Our staff was able to witness firsthand Shepherd University students whose lives or families were affected by different ailments, whether that be poverty, cancer, or something else. These same students transitioned their energy into service. Staff witnessed students enjoying their work in the community so much that they decided to peruse something similar as a career path. Students recognized their individual potential and impact on the world. Through the work of this office, the academic experience was enhanced.

## SA Information Systems

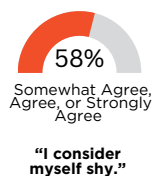
Throughout the year, the Principal Systems Analyst assists end users with technical support and trainings while maintaining corporate relationships with our partners.



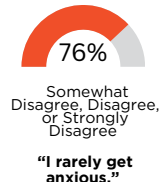
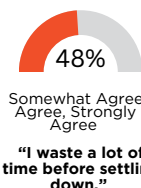
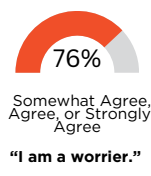
The Student Strengths Inventory (SSI) is an instrument that measures non-cognitive or psycho-social attitudes and behaviors of our incoming students. The SSI seeks to measure the following factors: Academic Engagement, Academic Self-Efficacy, Campus Engagement, Educational Commitment, Resiliency, and Social Comfort. Anthology states, "These factors, sometimes referred to as Grit, can help educators classify and organize conversation and advice to students based on behaviors and trends that are not typically measured via cognitive or academic measurement. The SSI is intended to be taken by first-time college students." The Principal Systems Analyst and the Assistant Director for Student Success began analyzing the results from surveys starting in 2018.

First-time college students continue to enter college with anxiety and lacking skills in managing frustration, preparing their mind and body to learn, and engaging with strangers. It is critical for our staff and faculty to recognize the importance of slowly and efficiently integrating new students into the college environment. This may look like how faculty approach group learning or how faculty shape their own expectations of our student's confidence in succeeding. It also may look like staff shaping how they approach students about getting involved in clubs and organizations, types of activities they offer or how they invite students to social activities.

**ENGAGEMENT** category



**EMOTIONAL** category



**SOCIAL** category



# Orientation and New Student Programs

Orientation staff work year round with several offices on campus, including but not limited to Admissions, Advising Assistance Center, Dining Services, Athletics, IT, and more. Led by Student Affairs, staff from across campus come together to plan and implement programs that assist students in their transition to college. Each year the program changes based on survey results and conversations with students, families, and faculty. All new, re-admit, first year and transfer students are equally supported.

On April 22, 2024, the Orientation Program team worked together with Dr. Sally Brasher, Director of Shepherd University's Honors Program, Admissions, and the Advising Assistance Center to create a specialized date for Honors students to come to campus, thus strengthening this population's interest in attending Shepherd. 36 students were invited to this event and of those, 34 attended. Those who attended participated in an accelerated, abridged version of orientation that allowed the Honors students to be the first to select their Fall 2024 courses.

## Student Success Center

The Shepherd Success Academy (SSA) is proud to report another positive year of success. Staff have thought creatively and begun to implement different approaches to serve as many students as possible, such as designating walk-in hours (currently at least four a week), and we also intend to enhance the Peer Success Leader program to help assist in follow-ups and other daily student management and support.

The chart below shows the retention success of the SSA students compared to the Sample B cohort (students who chose not to join the SSA). Persistence from fall to spring was 12.8% higher and retention from fall to fall was 14.5% higher for students who benefited from coaching through the Shepherd Success Academy.

Term	Cohort	Cohort N	Spring 1			Fall 2			Four-year graduation		Six-year graduation	
			Retained		Diff	Retained		Diff	N	%	N	%
			N	%		N	%					
Fall 2017	SSA	36	32	88.9%	13.9%	28	77.8%	25.0%	14	38.9%	22	61.1%
	Sample B	36	27	75.0%		19	52.8%		3	8.3%	12	33.3%
Fall 2018	SSA	35	35	100.0%	20.7%	24	68.6%	13.4%	10	28.6%		
	Sample B	29	23	79.3%		16	55.2%		5	17.2%		
Fall 2019	SSA	36	32	88.9%	8.3%	22	61.1%	0.0%	7	19.4%		
	Sample B	36	29	80.6%		22	61.1%		7	19.4%		
Fall 2020	SSA	51	41	80.4%	11.8%	34	66.7%	23.5%				
	Sample B	51	35	68.6%		22	43.1%					
Fall 2021	SSA	41	38	92.7%	14.6%	26	63.4%	22.0%				
	Sample B	41	32	78.0%		17	41.5%					
Fall 2022	SSA	45	41	91.1%	4.7%	30	66.7%	12.1%				
	Sample B	44	38	86.4%		24	54.5%					
Fall 2023	SSA	41	39	95.1%	17.1%							
	Sample B	41	32	78.0%								
FALL 2024	Sample A	28										
	Sample B	28										
Total	SSA	285	258	90.5%		164	57.5%					
	Sample B	278	216	77.7%		120	43.2%					

Data derive from HEPC data submissions and from Banner. Lists of students in each group are provided by Student Affairs.

"Cohort" is the number of students in the initial group in the listed fall term.

"SSA" is the group of students participating in the Shepherd Success Academy in the listed term (as provided by Student Affairs).

"Eligible" is the group of students who qualified for the Shepherd Success Academy in the listed term, but that did not participate in the Shepherd Success Academy (as provided by Student Affairs).

"Semester GPA" is the mean semester GPA (GPA for courses taken in that semester) for the listed group as of the end of the listed term.

"Cumulative GPA" is the mean cumulative GPA (GPA for all courses) for the listed group as of the end of the listed term.

"Retained" is the number (and percentage) of the original cohort that enrolled in the listed term.

"Fall 1" is the first fall (the fall of entry); "Spring 1" is the following spring; "Fall 2" is the second fall (one year after entry).

The Fall 2023 cohort has not yet completed its second fall at Shepherd; thus, no "Fall 2" information is yet available.

"Four-year graduation" is the count (and percentage) of students who graduated with the baccalaureate within four years of entry.

"Six-year graduation" is the count (and percentage) of students who graduated with the baccalaureate within six years of entry.

Not all cohorts have complete four (or six) years at Shepherd as of July 2024; thus, not all cohorts have four- or six-year graduation rates here.

Note:

Lists of "SSA" and "Sample B" students are as provided by Student Affairs on 7/25/2024.

In some cohorts, lists provided by Student Affairs included students who show no class registrations in Banner for the listed term, and who do not appear in the HEPC Fall census data for the listed term. Per national reporting guidelines, these students are excluded from the cohorts tracked here. These are: Fall 2018 Sample B cohort (six students); Fall 2023 SSA cohort (one student); Fall 2023 Sample B cohort (one student).

In Fall 2022, the "Sample B" list provided by Student Affairs contained 45 students. However, one student was included twice on the list. The second listing is removed from the cohort, resulting in a "Sample B" cohort of 44 students for Fall 2022.

## L.E.A.D.S. PROGRAM

In August of 2023, the Student Success Center developed L.E.A.D.S. The program provided a meaningful transition from high school to Shepherd University, fostering leadership, service, holistic learning, and civility, all in an engaging environment through daily programming, presentations, and FYEX course topics led by faculty, staff, and community partners, focusing on leadership, advocacy, college preparation, and service, all while enjoying fun and engaging activities. Participants attended workshops that deepened their understanding of themselves, their peers, the campus, and the mission and values tied to these elements. Workshops such as "College Writing Basics," "Problem Solving," "True Colors," and "Stepping into Brave Spaces," culminated in two Days of Service; one to the community and another to help other first-year students move in. Through these experiences, LEADS students gained essential practical skills and emotional intelligence, enabling them to navigate interpersonal and professional relationships and understand the significance of service to the campus community. Fifty students participated in this year's L.E.A.D.S. program.



# LEADERS OF TOMORROW



The Office of Student Activities and Leadership partnered with the Stubblefield Institute's ListenLearnEngage initiative and the Multicultural Leadership Team to sponsor the 39th annual Student Leadership Conference: "Grow Yourself: Be the Change" on February 3, 2024. This full-day conference is free for all students and was attended by 121 participants and featured a keynote address from Dr. Jim Cherry, 15 concurrent breakout sessions, and a closing reflection session. Workshops focused on leadership skills, service, and how to take action to make positive social change. The Director of Student Activities leveraged relationships with alumni, community leaders, and Shepherd staff to present all sessions at no cost to the University.

Various staff from the Division of Student Affairs presented a variety of topics. Rachael Meads, Director of Student Activities and Leadership, facilitated round table discussions and the closing key note speech. The Director of Accessibility Services presented Neurodiversity: The Power of Differences where students learned about neurodiverse leadership qualities. The Principal Systems Analyst presented on leading with Emotional Intelligence.

Student feedback was positive with 80% strongly agreeing that they gained new skills, insights, or information that can be applied to academic and/or campus involvement by attending the Conference, while 82% stated the presenters were dynamic and interacted well with the audience.

This year's female identifying **Oliver S. Ikenberry Award recipient** was awarded to an individual who champions the student body and fosters constructive change within her community. This student, a dedicated political science major, was actively involved in local and state-level politics, and tirelessly amplified student voices. Her unwavering passion, diligence, and proactive engagement deserved this recognition. She is a strong decision-maker while also guiding others toward positive outcomes.

Her innate talent to connect with her peers and the larger community made others feel that Shepherd is a place where they belong. This individual not only stepped up in her leadership abilities, but she stepped up in ways that were not broadcasted. This showed her true selflessness and commitment to making the community a better place. In an often polarizing world, she created unity among Shepherd students to help them find the fellow peers and resources they need. This year's Oliver S. Ikenberry Award went to Chelsea Wells.



This year's male identifying **Oliver S. Ikenberry Award recipient** was awarded to a member of Delta Sigma Pi and the Accounting Club. He was never too busy to help whenever and wherever he could. He gave his time and energy to our Relay For Life event that took place on campus in April 2024, all while double majoring and working on two capstones. For Relay, he served as the Accounting Chair and exhibited leadership through planning and participating in fundraising events. He also helped with registration and accounting services during the event.

Additionally, he double majored while also taking graduate courses in the MBA program, averaging roughly 18 credits a semester, and is a McMurren Scholar. He was the secretary for the Accounting Club and helped with numerous fundraising and charity events. He was and still is willing to lend a helping hand to his fellow Rams. For these reasons and more, this year's Oliver S. Ikenberry award went to Tristan Trigger.



The **Excellent Service to Students Award** distinguishes a staff member who has been especially supportive of Shepherd students. They have shown that they value students by enthusiastically and capably serving them. The 2024 Excellent Service to Students Award was presented to Jessica Anders.

Jessica Anders is the Director of Accessibility Services. In this role, she helps students with diverse needs to achieve their academic and social potential, and she supports and provides resources for the faculty. Jessica is known as a good listener and strong student advocate. Students say that she makes them feel more seen, heard, and comfortable on campus. One nominator said that Jessica “always puts the students first” and she strives for fair and respectful solutions to the challenges faced by students.

ANDERS



The **Above and Beyond Award** goes to a staff member who has often exceeded standard expectations to assist people and accomplish goals. By being positive and productive, the employee helps to make Shepherd a great place to work. The winner of the 2024 Above and Beyond Award is Melanie Ford.

Melanie received 10 separate nominations for the Above and Beyond Award. One of them said, “Above and beyond seems like a phrase that was invented to describe Melanie Ford!” Melanie has contributed to Shepherd in a unique way this year. In addition to her role as Principal Systems Analyst for the Student Affairs Division, she has been serving as the Interim Athletic Director at a very challenging time. Many people noted Melanie’s strong work ethic, her grace and kindness, her patience, and her authenticity. They described her as trustworthy, poised, professional – and fun to work with! Melanie is credited with revitalizing Relay For Life and Alternative Spring Break – two beloved Shepherd traditions.



FORD

# Years of Service **Milestones**

YEARS

**35**

**Sgt. John D. Brown**

Police Department

**30**

**Ms. Robin Hosby**

Office of Residence Life

**30**

**Chief Lori Maraugh**

Police Department

**05**

**Jake Mellow**

Dean of Students

**05**

**Hannah William-McNamee**

Student Success Center



# SHEPHERD UNIVERSITY

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**DIVISION OF STUDENT AFFAIRS**