Student Affairs
2012 Year In Review
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Student Affairs
2012 Year In Review

Message from the Vice Chancellor

I am pleased to share the Student Affairs Year In Review report for 2012. The following pages are a brief summary of activities and accomplishments that took place over the past year.

I appreciate the contributions made by the Student Affairs staff. I am proud and honored to work with such a talented group of individuals. Likewise, I am grateful to campus colleagues and members of the community for their involvement in the collaborative efforts involving Student Affairs.

Students are at the heart of everything we do in Student Affairs. Our mission is to provide services and co-curricular experiences to enhance students’ learning and development to enrich their lives. In this report, you will see our progress and success as we uphold our mission and continue to advance towards excellence in assisting our students.

Sincerely,

William R. Stripling, Ph.D.
Vice Chancellor
Student Affairs

Student Affairs Mission Statement

We provide services and co-curricular experiences to enhance students’ learning and development to enrich their lives.
Student Affairs Administrative Team

**WILLIAM R. STRIPLING**  
*Vice Chancellor for Student Affairs*  
Ph.D., Southern Illinois University  
Ed.S., M.R.C., Arkansas State University  
B.A., University of Tampa  
Years of Student Affairs Service: 33

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**LONNIE R. WILLIAMS**  
*Associate Vice Chancellor for Student Affairs*  
Ed.D., Ed.S., M.Ed., B.S., University of Arkansas  
Years of Student Affairs Service: 36

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**CRAIG R. JOHNSON**  
*Assistant Vice Chancellor for Student Affairs*  
Ed.D., Arkansas State University  
M.S., Mankato State University  
B.A., Bethel College  
Years of Student Affairs Service: 29

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**BETH SILVERTHORN**  
*Executive Assistant to the Vice Chancellor*  
M.B.A., B.S., Arkansas State University  
Years of Student Affairs Service: 9

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**RANDALL TATE**  
*Dean of Student Leadership*  
M.A., Ball State University  
B.S., Southern Illinois University, Edwardsville  
A.A., Kaskaskia College  
Years of Student Affairs Service: 27
Student Affairs Department Directors

MARKE QUARLES
Director of Career Management Center
Ed.D., University of California at Santa Barbara
M.A., California Polytechnic University
B.S., California Polytechnic University
Years of Student Affairs Service: 14

PHIL HESTAND
Director of Counseling Center
Licensed Psychologist, LPC Supervisor
Ph.D., University of Oklahoma
M.Ed., B.A., University of Central Oklahoma
Years of Student Affairs Service: 14

DAVID MILLER
Director of Sodexo Dining Services
B.S., University of Missouri-Columbia
Years of Higher Education Dining Service: 27

JENIFER RICE-MASON
Director of Disability Services
Ph.D., Southern Illinois University
M.Ed., M.S., East Texas State University
B.S., Ouachita Baptist University
Years of Student Affairs Service: 35

TERRY FINNEY
Director of Financial Aid and Scholarships
M.Ed., Arkansas State University
B.A., University of Tennessee
Years of Student Affairs Service: 25

MARTHA SPACK
Director of Leadership Center
M.S., Arkansas State University
B.S., Arkansas Tech University
Years of Student Affairs Service: 8
DAVID MCKINNEY  
*Director of Parking Services*  
Ed.S., M.P.A., B.S., Arkansas State University  
Years of Student Affairs Service: 10

TAMMY FOWLER  
*Director of Recruitment*  
Ed.D., Ed.S., M.S., B.S., Arkansas State University  
Years of Student Affairs Service: 17

PATRICK DIXON  
*Director of Residence Life*  
M.S., B.A., Mississippi State University  
Years of Student Affairs Service: 21

VICTORIA WILLIAMS  
*Director of Student Health Center*  
A.N.P., American Nurses Credentialing Center  
M.S., Arkansas State University  
Years of Student Affairs Service: 4

ANGELA DANIELS  
*Technology Services Coordinator*  
Ed.S., M.B.A., B.S., Arkansas State University  
Years of Student Affairs Service: 13

ROSEMARY FREER  
*Director of Testing Center*  
M.S., Arkansas State University  
B.S., Hendrix College  
Years of Student Affairs Service: 16

RANDY MARTIN  
*Director of University Police Department*  
B.A., University of Arkansas-Little Rock  
Years of Student Affairs Service: 28
New Sorority Housing Construction

Five new homes where members of Arkansas State University’s Greek sororities will reside are well under construction and progressing toward the target completion date of August 2013. Students are expected to occupy the homes in the fall of 2013.

Each house has the same 8,052 square foot floor plan. The interiors will have unique color options. Each house will have a unique front portico and variability in brick color to differentiate.

The organizations have outgrown space in the University Residence Hall. Growth potential in Greek membership on the Jonesboro campus is similar to significant growth in Greek membership at campuses across the nation. In fact, ASU’s enrollment has steadily increased for the last decade and the student population is growing faster than housing can be constructed.
University officials announced in July 2012 that Zeta Tau Alpha sorority was returning to ASU following the extension of the chapter by the national ZTA office. In addition, Zeta Tau Alpha revealed, as part of its re-colonization process, it would join the other four Greek sorority organizations in the planning and construction of a chapter house at the same location on Aggie Road across from Arkansas Hall.

The university owns the facilities for those sororities that have signed lease agreements guaranteeing occupancy and additional support from the national chapters for common spaces. Revenues generated by the lease agreements will repay the bonds issued to construct the sorority houses.
Honors Living-Learning Community

A groundbreaking ceremony was held August 22, 2012, for the expansion of the Honors Living-Learning Community (HLLC).

The HLLC is a partnership between the Honors College (Academic Affairs) and Residence Life (Student Affairs). Arkansas State University added the fourth HLLC residence hall, which has 102 additional beds. Currently there are three residence hall buildings with a total of 219 beds for freshmen and upperclassmen Honors students. The new building is needed because the population of Honors students has grown rapidly since the HLLC opened in Fall 2009.

The groundbreaking ceremony included remarks from Dr. Tim Hudson, Chancellor; Dr. Rick Stripling, Vice Chancellor for Student Affairs; Rebecca Oliver, Director of the Honors College; Devin Reed, junior in Honors; and Lindsay Mull, freshman in Honors.

At the conclusion of the ceremonial shoveling, those attending an informal reception in the HLLC Courtyard enjoyed complimentary Andy’s Frozen Custard. Honors students also gave tours of the current residence hall rooms in the HLLC.
Volunteer ASU

Volunteer ASU provides the ASU community a place to serve, learn, and make a statement by promoting and coordinating volunteer opportunities and building relationships within the community. Other personal and institutional benefits include creating a service learning attitude on campus, building personal confidence, and bridging the gap between cultures.

A few of the many events ASU students participated in this year:

- Special Olympics of Arkansas Polar Bear Plunge
- ASU Day of Service
- American Red Cross Blood Drive
- United Way of NEA Day of Caring
- Make A Wish Road Block
- Special Olympics Basketball Skills Competition
- Children’s Advocacy Center Game Day Ride for Kids
- Pregnancy Resource Center Rock-a-bye Baby 5K
- Girl Scout Cookie Drop
- Cowboy Up for CASA
- NEA Baptist Charitable Foundation Bone Marrow Drive
- Arkansas Mission of Mercy Dental Clinic
- March of Dimes 5K
- City Youth Ministries 5K
- Families Outreach Yard Sale

Non-Profit Partners

- American Red Cross
- Big Brothers Big Sisters
- Children’s Advocacy Center
- City Youth Ministries
- East AR Area Agency on Aging
- Families Outreach
- Foundation of the Arts
- Girl Scouts
- Habitat for Humanity
- Help Portrait
- Helping Neighbors Food Pantry
- Hispanic Community Services, Inc.
- Literacy League
- March of Dimes
- NEA Charitable Foundation
- NEA Food Bank
- NEA Humane Society
- Pregnancy Resource Center
- Salvation Army
- Special Olympics
- UAMS Volunteer Network
- United Way
- Woman’s Discovery Center

"While I was on the Volunteer ASU council, it increased my desire to give back by applying to the Peace Corps. I plan to devote 27 months of my life to serving a developing country."

- Zach Marsh, Senior
Alternative Spring Break


The ASB Program exposes students to complex social and cultural issues through community visits, experiential learning, direct service, group discussion, readings, and reflection activities. It is designed to transform students into advocates for social change on issues affecting our communities.

Applicants for Alternative Spring Break program must meet the following requirements:

- 2.75 cumulative GPA
- 30 completed semester hours
- Full-time ASU student
- Good academic and judicial standing

Alternative Spring Break is a rewarding experience for ASU students who choose to forego the typical sun and sand vacation in order to make a positive impact on the lives of others.
Global Student Leaders

The Global Student Leader (GSL) program rewards the most outstanding student leaders at ASTATE with an opportunity to travel outside the U.S. The program helps prepare students in challenging and diverse ways to become more productive global citizens.

Goals of the GSL program:

- Expose ASTATE student leaders to the diversity of cultures, languages, customs, and traditions that exist beyond the United States.
- Visit and experience colleges in other countries, learn how they function, and share with them how colleges in the United States function.
- Tour and learn from important global government institutions, museums, art galleries, and natural areas.
- Learn about everyday life in other countries.
- Learn all aspects of international travel.

The 2012 Ecuador tour group included Colea Blann, Courtney Bolin, Veronica Heatherly, Allen Horton, Hunter Petrus, Annie Robinson, Alicia Rose, Natalie Wilbanks, and advisors Randall Tate and Natalie Eskew.

"The Global Student Leader Program was one of the most rewarding experiences that I have been a part of in my collegiate career. It allowed me to appreciate another culture through experience rather than just reading about it. Seeing and experiencing the culture of Ecuador was so exciting!"

- Hunter Petrus, senior

Student Affairs Year In Review 2012
Multicultural Center

The Multicultural Center provides educational, cultural, and social programs and initiatives that support student success for all students with specific concentration on minority and underrepresented student populations. The goal is to sustain an inclusive campus environment that promotes value and respect for all members of the university community. Services are designed to support the recruitment, retention, and graduation of minority and underrepresented student populations.

The Center itself is intended to function as a home away from home. The learning environment includes books, magazines, artifacts, documentaries, and more to serve as resources for students. It is a place for students to meet, study, and participate in programming designed to accomplish the mission of the university.

Campuswide events are held yearround in conjunction with national observance of days and months dedicated to the history of achievements by minority citizenry in the U.S. Smaller events are scheduled weekly for the enrichment and benefit of students served by the Center.

"I love the atmosphere, it's always warm and inviting. I come in here to do homework, meet friends, and depending on the circumstances to simply have fun!"

-Michelle Durran, student
Student Recruitment

- During the 2011-2012 recruitment season, two groups of students were targeted. Tier #1 students were Arkansas seniors with an ACT composite score of 25 or higher; Missouri and Tennessee seniors with ACT composite 23 or higher and students from 76 high schools with potential to provide the most penetration of our target market (based on analysis of ten years of enrollment data along with current junior/senior pool.) Tier #2 student were Arkansas seniors with ACT composite 20 to 24 and Missouri and Tennessee seniors with ACT composite 20 to 22.

- Recruitment strategies began with the purchase of names from ACT testing service, which is the most accurate and efficient means to collect student information. Personal communication directly from the recruit staff included personalized, purposeful, and unique contact with the student such as hand-written postcards to over 7,000 2012 seniors, electronic communication via email, and Facebook. Emails were push communications via Facebook which is more responsive in nature. Letters were sent to students from recruit staff before each college planning program inviting them to stop by the Astate table.

- Recruitment office returned to a traditional viewbook format, created a residence life piece to provide photos of residence halls and residential life, and a Jonesboro piece to highlight the community and what the students can be involved in at ASU. College-specific information pieces also were designed to provide a more personal response to information requests. These pieces also were and still are being used for campus visits. In each publication, the traditional call to action/reminder postcards (financial aid, take the ACT, etc.) were retained.

- Recruitment staff designed a new “Open House” campus event program for each college hosting Tier #1 students, along a Campus Visit Day for all admissible students

- A rejuvenated campus visit program included three specific tour experiences for targeted groups: (1) Individual visit for all prospective students; (2) Honors visit for those with a 27 ACT composite and 3.5 high school grade point average; and (3) group visits for those with parties of more than five guests.

- Recruitment specialists also used emails, telephone calls, and some print publications to interact with the students and parents on a regular basis, answering questions, walking them through the application process, putting them in contact with faculty and other service areas; creating a unique personalized approach which is key to the high achieving student.
Financial Aid and Scholarship

The Financial Aid and Scholarships department processed awards totaling $135,102,208 in 2012. This included scholarships, grants, loans, and work-study to ASU students. Over $10 million in scholarships was awarded.

ASU awarded $16,241,048 in Arkansas Lottery scholarships to 2,517 students.

Financial Aid and Scholarship staff regularly visit area high schools to provide educational workshops to students and parents. Assistance to students planning to attend ASU or any other university helps insure they understand the application process and possible long-term impact of financial aid.

Campus Safety

Arkansas State University Police Department provided over 60 safety classes/events on and around campus with over 6,000 attendees in the 2012-2013 school year. Classes covered topics ranging from Active Shooter, Crosswalk Safety, Campus Safety, Alcohol Awareness to Rape Aggression Defense (RAD).

ASU Police Department was accredited by the Commission on Accreditation of Law Enforcement Agencies, Inc. (CALEA) on July 21st, 2012.

The process for achieving accreditation helped the agency maintain its policies and procedures with up-to-date International best practices to provide high quality police services.

Accreditation ensures the agency has processes and standards in place that promote effective and efficient operations and foster community trust and agency accountability.
Collaborative Efforts

- Director and associate director of Recruitment worked with deans and chairs to help with department/college recruitment. Information sessions for faculty provided them with data for mail outs/telephone contacts and materials for recruitment events on- and off-campus.

- Financial Aid and Scholarships staff members and various faculty members served on the Financial Aid Committee which administers policies and procedures and recommends changes concerning the satisfactory academic progress policy.

- Counseling Center staff, in collaboration with the College of Education, provided pre-professional career screenings for all students entering the Teacher Education Program.

- The Student Health Center (SHC) collaborated with the Athletic Training Education Program by allowing senior level Athletic Training students to rotate through the SHC clinic for exposure to diagnosis and treatment of various general medical conditions.

- Each fall, Recruitment office staff meets with all deans to develop marketing points and plans for the upcoming travel season. Through these meetings, deans and other faculty identify ways to best market college and department programs and services.

- Office of Disability Services director and several staff members presented research project findings at the 9th Annual Ark-AHEAD Spring Conference at Mt. Magazine in Paris, Arkansas. The presentation detailed the positive results ascertained through a 10-week study of iPad2 use by volunteers and students with disabilities. The project was entitled, “Exploring the iPad2: Effects on Note Taking, Time Management and Exam Preparation with College Students With and Without Disabilities.” This study was conducted to find opportunities for providing students with the most efficient service possible.
Leadership Center and Red WOLF Recreation Center staff members delivered presentations to students in Making Connections classes and other academic departments upon request. Topics included campus involvement, student health and wellness, nutrition, diversity initiatives, Greek life, etc.

Parking Services worked closely with the Delta Center for Economic Development, Arkansas Biosciences Institute, and other areas that interface extensively with the research and business communities to provide parking services customized for these unique organizations on campus.

The Testing Center collaborated with the International Center for English to test English as a Second Language students for placement in the various language skills levels. The Test of English as a Foreign Language is administered to all program participants twice each semester and monthly for candidates seeking additional opportunities to improve scores.

The University Police Department provided 53 presentations (approximately 123 hours of instruction) on several campus safety topics. Approximately 5,247 students or potential students attended the presentations, many of which were given in Making Connections courses.
Student Affairs Staff Spotlight

Madison Rupard was awarded the 2012 Distinguished Performance Award in the Outstanding Part-time Employee category. The 19th Annual Distinguished Performance Awards and Service Recognition Ceremony for non-faculty employees was held Monday, May 7, in Centennial Hall in the Carl R. Reng Student Union. ASU Staff Senate sponsors the annual awards program to recognize non-faculty employees for their achievements and contributions to the success of Arkansas State University.

Each year, staff employees are invited to nominate others who have made a positive impact in their departments and the university. Madison, a student and part-time employee in Residence Life, was selected from a number of other part-time workers throughout campus. She is a valued member of the Residence Life team and a deserving recipient of the Outstanding Part-time Employee Award.

Robert Peevey, policeman in ASU University Police Department (UPD), administered CPR to save the life of a student in the spring 2012 semester. He responded to a call about a student who had passed out in a residence hall. Upon arrival, Patrolman Peevey assessed the situation and found that the student was not breathing and had no pulse. He immediately called for an automated external defibrillator device and began CPR. He was successful in resuscitating the student prior to the arrival of an emergency medical services team. His application of training in decisive and effective intervention saved a life.

Dr. Lonnie R. Williams, associate vice chancellor for student affairs at Arkansas State University, received the “2012 Division of Student Affairs Distinguished Service Award,” given by the University of Arkansas-Fayetteville. The award was presented by Dr. Daniel Pugh, Sr., vice provost for student affairs/dean of students, at an annual awards reception at the National Association of Student Personnel Administrators (NASPA) conference in Phoenix, Ariz., March 10-14.

In presenting the award to Dr. Williams, Dr. Pugh stated, “Your leadership and contributions to student affairs continues to inspire and make a difference in the lives of faculty, staff, and students, and has been an invaluable force in moving the profession forward.”

Dr. Williams has been with Arkansas State University for almost nine years as associate vice chancellor for student affairs. He holds four degrees from the University of Arkansas-Fayetteville and worked there for 27 years prior to coming to Arkansas State.
Dr. Markel Quarles, career counselor at California Polytechnic State University-San Luis Obispo (Cal Poly) for nine years, was hired in November 2012, as director of the Arkansas State University Career Management Center.

Dr. Quarles served as a career counselor for students in the STEM disciplines at Cal Poly since 2003. He has also taught undergraduate and graduate courses at Cal Poly and Cuesta Community College and led the Music Arts Department at Santa Maria Foursquare Church. Prior to that, he served as the Academic Services and Life Skills Coordinator for the athletics department at Cal Poly. He also was an academic advisor and instructor for Cal Poly’s Educational Opportunity Program from 1999-2001.

He is a 1998 graduate from Cal Poly with a bachelor’s degree in physical education, a master’s degree in Education, and a doctorate of education in Educational Leadership in 2010 from University of California-Santa Barbara (UCSB).

Victoria R. Williams was appointed in fall 2012 as director of the Student Health Center at Arkansas State University-Jonesboro. She served as assistant director for the Center from October 2010 until her promotion to the director’s position. Victoria holds an Associate of Applied Science in Business Administration degree (1995), a Bachelor of Science in Nursing (2004), and a Master of Science in Nursing (2009), all from ASU. She is board certified as a family nurse practitioner by the American Nurses Credentialing Center. Prior to specializing in college health nursing, Victoria’s 12-year nursing career included experience in medical-surgical, emergency, and maternal-child care.