

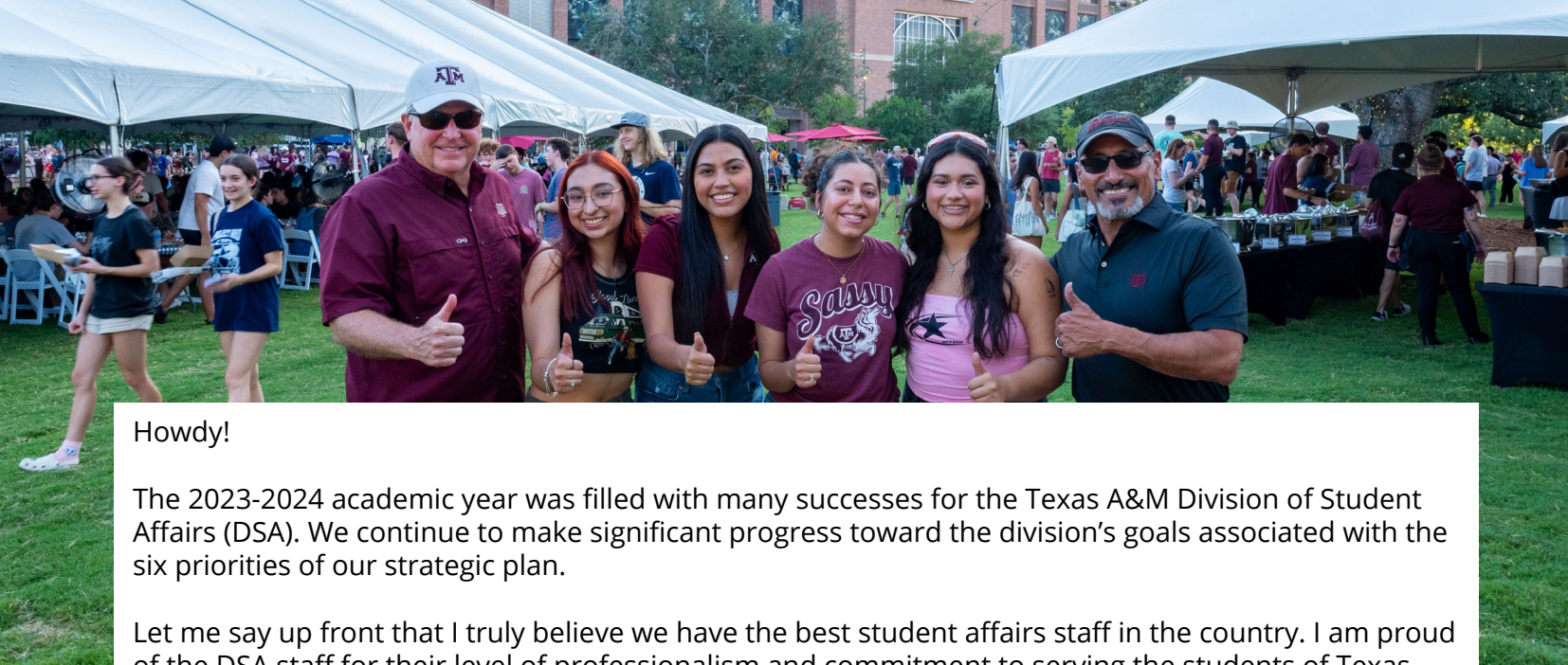


TEXAS A&M UNIVERSITY  
Division of Student Affairs

# THE AGGIE EXPERIENCE

2023-2024 ANNUAL IMPACT REPORT





Howdy!

The 2023-2024 academic year was filled with many successes for the Texas A&M Division of Student Affairs (DSA). We continue to make significant progress toward the division's goals associated with the six priorities of our strategic plan.

Let me say up front that I truly believe we have the best student affairs staff in the country. I am proud of the DSA staff for their level of professionalism and commitment to serving the students of Texas A&M, and for always having the best interest of our students in mind. This is a group of dedicated professionals who genuinely care about the experiences of all students at Texas A&M.

The best part about being the Vice President for Student Affairs is the interaction with student leaders and seeing them develop through their experiences with student organizations. They are the future leaders of this country, gaining invaluable experience to confidently face the challenges they will encounter after graduation through their respective activities.

I truly believe there is a way for every student at Texas A&M to get involved and create their own meaningful experience and that we have the talented staff to continue to improve and expand those opportunities.

When General (Ret.) Mark A. Welsh III was named the 27th President of Texas A&M University in December of this past year, one of his points of emphasis for the university moving forward was for Texas A&M to have the number one student experience in the country.

As you look through the information presented in this report, I am confident you will see real evidence of the positive impact the Division of Student Affairs has on helping Texas A&M reach that goal. All 13 departments within the Division of Student Affairs play an important role in this endeavor and their work is paying dividends for our university, our staff, and, most importantly, our students.

This publication is framed around the success achieved in the six priorities that were launched within our new strategic plan last year: Inclusive & Caring Communities; Investing in Our Staff; Leveraging Resources; Student Learning Through Engagement; Telling Our Story; and Well-Being. These priorities will guide our work moving forward and help us better serve our growing student body by providing top-tier support and programs for Texas A&M students to develop as leaders.

I hope you enjoy our Annual Report and find as much pleasure in seeing the many successes the Division of Student Affairs achieved this year in supporting our students as we do. Thanks for your love and support of Texas A&M, Student Affairs, and our student body!

Gig 'em!

BG Joe E. Ramirez, Jr. '79, USA (Ret.)  
Vice President for Student Affairs



# Table of Contents

Letter from Gen. Ramirez, Vice President for Student Affairs – 2

Table of Contents – 3

DSA Leadership Team – 4

'24-'25 Student Leaders – 5

Strategic Plan Update – 7

## ***Inclusive & Caring Communities – 8***

Caring for Each and Every Aggie – 9

Texas A&M Rec Sports Introduces Adaptive Climbing Clinics – 12

Texas A&M Archery Team Earns National Title – 13

## ***Investing in Our Staff – 14***

Division of Student Affairs Staff Earn Prestigious Recognition at 2024 NASPA Conference – 15

Keeping Gen Z Involved on Campus – 18

## ***Leveraging Resources – 20***

Division of Student Affairs Receives \$1.1 Million to Combat Food Insecurity – 21

Texas A&M BUILD Breaks Ground on New Permanent Structure – 24

## ***Student Learning Through Engagement – 26***

Society of Automotive Engineers Provides Hands-on Experience to Engineering Students – 27

How Aggie Greeks are Making a Difference – 28

Student Engagement By the Numbers – 30

Three Student Affairs Programs Designated as Transformational Experiences – 32

Empowering Students for Success in Internships and Beyond – 33

## ***Telling Our Story – 34***

West Virginia Elementary Teachers, Inspired by Texas A&M Yell Leaders,  
Establish Yell for Their Students – 35

The Division of Student Affairs Reflects on 50th Anniversary Celebration – 38

An Experience for Every Aggie – 39

## ***Well-Being – 40***

WISHES for Improved Student Well-Being - 42

## ***Development – 44***

Development Priority Updates – 44

DSA Fundraising Highlights – 46

DSA Development Council - 47



# ***Student Affairs Leadership Team***

The Office of the Vice President for Student Affairs (OVPSA) serves 13 departments within the Division of Student Affairs (DSA) that are critically engaged in all aspects of students' lives and the delivery of key services and support. We work with departments to create environments that help students develop through educational programming as well as opportunities to explore interests beyond the classroom.

In support of the mission, values and policies of Texas A&M University, we promote collaboration and coordinated efforts that affect the entire division, such as strategic planning, budgeting, community development, research, assessment, marketing and communications, fundraising and technology.

Visit [tx.ag/2324ARDSAOrgChart](https://tx.ag/2324ARDSAOrgChart) to view the DSA organizational chart.

---

*'23-'24 leadership team from left (back row): Dr. Justin Jeffery, Assistant Vice President; Mr. Tom Reber, Executive Associate Vice President; from left (front row): Dr. Vicki Dobiyanski '03, Associate Vice President; BG Joe E. Ramirez, Jr. '79, USA (Ret.), Vice President for Student Affairs; Dr. Kristen Harrell '17, Assistant Vice President*



## '24 - '25 Student Leaders

*Students were asked how their leadership position and involvement on campus impacted their overall student experience and why they feel it's important for Aggies to be involved.*



"My leadership position and involvement on campus has greatly impacted my time at Texas A&M. As I reflect on the transformative experience that each of them has been, the most impactful part of my involvement has been the relationships I have built along the way. Unfortunately, I won't always be a student leader or be a member of a student organization, but I know these friendships will last long beyond my time in College Station. Getting involved on campus is important for that very reason: there are so many paths that might never have crossed without the existence of organizations. They provide opportunities to make lifelong friends."

### **Cade Coppinger '25**

STUDENT BODY PRESIDENT



"This position has allowed me to serve Texas A&M by serving its students. Serving in this position has allowed me to connect with students across campus and build relationships with peers who I now call some of my closest friends. My involvement on campus has allowed me to craft my own definition of what it means to be an Aggie, and truly experience the famed Spirit of Aggieland. This spirit is built on a legacy of excellence, integrity and selfless service that is exemplified in the line of former Senate Speakers and the history of the Student Senate."

### **Ava Blackburn '25**

SENATE SPEAKER



"Time spent learning about other graduate and professional students has provided valuable insight about some of the shared struggles we all face as we navigate graduate school. There is an incredible presence and power of graduate students at Texas A&M to implement change to improve our school and our world! In no other place across the world can you experience the Aggie Spirit and Core Values embodied in quite the same way as they are at Texas A&M University! "

### **Tamra Walderon '21 '22**

GRADUATE & PROFESSIONAL STUDENT BODY PRESIDENT

## '24 - '25 Student Leaders

*Students were asked how their leadership position and involvement on campus impacted their overall student experience and why they feel it's important for Aggies to be involved.*



"The Aggie community understands the significance of service and invigorates participation in community service off and on campus. I believe involvement is important because it fosters a sense of camaraderie and makes the student experience more enjoyable to the Aggie community. Being involved also provides opportunities for personal and professional growth, which prepares all students for their future careers and life beyond the university. This engagement can lead to meaningful changes and galvanizes students on campus to continue the core value of Selfless Service."

### **Deandre Macri '25**

CORPS COMMANDER



"Being involved in leadership within the MSC Council has allowed me to develop my professional skills and create long-lasting relationships. Aggies should get out of their comfort zone and dive into something new! If I didn't join the MSC Council as a freshman, I would have never had the privilege of gaining those impactful experiences that I will use in my future career and carry with me throughout my life."

### **Patricia Policarpio '25**

75th MSC PRESIDENT



"Being involved throughout campus has allowed me to meet many different types of people and form many great relationships. Texas A&M has exceeded my expectations, and I understand what 'There's a Spirit can ne'er be told' truly means. Humbly serving others through my position has been the joy of a lifetime. I wake up every day thankful for the graciousness of others who chose me to be an Ambassador of the Aggie Spirit and represent this prestigious university. There is something special here in Aggieland, and it is not hard to figure out what makes this place so unique: the people."

### **Jake Carter '25**

HEAD YELL LEADER



## Strategic Plan Update

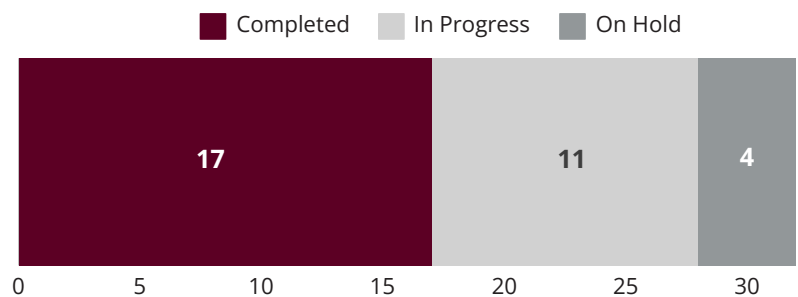
Our vision is to be a student-centered division that is committed to inspiring growth, creating an inclusive environment, and preparing graduates to apply their Aggie experience to lead and serve in a dynamic global community.

In 2023, the Division of Student Affairs (DSA) launched a new strategic plan to guide its work towards the goal of creating the premiere student experience in the nation. Over the past year, the division has made significant progress on the strategic actions, projects and tasks developed to guide the work that it does. This progress underscores the division's dedication to advancing its strategic priorities and making a real difference in the lives of Texas A&M students.

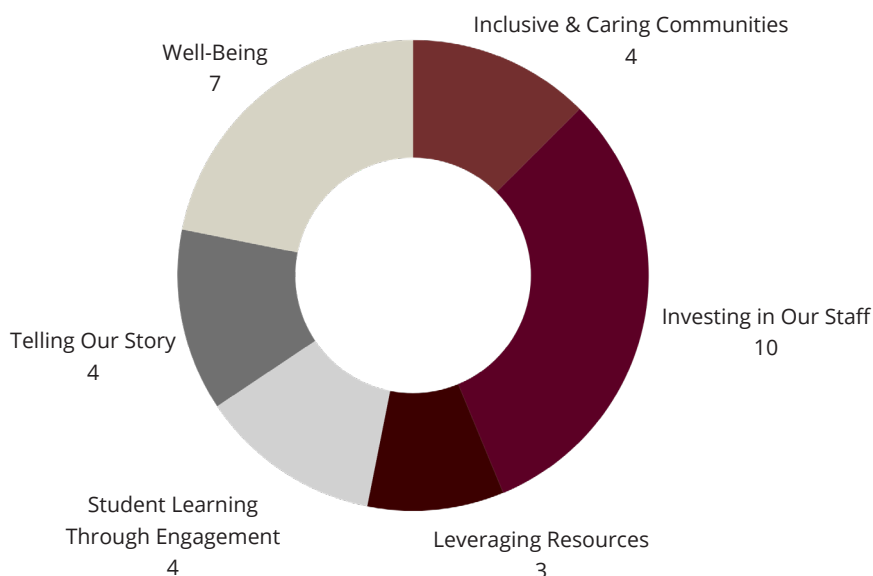
**17 out of 32  
Completed (53%)**

**STRATEGIC ACTIONS,  
PROJECTS AND TASKS**

11 out of the remaining 15 are on schedule for completion by January 2025.



## Strategic Actions, Projects & Tasks by Priority



**41 Department-  
Level Goals**

**ALIGNED WITH OUR  
STRATEGIC PRIORITIES**

Demonstrating a collective commitment to our strategic plan.



#### STRATEGIC PRIORITY 1

## ***Inclusive & Caring Communities***

We recognize our responsibility in cultivating a welcoming, supportive and affirming environment that instills a sense of belonging for an ever-changing campus community. We create and foster meaningful interactions, inclusive experiences and universal access.

***Residence Life managed***

**560**

STUDENTS OF CONCERN REPORTS  
through TellSomebody, Critical Incident  
Response Team and welfare concerns.





# CARING FOR EACH AND EVERY AGGIE

*By Mariah Patrick '20, Melanie McKoin Owens '24, & Jaclyn Upshaw-Brown '15, Student Life*

The Division of Student Affairs (DSA) recognizes its responsibility to cultivate a welcoming, supportive and affirming environment that instills a sense of belonging in an ever-changing campus community. Individualized student care and support is a crucial part of cultivating that environment.

Like many universities nationwide, Texas A&M is navigating increasing enrollment and an environment where mental health is at a crisis level, meaning that student well-being and care have become a primary focus. With more than 70,000 students who frequent the College Station campus, many resources are in place to ensure that each Aggie is cared for in their moment of need.

**Tell Somebody Report (TSR):** Often, after a tragedy, people come forward with information and observations that, in retrospect, may have signaled a more significant issue. The Tell Somebody Reporting system is a proactive approach to viewing this information collectively, which can help prevent tragic events and initiate assistance to an individual. Members of the Texas A&M community can submit a report at any time and choose to be contacted for more information or to remain anonymous. A team of professionals manages TSRs, which often result in outreach to students to help them learn about resources and support that may help them through any challenge or concern they are experiencing.

**Special Situations Team (SST):** The Special Situations Team exists to enhance processes and align Texas A&M University with emerging national standards for dealing with troubled or at-risk faculty, staff and students. The team meets regularly to assess circumstances, enhance communication and initiate appropriate responses to behavioral problems that may involve threats to the safety and security of the university community.

**Student Behavioral Issues Committee (SBIC):** The Student Behavioral Issues Committee provides high-level care for students in crisis or of concern at the university. SBIC convenes routinely to review student cases and intentionally create strategies of care and support to prioritize student well-being and success. The committee comprises campus stakeholders who directly support student success, including academic advisors, case managers and representatives for various student populations on campus.

### **Critical Incident Response Team (CIRT):**

The Critical Incident Response Team is a service unique to Texas A&M. Comprised of university staff members, the team is on-call 24 hours a day, all 365 days of the year. CIRT is activated when a student is transported to a local hospital or if the student is involved in an emergency incident. Suppose a student is sent to a hospital after an auto accident. In that case, a CIRT member is there to provide support, which can include sitting with the student until a family member arrives or providing other logistical support. Another example is assisting students who experience an apartment fire. CIRT will work with them to cover immediate basic needs until a more sustainable solution is found. Critical incidents can be traumatic, and having the CIRT member present provides a different type of care in the moment, which speaks to DSA's commitment to excellence and selfless service.

Focusing on individual needs, the Division infuses care through basic needs support, providing resources for students who experienced a critical incident, are pregnant or parenting, or are navigating a barrier prohibiting their opportunity for excellence. Support is also offered for more profound struggles, partnering with University Health Services and the University

Police Department on mental health and physical concerns, from working through hospitalization and car accidents to managing concerning behavior that causes anxious feelings in our larger campus community.

Often, a case manager is assigned to the student during these challenges. The case manager meets with the student routinely to provide initial care and then develops a plan. This plan usually involves various supporting team members, such as individuals from the DSA, academic advisors, faculty, student organization advisors, and family members who play a critical role in helping a student during a trying time. Successful implementation of the plan is essential to providing individualized care and support to ensure that the student can achieve their academic goals.

The Aggie community, including faculty, staff, and student supporters, such as family members, is crucial in caring for our students. Each supporter has a unique interaction and insight to their students and will notice challenges and behavior changes that others may not. Luckily, no supporter, division or department is alone in providing excellent care. It is a collaborative effort across campus, and the Division of Student Affairs is here to help contribute to those efforts.

## ***Student Life's Student Assistance Services Managed 1,975 Cases in FY24***

Student Assistance Services (SAS) seeks to connect Texas A&M University students with the appropriate guidance, resources and support to address a variety of personal and academic matters. SAS revitalized the Pocket Pantry program (see page 21 for more information), securing more than \$50,000 during fiscal year 2024 to continue expanding the program across the campus community. Pocket Pantry now has more than 28 locations across main campus, partnering with academic and student support entities.

**318** **FOOD INSECURITY CASES** (16%)  
280 utilized Pocket Pantry or Swipe Out Hunger

**377** **CASES INITIATED BY THE TELL SOMEBODY REPORT** (19%)

**577** **ACADEMIC SUPPORT CASES** (29%)

**218** **FINANCIAL INSECURITY SUPPORT CASES** (11%)

**438** **MENTAL HEALTH SUPPORT CASES** (22%)  
61 cases were mental health hospitalization support

**18** **HOUSING INSECURITY SUPPORT CASES** (0.8%)



## ***VRSC Program Helps Prepare Aggie Veterans for Life After College***

The Don & Ellie Knauss Veteran Resource & Support Center (VRSC) launched a new program this year. The Aggie Veteran Leadership Development & Engagement Program provides opportunities for training, networking and practical application of leadership skills to currently enrolled Aggie Veterans. Through these opportunities, Aggie Veterans identify and maximize their leading strengths and begin to translate the

leadership skills they developed in the military, preparing them to be effective leaders among their peers, in their communities and in their future careers. In 2023-2024, 48 Aggie Veterans engaged in opportunities through this program, developing peer leaders who facilitated significant achievement towards overcoming the national challenge of poor veteran engagement in their college experience.

**“Attending the Student Veterans of America National Convention felt like a family reunion with people who are experientially related to you, instead of biologically. It was like finally being in the same space with people who share a similar spirit and heart as me. It’s like knowing you miss something and finally realizing what that is – belonging & camaraderie.”**

**- DANIELA ROMERO-NAJERA '24**  
AGGIE VETERAN



**MULTICULTURAL SERVICES EXPANDED ITS OPERATIONAL HOURS, ALLOWING FOR AN ADDITIONAL 400 STUDENTS/WEEK TO ACCESS THE SPACE.**





## ***Texas A&M Rec Sports Introduces Adaptive Climbing Clinics***

*By Mason Kautz, Division of Student Affairs Marketing & Communications*

Rec Sports is no place for obstacles. Whether it be in the weight room, on the court or on the field, all Aggies are welcome. So when Sierra Hill '24 approached Rec Sports to launch a new climbing program in benefit of Aggies with physical disabilities, the department couldn't say no.

Coming Fall 2024 are Adaptive Climbing Clinics, a guided solution for Aggies to find their newest hobby and connect with fellow climbers. With the support of Outdoor Adventures staff, any Aggie can start rock climbing with confidence.

At the Rec's indoor climbing facility, all students can find the perfect challenge for their bodies; even better, Rec Sports staff are on standby to meet the needs of those with physical disabilities as they explore rock climbing on their terms.

Adaptive Climbing Clinics operate in private small-group sessions, allowing Outdoor Adventures staff to work one-on-one with climbers to support their ascent into the vertical world. With a variety of supportive rigging, adaptive harnesses, ropes, pulleys and partner climbers, Outdoor Adventures can dial in the right challenge for anyone looking to climb.



# REC SPORTS IS THE LARGEST EMPLOYER OF STUDENTS ON CAMPUS WITH MORE THAN 1,000 STUDENT EMPLOYEES IN FY24.

## **Texas A&M Archery Team Earns National Championship Title**

*Sport Clubs achieved 400th overall national championship as a program since it began in 1974.*

*By Claire Frazier '27, Division of Student Affairs Marketing & Communications*

Keeping with a long, historic pattern of victory, Texas A&M Target Archers brought home the 2024 overall National Team Championship at Collegiate Target Nationals in Georgia on May 19. This marks not only their 23rd national championship as a club, but Sport Clubs' 400th national championship program-wide.

"It's an exciting time for our entire program," Sport Clubs Program Director Keith Joseph said. "This one was special for us because reaching that 400th national championship is a pretty good milestone."

In the Recurve Men category, Aggies swept the podium with Trenton Cowles heading the charge. In Recurve Women, four archers made the top 15.

Sawyer Sullivan took first place in Compound Men with teammates in 11th, 15th and 19th out of 59. Compound Women saw Carson Krahe in sixth and two others in the top 20.

In the Barebow Men category, Aggies took first, fourth, 11th and 21st. Venugopal Kunnavakkam and Ros Easley took second in Barebow Mixed, and Barebow Women had Target Archers in four top-15 spots.

Conner Kaufhold, Jacob Gonzales, and Stefan Savin won the gold in the Men Fixed Pins with Madison Hausmann and Connor Kaufhold taking home a bronze for the mixed team.

"It's definitely up to the individual participant to master their craft and compete," Joseph said.

**"It's an exciting time for our entire program. This one was special for us because reaching that 400th national championship is a pretty good milestone."**

**- KEITH JOSEPH**

PROGRAM DIRECTOR, SPORT CLUBS

Doing exactly that, Sawyer Sullivan and Venugopal Kunnavakkam both took their respective categories by storm, setting new national records.

But this club is a team, too. On top of dozens of individual achievements, three teams won gold in their bow class, two won silver and three won bronze.

"Winning a national championship means the world because it's what they strive for every single year," Joseph said. "It's a tremendous feather in their cap."

"We're excited, moving into the future," he continued. "Especially with this kicking off our 50th anniversary on campus with Sport Clubs. It's pretty remarkable, the success that we've had throughout the years. It's all a tribute to the students."





## STRATEGIC PRIORITY 2

# *Investing in Our Staff*

Staff are vital to our mission. We invest in our people by providing appropriate resources and benefits, opportunities for mentorship and development, as well as environments encouraging innovation, creativity, authenticity and balance. Fostering capacity and adaptability assists in developing highly qualified, productive and responsive professionals.

***DSA staff were nominated and selected for numerous division awards***

**39** NOMINATED FOR  
KOLDUS AWARDS

**24** NOMINATED  
FOR DSA AWARDS

**4** PRESIDENT  
SERVICE AWARDS





# Division of Student Affairs Staff Earn Prestigious Recognition at 2024 NASPA Conference

By Olivia Garza '23, Division of Student Affairs Marketing & Communications

Two Texas A&M student affairs professionals were recognized at the 2024 NASPA (Student Affairs Administrators in Higher Education) Annual Conference. The event was held March 9-13, 2024 in Seattle, Wash. The conference is regarded as a premier professional development opportunity for student affairs professionals and hosts more than 6,000 people.

## Darby Roberts, Ph.D. – Pillar of the Profession

Dr. Darby Roberts, director of the Department of Student Affairs Planning, Assessment & Research, was recognized as a 2024 Pillar of the Profession by NASPA. The NASPA Pillars of the Profession Award, presented annually at the NASPA Annual Conference, acknowledges distinguished individuals who have served as leaders, teachers and scholars in student affairs and higher education.

“Since my early days in grad school, NASPA has been my professional development home,” Roberts said. “I’ve been an active participant in the organization and over the years taken on increasing responsibility and contributions to the profession.”

A small sample of Roberts’ involvement with student affairs includes co-authoring *Student Affairs Assessment: Theory to Practice and Frameworks for Assessing Learning and Development Outcomes* and co-editing *Learning is Not a Sprint: Assessing and Documenting Student Leader Learning in Cocurricular Involvement* and *New Directions in Student Leadership: Assessing Student Leadership*. She is also an instructor in the Student Affairs in Higher Education Administration graduate school program at Texas A&M.



## Division of Student Affairs Staff Earn Prestigious Recognition at 2024 NASPA Conference

STUDENT'S MERITORIOUS AWARD RECIPIENTS

2 AFS DISTINGUISHED ACHIEVEMENT AWARD RECIPIENTS FROM 5 NOMINATIONS

Roberts has been the director of Student Affairs Planning, Assessment & Research for 11 years and has worked for the department since its creation in 1998. "The role of our department is to help other departments in the Division of Student Affairs and student organizations really find answers to the big questions they have so that they can improve the student experience at Texas A&M," Roberts said.

The award is based on nominations from NASPA members and students. "Dr. Darby Roberts' being named a NASPA Pillar of the Profession resonates deeply, reflecting her exceptional career in student affairs assessment and unwavering dedication to both NASPA's mission and the broader student affairs profession," said Dr. Justin Jeffery, Assistant Vice President for Student Affairs. "At Texas A&M University, Dr. Roberts has played an integral role in fostering excellence within the field, exemplifying a commitment to student learning and selfless service that extends far beyond our campus. As a colleague, I take great pride in Dr. Roberts' achievements, knowing that her impact is felt not only within Texas A&M but throughout the national landscape of student affairs."

# \$49,000

**IN PROFESSIONAL DEVELOPMENT  
GRANTS AWARDED TO DSA STAFF**

*DSA commits recurring funds to support professional development for our staff to better serve students. The funding is being allocated to provide staff with additional professional development funding beyond what they might currently be receiving.*

## **Lauren Brown, Ph.D. – Dissertation of the Year**

Student Affairs Coordinator Dr. Lauren Brown has been honored with the Melvene D. Hardee Dissertation of the Year Award by NASPA. This prestigious award aims to promote high-quality research pertinent to college student services administration and student affairs. It specifically acknowledges outstanding dissertation research conducted by doctoral degree recipients currently in or planning to enter the student affairs profession.

**"Dr. Roberts' being named a NASPA Pillar of the Profession resonates deeply, reflecting her exceptional career in student affairs assessment and unwavering dedication to both NASPA's mission and the broader student affairs profession."**

**- DR. JUSTIN JEFFERY**

ASSISTANT VICE PRESIDENT FOR STUDENT AFFAIRS

Brown's recognized dissertation is titled "A Critical Analysis of Student Affairs Framing and Response to Expressive Activity." Her comprehensive study examines how expressive activity is discussed and handled within the higher education system in the United States.

"It's important to holistically support students and look at what language student affairs professionals are using as they engage with expressive activities on a college campus." Brown says cultivating awareness around this language is an important part of creating a campus environment where students feel safe to exercise their First Amendment rights.

When Brown got the news that her dissertation had won, she was blown away. "I think I was at home eating a bowl of cereal and my jaw just fell open," she recalled.

This recognition holds a lot of meaning for her, since this subject matter is something she felt called to write about. In the seven years she's worked at Texas A&M, Brown has spent a lot of time working with student organizations and serving on the expressive activity committee. Supporting students during events such as demonstrations or protests has been an aspect of her role, and her research looks at best practices for providing such support. "It was really encouraging to see that this research is important to other people, too," she said.





## ***DSA Builds Leaders in New Professional Development Program***

The Division of Student Affairs (DSA) hosted its first Student Affairs Leadership Academy in Spring of 2024. This week-long program for potential and new supervisors in DSA and affiliate departments aimed to provide leadership experiences based on core competencies and learning outcomes derived from professional organizations and department heads. It covered topics such as student affairs theory, human resources, budget, law and university culture. The first cohort included 21 attendees from 11 departments.

**“This has been one of--if not THE--most meaningful and impactful learning and developmental experiences in my career to date.”**

**- DSA LEADERSHIP ACADEMY PARTICIPANT**



## ***DSA Staff Development Programs***

The Staff Development Team works to enhance the competencies of professionals in the Division of Student Affairs by facilitating purposeful, innovative and engaging activities that educate, train and develop. This year's programming highlights the Division's commitment to the strategic priority of "Investing in Our Staff". Over the six DSA staff development programs hosted in FY24, the average attendance was 196.





## ***Keeping Gen Z Involved on Campus***

***Former NASPA president, Dr. Kevin Kruger, spoke to student affairs staff about student engagement outside of traditional organizations.***

*By Olivia Garza '23, Division of Student Affairs Marketing & Communications*

NASPA President Dr. Kevin Kruger spoke at the monthly Division of Student Affairs staff development program on Feb. 7. Kruger, an innovative leader and expert in student affairs, has published and presented on various trends in higher education and student success.

In his presentation, Kruger drew on his 46 years of student affairs experience to speak about the importance of student engagement on campus. "Students want to be connected," Kruger said to division staff. "Student affairs is here to create environments that help students thrive while they are in college."

Kruger said that 90% of prospective college students believe they are going to be involved in some way when they arrive on campus. He also emphasized that Texas A&M is a campus like no other which allows for unique opportunities to get students engaged outside of traditional student activities.

Campus employment, New Student Conferences and family programs are all ways students can experience the feeling of belonging that comes with being involved. Kruger also pointed out that students who are engaged are significantly more likely to continue after their first semester

and 46% of students who feel connected report having a greater university experience. According to the Wellbeing Improvement Survey for Higher Education Settings, 71% of students who are engaged in extracurricular activities say they feel like they belong at Texas A&M.

Dr. Melanie McKoin Owens, assistant director in Student Life, said that Kruger's talk was highly relevant to her role in student affairs. "Dr. Kruger's presentation was energizing for me," McKoin Owens said. "He reminded me why the work we do in student affairs in higher education matters and how we should be innovative in the way we approach student development and advocacy."

After Kruger's presentation, a panel of four students joined him on stage to field questions from the audience. One of the students on the panel was higher education and student affairs intern Meagan Coffee '24. "Being included on the panel was a huge honor as someone who is going into graduate school for student affairs and is a member of NASPA," Coffee said. "Being offered a seat at the table gave me the opportunity to engage in meaningful discussions of student affairs issues and concepts in a new setting, which gave me such a great insight into what administration looks like today."



## ***Student Activities Hosts 4th Annual Advisor Summit***

Student Organization Leadership and Development (SOLAD) team hosted its fourth annual Advisor Summit program in March 2024 with approximately 100 recognized student organization (RSO) advisors in attendance.

Advisors have the opportunity to complete their required training credits, as well as attend elective sessions covering topics such as the Get Involved student organization management platform, organization and administration, and the holistic student experience.



**“Attending the 2024 Advisor Summit was truly impactful. The training sessions provided invaluable information about on-campus resources and best practices that are essential for my role as an advisor. The experience not only enriched my knowledge of advising students but also sharpened the skills I use every day, enabling me to better support my organization.”**

**- DEVYN CIMA**

ADVISOR FOR MAROON OUT



## ***Supporting Students On and Off Campus***

Student Life onboarded five new full-time staff for their Off Campus Student Services unit, which included Texas Apartment Association lease and Fair Housing law training and established positive working relationships with staff in the City of College Station and the City of Bryan, student leaders, and residents through regular meetings and establishment of programs like the quarterly Community Luncheon.





### STRATEGIC PRIORITY 3

## ***Leveraging Resources***

We acknowledge that we must be innovative and responsible stewards of our financial, technical and human resources. We proactively foster a culture of dynamic improvement to advance our mission by identifying, building and enhancing relationships with partners. By removing barriers and thinking differently, we maximize efficiency and effectiveness in our work.

***Multicultural Services received a***  
***\$15,000*** DONATION FROM  
CHEVRON TO SUPPORT  
STUDENT PROGRAMMING





## ***Division of Student Affairs Receives \$1.1 Million to Combat Food Insecurity***

*By Olivia Garza '23, Division of Student Affairs Marketing & Communications*

According to a report from the National Center for Education Statistics (NCES) at the U.S. Department of Education, as many as one in three undergraduate students are experiencing food insecurity. That means that more than four million college students in the U.S. are food insecure. To combat this problem, the Division of Student Affairs will receive \$1.1 million annually for the next 10 years to help improve food insecurity on campus. The funds will support a multitude of organizations on campus such as the 12th Can, Residence Life and Student Assistance Services.

Of the total, \$125,000 will be allocated to 12th Can every year for 10 years. The 12th Can pantry is completely student led and serves Texas A&M students, staff and faculty. The pantry first opened in November of 2013 and has served thousands of Aggies over the past decade. The pantry operates on a client choice model which replicates a shopping experience for clients. Prepackaged bags are also offered for walk-in clients. The funds will be used to purchase food to supplement donations, which will then allow the organization to expand its operating hours.

"The 12th Can is currently exploring ways to make our pantry more accessible to Aggies who may not be able to attend our current hours of operation," Mazie Johnson, Executive Director of The 12th Can said. "We plan to introduce

***The 12th Can provided donor tours, resulting in more than \$25,000 in donations.***

a food locker system to provide prepackaged bags of food for clients who are unable to attend pantry openings. Additionally, our plan is to increase the number of clients in our pantry during operating hours. Through these changes, we aim to serve more Aggies.”

The Pocket Pantry program, operated by Student Life, aims to provide temporary relief to Texas A&M students experiencing food insecurity by offering immediate access to non-perishable food and toiletries. Currently, there are 29 Pocket Pantry locations around campus. A \$50,000 annual allocation to this program will ensure the pantries remain stocked year-round.

Student Life also distributes card swipes and meal plans to students in need. Card swipes help students who run out of swipes on their meal plan to get through the end of the semester. Student Life will receive \$30,000 annually, which will provide 1,500 swipes each semester to students

**“The 12th Can is currently exploring ways to make our pantry more accessible to Aggies who may not be able to attend our current hours of operation. We plan to introduce a food locker system to provide prepackaged bags of food for clients who are unable to attend pantry openings. Additionally, our plan is to increase the number of clients in our pantry during operating hours. Through these changes, we aim to serve more Aggies”**

**-MAZIE JOHNSON '25**

EXECUTIVE DIRECTOR OF THE 12TH CAN



in need. Additionally, \$75,000 annually will fund 40 meal plans for the fall and spring semesters for students with long-term needs.

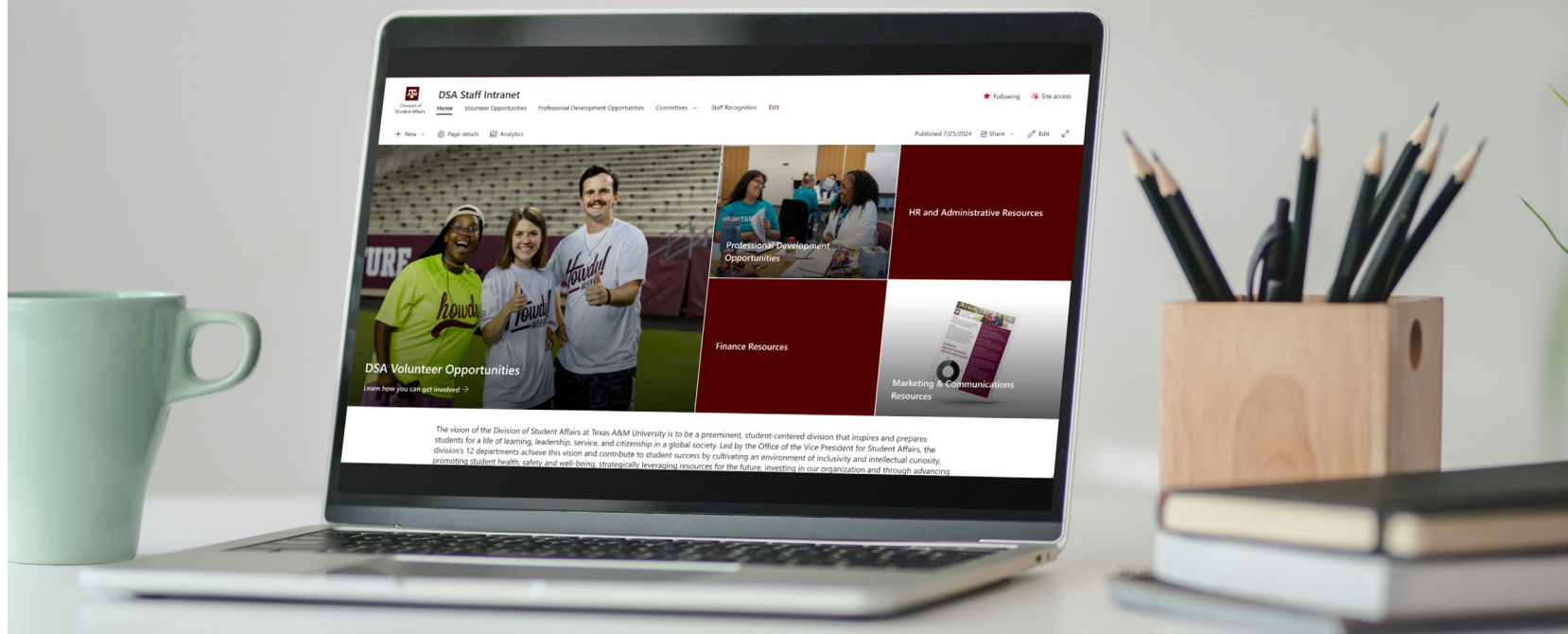
Two newer programs will also benefit from the funds. Text Away Hunger, a new initiative, will text students who self-identify as high-risk for food insecurity when leftover food is available from on-campus events catered by Chartwells. The Department of Residence Life also will receive an annual allocation of \$660,000 to provide live-in resident advisors (RAs) with university meal plans.

“The RA meal plan option helps to address food insecurity through the reduction of financial barriers to attend Texas A&M University and live on campus,” Dr. Kyle McCracken, senior associate director of Residence Life said. “We have had staff in the past who needed to leave the RA position or get a second position to help cover the cost of attendance, and this benefit helps to reduce the financial strain on our staff.”

The meal plan also offers a way for students to continue to interact with and engage residents on campus in dining facilities without having to come out of pocket to build community in the dining spaces on campus.

The Division of Student Affairs’ substantial \$1.1 million annual commitment underscores Texas A&M University’s dedication to tackling food insecurity among its students, staff and faculty. By funding key programs such as the 12th Can, Pocket Pantries, and newer initiatives like Text Away Hunger and RA meal plans, the university aims to alleviate financial stress and ensure no Aggie goes hungry. This comprehensive approach not only provides immediate relief, but also fosters a supportive community, enhancing the overall well-being and academic success of students.





## ***DSA Launches Staff Intranet***

The Division of Student Affairs launched a new staff intranet, which houses several internal resources from marketing & communications, human resources, finance, DSA committees and more. It also provides a space to share professional development and volunteer opportunities from around the division.

**SINCE LAUNCH  
IN SPRING 2024** **6,366** **TOTAL PAGE  
VIEWS FROM** **446** **UNIQUE  
USERS**

## ***Residence Life Enhances On-Campus Living with \$8.5 Million in Renovations***

In the summer of 2023, Residence Life invested \$8.5 million on renovations to on-campus housing to enhance student comfort, satisfaction and safety. Some of the updates include:

- Centralized HVAC in Walton Hall.
- Installation of new beds in Krueger, Mosher and Walton.
- Painted rooms and hallways in the White Creek Apartments.
- Replaced doors in Fowler, Hughes, Keathley and Schuhmacher.
- Complete renovation of Dunn Hall, with the first and second floors completed in summer 2024.
- Replacement of fire alarms in Fowler, Hughes and Keathley.





## **Texas A&M BUILD Breaks Ground on New Permanent Structure**

*The new structure will allow for a better volunteer experience and increased capacity for projects.*

*By Olivia Garza '23, Division of Student Affairs Marketing & Communications*

On Saturday April 27, 2024, Texas A&M student organization BUILD, with the assistance of the Office of the Vice President for Student Affairs, held a ceremony celebrating the groundbreaking of a permanent structure to house the organization's construction projects. BUILD is a student-led organization aimed at unifying Texas A&M's student body with an overarching goal to design, construct and deploy Texas Aggie Medical Clinics that are crafted from shipping containers.

BUILD has constructed 47 medical clinics dispersed across 22 countries, with eight serving Texas. Most BUILD clinics can treat between 30 and 50 patients each day. Each clinic has medical equipment and three patient rooms, allowing multiple patients to be seen at a time.

For the past 10 years, the student organization has operated out of the current site, which is approximately 16,000 square feet. Each construction cycle, around 2,000 student volunteers from all corners of campus converge at the site to lend a helping hand in the construction of the clinics. The new permanent structure will be 32,000 square feet of paved and covered work areas. The increase in square footage alone will increase capacity from BUILD's current 4-5 clinics to 10 clinics.

"Overall, this structure will improve the experience of everyone involved with our project, including volunteers, student supervisors, command team members, advisors and even potential donors or NGOs who come to see our construction process," Ian Wiechers, BUILD chief operating officer, said during remarks at the ceremony.

The increased capacity will allow BUILD to seek new challenges in future semesters by building more clinics in a single semester or creating clinics in both the fall and spring semesters. Either way, the new structure will allow BUILD to increase its already massive impact on the world. "The clinics are helping those who didn't even know they needed help," Kody Villarreal, BUILD chief financial officer said. "They are saving the lives of those who didn't know they needed saving."

From diagnosing patients with heart disease to performing the life-saving surgeries to treat them, BUILD medical clinics are providing access to medical care all over the globe. The permanent structure will only boost BUILD's ability to unite Aggies through the common goal of selfless service.



## ***Career Center Remodels Lobby to Enhance the Student and Recruiter Experience***

The Career Center lobby was recently remodeled to enhance the student and recruiter experience. Equipped with full audio/visual capabilities, including a projector, retractable screen and sound system, the set-up allows the department to host in-person, virtual and hybrid events.

Since its launch in Summer 2023, the Career Center has hosted Hullabaloo U classes, recruiting events, employer panels and multiple training sessions. More than 1,100 students have utilized the new space with more programming planned for the upcoming year.



**THE CAREER CENTER SUBMITTED TWO SELF-HELP ARTICLES TO THE AGGIE PARENT & FAMILY NEWSLETTER, RECEIVING MORE THAN 10,500 CLICKS.**

## ***Disability Resources Obtains Additional Testing Space on West Campus***

Disability Resources has obtained additional testing space in the Business Library & Collaborative Commons, which will be called the Disability Resources West Campus Testing Center.

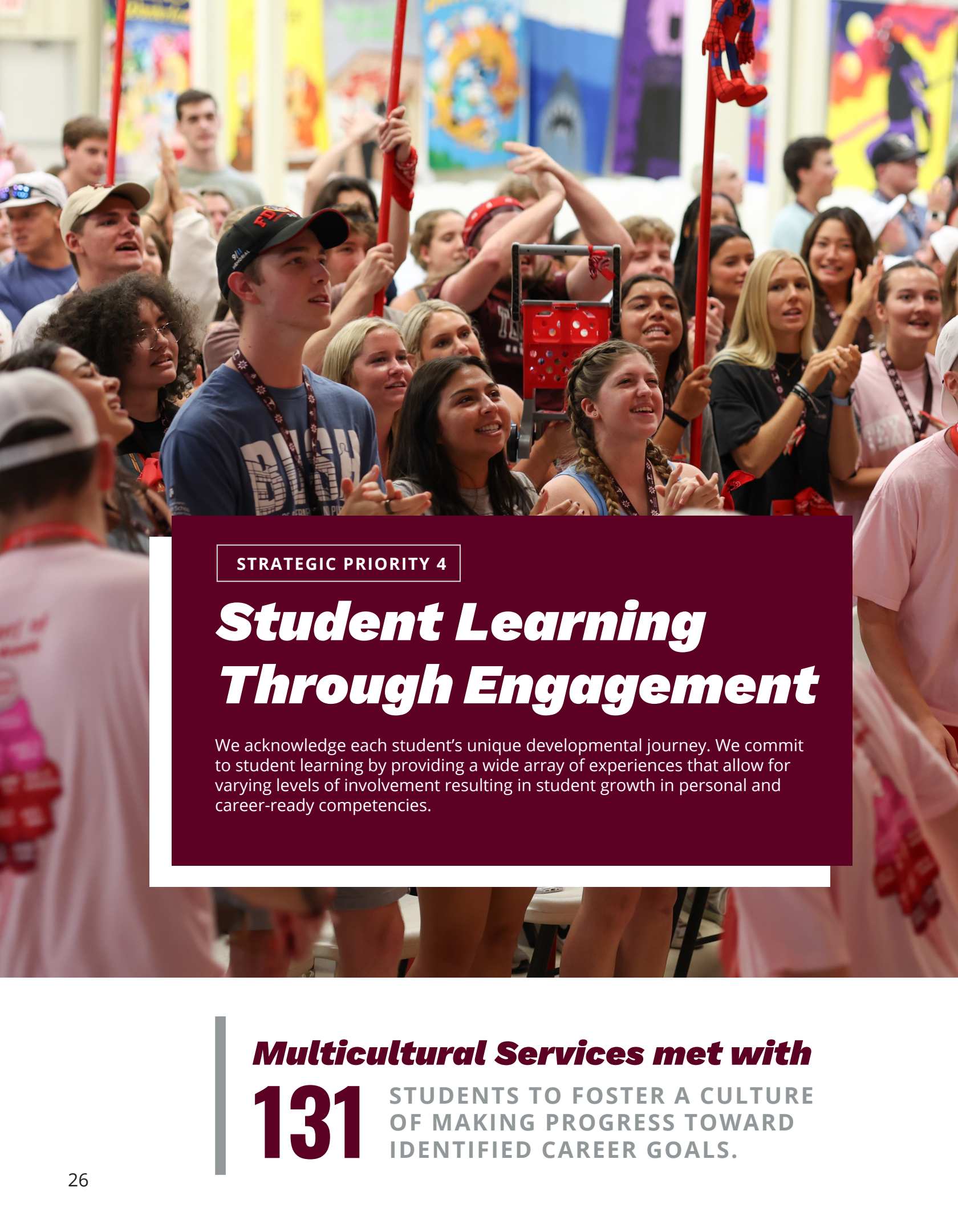
This new space will more than double the number of testing spots by adding an additional 123 seats for students needing testing accommodations.

Construction on the new space is set to begin Fall 2024.



***MSC Programs converted all 18 committees to recognized student organizations to enhance the educational and co-curricular experience.***





#### STRATEGIC PRIORITY 4

## ***Student Learning Through Engagement***

We acknowledge each student's unique developmental journey. We commit to student learning by providing a wide array of experiences that allow for varying levels of involvement resulting in student growth in personal and career-ready competencies.

***Multicultural Services met with***

**131**

STUDENTS TO FOSTER A CULTURE OF MAKING PROGRESS TOWARD IDENTIFIED CAREER GOALS.



# Society of Automotive Engineers Provides Hands-On Experience to Engineering Students

By Olivia Garza '23, Division of Student Affairs Marketing & Communications

The Texas A&M Society of Automotive Engineers (SAE) is a student organization that give its members hands-on engineering experience. The organization's design teams work on vehicles in four categories – Formula Internal Combustion, Formula Electric, Baja and Solar. At the end of each design cycle, each team competes against other student-designed cars from different universities.



The design cycle is one year for all the teams, except for the solar team, which runs on a two-year design cycle. Each team builds their car from scratch with a budget ranging from \$40,000 - \$80,000. The fall semester is spent designing the vehicles to meet all the requirements for each event and to pass a technical inspection. In the spring, the teams manufacture the vehicles from the ground up with competitions happening late spring to early summer.

The experience of building a car from scratch gives the engineering students in SAE an in-depth hands-on experience that can't be found in the classroom. "Being able to see projects at that scale from start to finish has been a great experience in terms of gaining knowledge of engineering," SAE President Andrew Lafferty said. "I learned how to apply what I was learning in class, which is something that was very important to me and something our team members value a lot."

Members of SAE learn the skills they need to complete their projects through their engineering curriculum, network of alumni, industry contacts and online resources. They also spend time analyzing previous vehicles and deciding what pieces work and what needs improvement. Each team has a project manager who helps make sure everything is on track to be completed by competition.

"It's a very difficult technical challenge, which is why all of our engineers sign up for it," said Lafferty. "We can engineer a solution to any problems that come up, which is the essence of engineering."

Not only does SAE give students hands-on engineering experience, but the organization also affords opportunities to practice soft skills that are needed for a successful career. Leadership, time management, working with a team and business skills are all needed for each design team to see their project from start to finish. "I would not be as prepared for my future career without this organization," said Lafferty. "I have no idea where I'm going to end up after graduation, but I can say no matter where I land, the things that I've learned in this organization have made me better as an engineer, made me better as a communicator and pretty much better at any aspect of life."





## ***How Aggie Greeks Are Making a Difference***

*Greek organizations raise significant dollar amounts for a variety of philanthropies.*

*By Brie Pampell, Division of Student Affairs Marketing & Communications*

In the fall semester of 2023, various Greek organizations, which are supported by the Department of Student Activities, participated in and hosted a plethora of philanthropic activities, raising significant dollar amounts for a diverse range of causes.

Lambda Delta Psi raised funds for the National Ovarian Cancer Coalition, Omega Delta Phi supported the Wounded Warriors Project, Gamma Alpha Omega contributed to the Elizabeth Glasier Pediatric AIDS Foundation, Sigma Phi Omega donated to multiple causes including the Nuestra America Initiative, Alpha Omicron Pi raised a substantial amount for Soldier's Angels, and Chi Omega supported multiple charities such as Still Creek Ranch and the Make-A-Wish Foundation, to name a few.

One event in particular, The PIKE Fireman's Challenge at Texas A&M, initiated by former Pi Kappa Alpha (PIKE) President Kyle Burton, has evolved into a much-anticipated annual event. With the goal of raising funds and awareness for local fire departments, the event includes a week-

long competition where sororities and women's organizations compete in various activities. "Fireman's Challenge has been the most rewarding experience in college for me to date. It reminds

**"No other organization presents a student with the opportunity to raise over \$35,000, manage a budget of \$13,000, and manage and work with a committee of 75 members, all at the ripe age of 20 years old. These are invaluable life lessons learned throughout this experience that I believe I cannot find anywhere else."**

**-KEETEN LEVIN '26**

PI KAPPA ALPHA MEMBER



# COLLEGIATE PANHELLENIC COUNCIL HAD **1,499 RECRUITS** IN FY24, THE **LARGEST RECRUITMENT NUMBERS** SINCE IT WAS FOUNDED IN 1988.

you that you are not just checking a box or cutting a check,” PIKE member Keeten Levin ’26, a political science major from Fairview, Texas, said. “You are instead impacting the lives of men and women who wake up every day and put their lives on the line to protect you. It also showed me how special being a part of a Greek organization is here at Texas A&M. No other organization presents a student with the opportunity to raise over \$35,000, manage a budget of \$13,000, and manage and work with a committee of 75 members, all at the ripe age of 20 years old. These are invaluable life lessons learned throughout this experience that I believe I cannot find anywhere else.”

This year, the challenge featured multiple on-campus events, a t-shirt fundraiser, Pie-A-PIKE, and engaged the local community through donations from local businesses. The main events showcased the fighting Texas Aggie spirit through a powderpuff football tournament and a softball game against Bryan firefighters.

This event not only benefited the Bryan Fire Department, it also supported various other charities such as Service for Sight, the Starkey Hearing Foundation, and the Zeta Tau Alpha Foundation benefiting breast cancer education and awareness. The event raised more than \$36,000, setting a new record for the PIKE chapter, and Zeta Tau Alpha emerged as the challenge winner.

“Participating in the PIKE’s Fireman Challenge throughout the week was a really fun experience for Zeta as we competed in multiple events that brought us closer together,” shared Zeta Tau Alpha member Alexa Torres ’25, a communications major from Round Rock, Texas. “Winning PIKES Fireman Challenge meant a lot for Zeta because our philanthropy is something we hold really close to our hearts, so being able to see all of our hard work pay off was really special.”

In the previous academic year, Aggie Greek organizations demonstrated their profound impact on the community by donating more than \$1.2 million and volunteering more than 52,580 hours of service.

Comprising almost 11% of the undergraduate student body, the Aggie Greek community has consistently demonstrated their commitment to the Aggie core value of selfless service. The giving of time and resources not only benefits a wide range of causes but also fosters an ongoing culture of philanthropy and civic engagement while utilizing leadership skills and unique voices to make a tangible difference in the lives of many in the surrounding communities.

## MSC PROGRAMS HOSTED

MSC OPEN HOUSE WITH **425** STUDENT ORGS & **24,000** STUDENT ATTENDEES

**119** EXTERNAL PROGRAMS

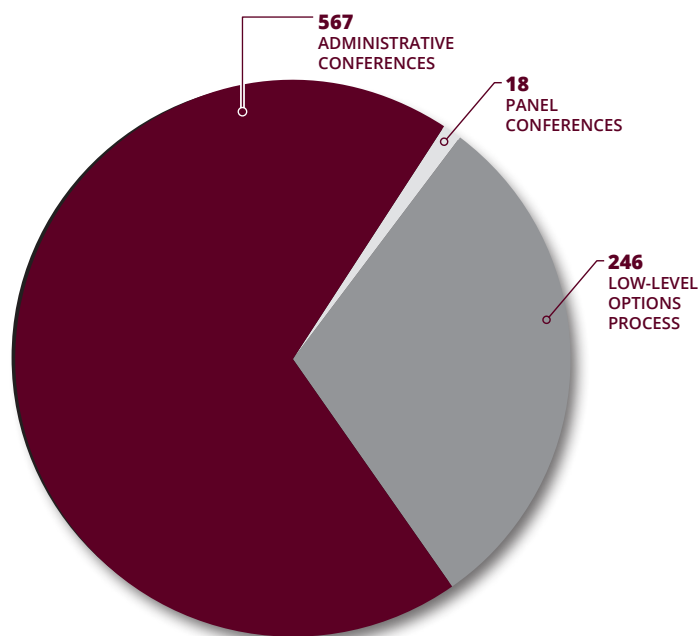
**65** INTERNAL PROGRAMS

**11,788** SERVICE HOURS

## By the Numbers

### Student Community Standards Resolved

**820** CASES IN FY24, AN INCREASE OF MORE THAN 250 CASES FROM FY23.



### Rec Sports in FY24

**5%↑** Sports Club Participation

**32%↑** Personal Training

**13%↑** Intramural Sports Participation

### Music Activities Gives 120 Performances to an Estimated 1.1 Million Viewers

The Wind Symphony embarked on a 10-day international tour in Spain, while the Women's Chorus did a 10-day international tour in Finland, Sweden, and Estonia.

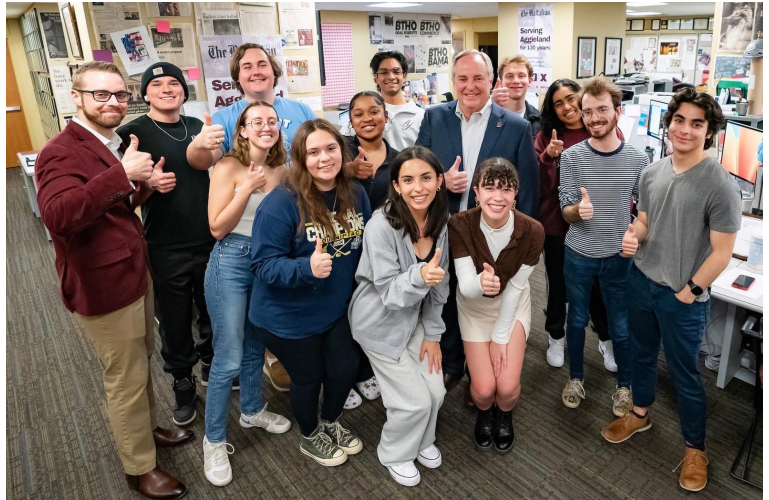




## Student Media earned approximately **90** INDIVIDUAL AWARDS FOR THE 2023-2024 ACADEMIC YEAR

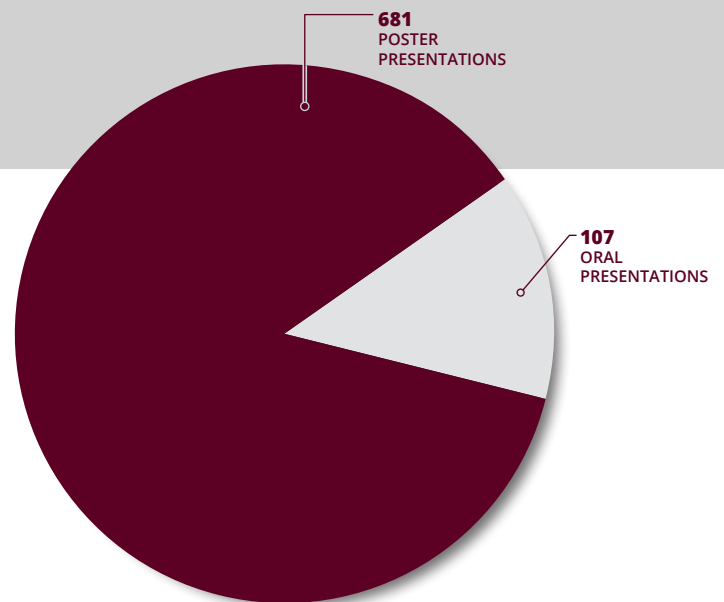
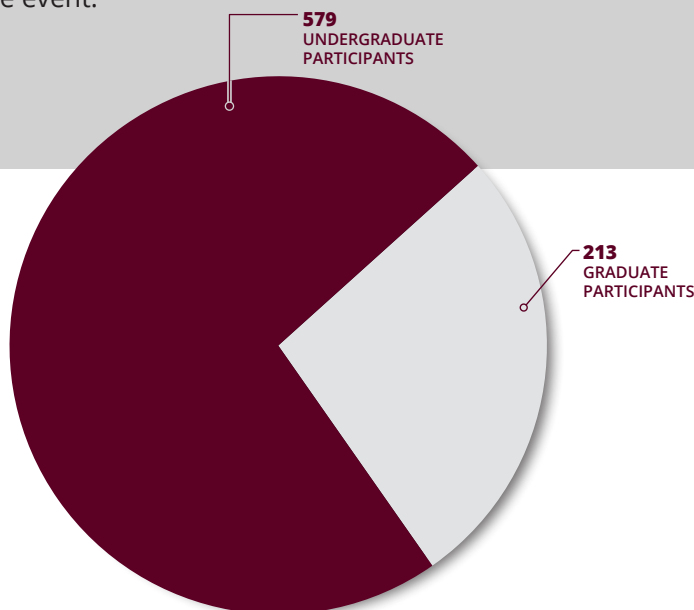
Student Life's Student Media received the following accolades in FY24:

- Three consecutive semesters as the highest scoring media program in the Associated Collegiate Press (ACP) Clips and Clicks contest.
- 2024 ACP Online Pacemaker Finalist of the Year-The Batt Online.
- 2024 ACP Business Pacemaker Finalist of the Year-Best Student Business Program.
- 2024 College Media Business & Advertising Managers' Operations Manager of the Year-Hayden Arevalo '26.
- 2024 Texas Interscholastic Press Association Best of Show website-The Batt Online.
- Led the country in Best of Student Newspapers Online awards (12 total).
- Walsworth Photo Contest College Division champions.



## Student Research Week

Student Life's Graduate & Professional Student Government hosted its annual Student Research Week (SRW), the largest student-run research symposium in the nation. This four-day competition highlights student research occurring on the Texas A&M campus. This year, SRW had 792 participants, 748 unique research demonstrations, more than 277 faculty, staff and student volunteers and six colleges that financially supported the event.



**Residence Life offered 410 supplemental instruction sessions covering various topics in FY24, reaching 658 individual students.**

# Three Student Affairs Programs Designated as Transformational Experiences

The Division of Student Affairs (DSA) launched the Student Affairs Transformational Experience (SATE) program, which recognizes departmental-sponsored student experiences within DSA that have intentional impacts for students and produce transformational experiences through reflection within the co-curricular. These experiences are intended to contribute to participants' lifelong learning, global citizenship, career readiness/development and applied learning to a variety of settings.

By May 2024, DSA had designated three programs as an Advanced SATE, meaning they meet four or more of the eight domain criteria from the SATE rubric.

## MSC Freshman Leadership International Costa Rica Service Learning Trip

The Memorial Student Center Freshman Leadership International (MSC FLI) coordinated an international service-learning program in Costa Rica over spring break. Participants learned about Costa Rican culture, enhanced their Spanish language skills, experienced the rainforest and engaged with local community members. While preparing for the trip, during the trip and after returning, participants had multiple opportunities to reflect on the impact of engaging with another culture and the meaning of service to others.

During this year's trip, a student leader led the participants in a photo reflective exercise where

students were asked to share a photo of a typical scene from daily life in Costa Rica and to reflect on the similarities and contrasts with their own daily life in the U.S.

The 2024 program included 23 participants and met six SATE domains.

## Career Readiness Bootcamp Badge

The Career Readiness Bootcamp Badge (CRBB) program is an online summer program that enables students to build skills around career readiness such as resume and cover letter writing, interview skills, preparation for internships and job searching and personal branding through social media.

Students are assessed on their learning through quantitative and qualitative methods and reflect on their progress at multiple points throughout the program.

The summer 2023 program included 67 students, nine of whom completed the entire program to receive their badge, and met five of the SATE domains.

## Career Skills Exploration and Industry Connections Program

In partnership with NASA, the College of Engineering, and Mays Business School, the Career Center piloted the Career Skills Exploration and Industry Connections mentor program in which second-year students engage with industry experts, exploring skills that impact the students' professional journey.

Mixed methods of assessment were used, including surveying students and reflective prompts to measure both satisfaction with the program and student learning.

The 2023-24 program included 29 participants and met five of the SATE domains.





# Empowering Students for Success in Internships and Beyond

*Career advising leads to big internship for engineering student.*

*By Olivia Garza '23, Division of Student Affairs Marketing & Communications*

Navigating the transition from college to career can often be a daunting task that is filled with uncertainties. However, for Texas A&M students like Zach Miller '26, a sophomore studying industrial distribution engineering, the Career Center serves as a vital resource that can make that transition a lot more approachable.

Miller first discovered the Career Center during a presentation by Career Advisor Roland Block at an honors meeting for the College of Engineering. Last fall, Miller was posed with the challenge of deciding which summer internship opportunity was right for him. Remembering Block's presentation, he reached out to the Career Center, which connected him with Block for personalized counseling sessions.

Miller said his success with utilizing the Career Center has inspired him to share the resource with his friends and even helped them score their first internships. He said the experience of internship teaches you things that you can't learn in the classroom. "Any type of work experience in a professional setting is a good opportunity for students to be able to apply what they're being taught in the classroom," Miller said. "A professional setting is where they have to make decisions and think quick on their feet to be able to learn how to react under pressure."

**"Any type of work experience in a professional setting is a good opportunity for students to be able to apply what they're being taught in the classroom."**

**- ZACH MILLER '26**

INDUSTRIAL DISTRIBUTION ENGINEERING



As Miller continues his journey at Texas A&M University, one thing remains certain: the Career Center will continue to play a crucial role in shaping his professional trajectory. With its personalized guidance, supportive community and holistic approach to career development, the center empowers students like Miller to navigate the complexities of the job market with confidence and purpose.

Texas A&M's Career Center ranks No. 12 in the nation for career placement amongst public universities, according to the 2024 Princeton Review.





STRATEGIC PRIORITY 5

# Telling Our Story

We understand the importance of effectively communicating our division's contributions to the Aggie experience. We strategically utilize data, marketing and professional networks to demonstrate our positive impact on students and the campus to a wide range of audiences.

## Student Affairs Planning, Assessment & Research

**183** PROJECTS COMPLETED    **84%** FOR DSA STAFF    **15%** FOR STUDENT ORGANIZATIONS    **18** DASHBOARDS CREATED OR UPDATED





## **West Virginia Elementary Teachers, Inspired By Texas A&M Yell Leaders, Establish Yell for Their Students**

*Moved by an Aggie Yell Leader on ESPN College GameDay, teachers helped their students form the Ramage Elementary Yell Leaders.*

*By Olivia Garza '23, Division of Student Affairs Marketing & Communications*

In an elementary school gymnasium more than 1,000 miles from Texas A&M University, a sound familiar to Aggies of all ages echoes into the hallway. It's the sound of yells. These yells sound a bit different than the ones performed at Midnight Yell and are led by much younger voices — but they are unquestionably yells.

Ramage Elementary School in Danville, W. Va., has recently become home to its own Ramage Rams Yell Leaders. The Aggie Spirit made its way into Ramage's gym thanks to its two physical education teachers, Deron Godby and Brandon Burns.



"I was watching College GameDay on ESPN around the beginning of October, I believe," Godby said. "They said, 'Let's take it out to College Station' and I saw a guy in all white standing in front of everybody going 'Beat the hell out of South Carolina.'"

The Texas A&M Yell Leaders is the official spirit organization of the university, comprised of five students who are elected by the student body each year. The Yell Leaders use a variety of hand signals called "pass backs" to direct the crowd to yell in support of the Aggies at athletic and other university events. The Yell Leader tradition at Texas A&M dates to 1907, when the university was an all-male military academy.

Godby, who is not an Aggie and so was unfamiliar with the university's traditions, said he rewound the ESPN broadcast and rewatched that clip nine or 10 times. "I called Brandon and I said, 'Hey, we gotta get involved in this somehow.'"

So they started working on bringing the Ramage Rams Yell Leaders to life.

Burns proposed the idea of incorporating yells into a field day, with the plan of having a school-wide yell practice followed by a yell competition between the third-, fourth- and fifth-graders.

## Crafting The First Yell

Unsure how to start their journey to making Ramage Yell a reality, they enlisted the help of Jordan Richardson, program manager for the Aggie Yell Leaders.

With Richardson's help, they crafted Ramage's school yell:

R-A-M-A-G-E  
R-A-M-A-G-E  
Aaaaaaaa  
Fight 'em, Rams!

This yell, along with others that are still in the works, will be led by five fifth-graders who will serve as the Ramage Yell Leaders on field day this spring.

When Texas A&M Head Yell Leader Trevor Yelton '24 heard about what was brewing at Ramage, he loved it. "This is more than just teaching them how to do yells," he said. "It is about the spirit that Ramage Elementary has and the passion that each student obtains within them to be proud Ramage Elementary Rams."

## The Value Of School Spirit

For Godby and Burns, the addition of yells to their P.E. class means so much more than a way to hype up their students. Ramage Elementary is one of around a dozen West Virginia schools participating in the GameChanger program, which aims to build school environments that prevent opioid and other drug use before it starts.

**"This is more than just teaching them how to do yells. It is about the spirit that Ramage Elementary has and the passion that each student obtains within them to be proud Ramage Elementary Rams."**

**- TREVOR YELTON '24**

2023-2024 HEAD YELL LEADER

"Our area has been hit pretty hard by the opioid crisis, some of our kids have had tough goes," Godby said. "For most of them, our class is their Little League baseball or buddy league basketball." Godby and Burns said they want students to leave their class knowing they have someone who cares about them, and to have an absolute blast.

"Our goal is to send them back to class and have them in trouble because they're so crazed," Burns joked. "Because a lot of them, that's all they get in the day as far as activity with other kids."

While practicing the yells is a lot of fun, that's not what stood out to Godby on that Saturday morning watching College GameDay. "I mean, just that spirit and pride [the Yell Leaders] take in their school," he said. "We would like to give our kids some of that. The self-esteem and pride that comes with being a part of something."

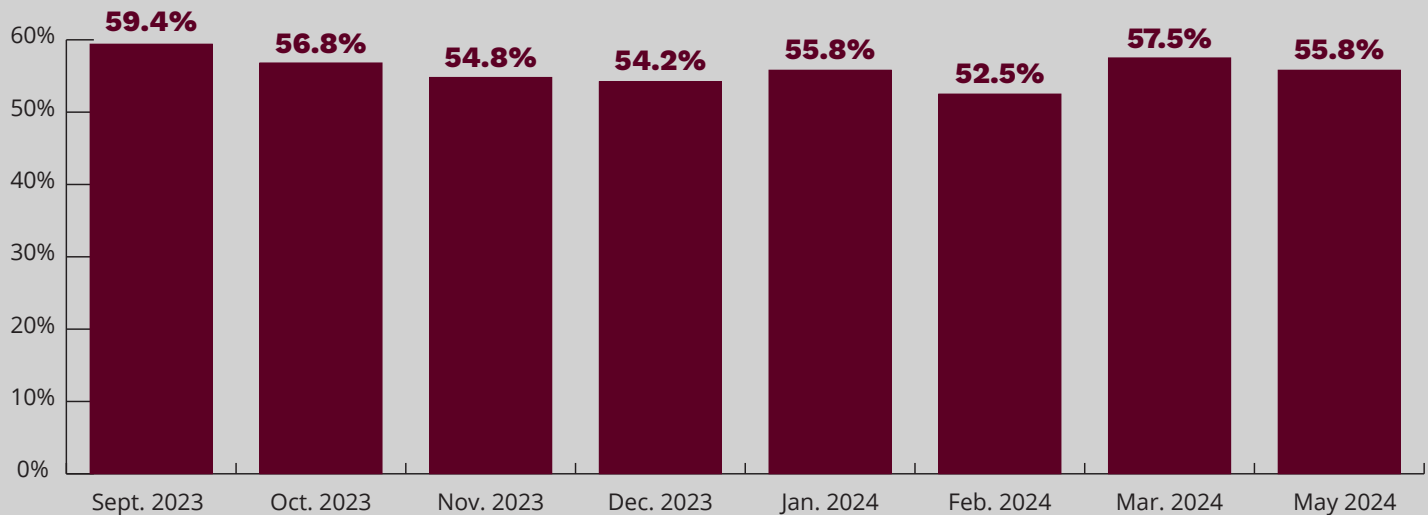
***DSA published 46 stories highlighting student and staff success in Texas A&M Today and on departmental websites in FY 24.***



## Division Update Open Rates\*

Sept. 2023-May 2024

The Division Update is a monthly newsletter including departmental updates, student and staff stories, highlights and notable achievements. The audience includes current staff, former students and university leadership. Average audience in FY 24 was 1,168 recipients.



\*Open rates between 25-28% are considered successful via industry standard for higher education. The Division Update newsletter routinely exceeds an open rate of 50%.

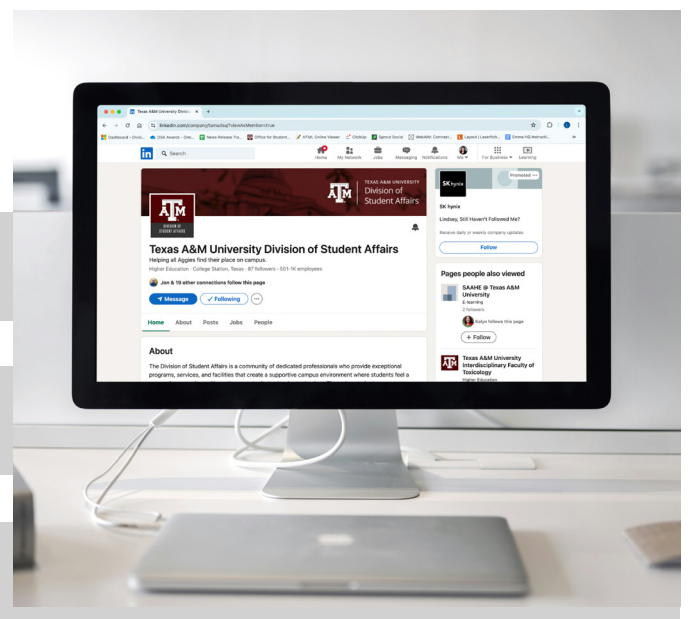
## DSA Establishes LinkedIn Presence to Expand Storytelling Opportunities

In February 2024, the Division of Student Affairs added a LinkedIn channel to its social media lineup to better connect with staff and highlight the amazing work being done in the division. From February to May 2024:

**6,323** ORGANIC IMPRESSIONS

**161** PAGE VIEWS

**82** UNIQUE VISITORS







## ***The Division of Student Affairs Reflects on 50th Anniversary Celebration***

Over the course of the 2023–2024 school year, the Division of Student Affairs celebrated 50 years of dedicated service to the student body of Texas A&M University. The festivities kicked off with a summer staff appreciation event that served as a ‘thank you’ to the student affairs professionals who allow the division to pursue its mission of serving its students. A 50th anniversary tailgate and holiday concert were held over the course of the fall semester to bring the division together in celebration of the last half century. Lastly, in the spring semester, a 50th Birthday Bash was held to spread awareness of the division and its departments to students.

As the division looks forward to the next half century, BG Joe E. Ramirez, Jr. '79, USA (Ret.) says that being agile and willing to adapt to the ever-changing student body will remain imperative. “Our young people are changing virtually every single year,” Ramirez said. “We have to anticipate what our students are going to want and need to get that holistic educational experience we all want for them.”







## ***An Experience for Every Aggie***

The Division of Student Affairs (DSA) launched a new student involvement campaign, Create Your Aggie Experience in Spring 2024. The goal of this campaign is to showcase all of the different ways students can get involved on campus, from student clubs and organizations to volunteer opportunities and leadership programs.

A web page was created as a one-stop shop for students to explore all of the involvement opportunities offered through DSA. Since the campaign launch, the web page has received 2,128 views by 1,120 unique users.

The next step in the campaign is the launch of DSA's podcast, On Air with Student Affairs, in Fall 2024. For more information and latest episodes, visit [tx.ag/OnAirWithStudentAffairs](https://tx.ag/OnAirWithStudentAffairs).



***After hearing the staff from the Don & Ellie Knauss Veteran Resource & Support Center (VRSC) present at several conferences, 21 institutions have reached out to learn more about the Veteran Aggie Leaders for Outreach, Research & Resources (VALOR<sup>2</sup>) program.***





#### STRATEGIC PRIORITY 6

## Well-Being

We acknowledge the importance of an academic and campus environment that allows all our community members to thrive. Helping individuals develop greater self-awareness and strategies for resilience, we create a culture of holistic development that promotes integrated programs and services fostering a healthy campus community.

**Student Legal Services**  
**provided legal advice to 1,232 STUDENTS**





## ***Student Life Center Expands Efforts to Stock the Closet***

The Student Life Center expanded on the department's efforts to provide basic needs support through the Closet, along with the resource shelves developed in spring 2024. These resources provide a variety of items such as snacks, exam supplies, personal hygiene products, safer sex supplies and lightly used clothes and shoes at no cost to students.



Students who may have experienced an apartment fire, natural disaster, or financial hardship, who may identify as homeless, or have other circumstances requiring support can stop by the Student Life Center on the second floor of the Student Services Building and pick up needed items.

## ***VRSC Awards Scholarships to Aggie Veterans***

The Don & Ellie Knauss Veteran Resource & Support Center (VRSC) distributed \$36,675 per month in scholarship funds to Aggie Veterans, and \$67,200 throughout the year through its SAVE Emergency and Special Provisions funds.

The SAVE fund is used to support student veterans who are also parents. These funds offset child care-related expenses so the student veteran can attend class or study sessions instead of working.

## **CIRT RESPONDS TO 137 REPORTS IN FY 24**

Student Life's Critical Incident Response Team (CIRT) responds to reports related to mental health hospitalizations, alcohol or drug use, vehicle accidents, fire or natural disaster displacement and medical emergencies.

## ***Rec Sports Usage in FY24***

**1,704,890** TOTAL REC  
ENTRANCES

**49,954** UNIQUE  
STUDENT USERS



## ***WISHES for Improved Student Well-being***

***Nationwide survey instrument leads to improved data on the student experience.***

*By Olivia Garza '23, Division of Student Affairs Marketing & Communications*

Student Affairs Planning, Assessment & Research (SAPAR) provides quality assessment services, resources, and assessment training for departments of the Texas A&M University Division of Student Affairs and student organizations. One of the department's biggest commitments to the student body of Texas A&M is the administration of the Well-being Improvement Survey in Higher Education Settings (WISHES) survey five times throughout the year.

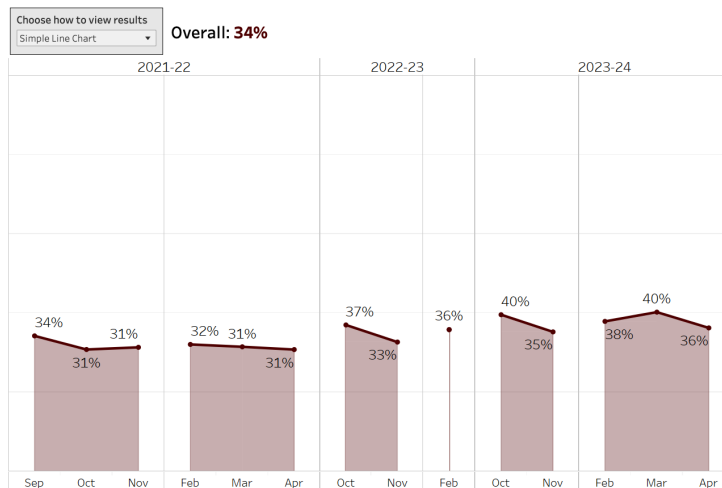
WISHES is a national-level instrument created as a collaborative between eight higher education institutions, including Texas A&M. Participating universities can choose their own sampling and administration methods, add custom questions and have immediate access to raw data. These factors make WISHES a valuable tool for assessing the student experience.

**“The goal of the data is truly just to improve students’ overall well-being, whatever that looks like.”**

**- KELLY COX**

ASSOCIATE DIRECTOR OF SAPAR

**ATM** Student Affairs Planning, Assessment & Research  
DIVISION OF STUDENT AFFAIRS  
Percentage of students who **are flourishing**  
Hover your cursor over the graph below for additional information.



The survey was first administered in the 2021-2022 school year and covers topics such as overall health, psychological distress, suffering or struggling, flourishing, belonging at Texas A&M, resilience, binge drinking, health and academic risks, engagement in extracurricular activities, having a friend or a mentor, and professors who make them excited about learning and care for them. In the past three years, data has been collected from 20,360 responses.

“The goal of the data is truly just to improve students’ overall well-being, whatever that looks



like,” Associate Director of Student Affairs Planning, Assessment & Research (SAPAR) Kelly Cox said.

Several departments in the Division of Student Affairs have used the data collected by WISHES to make changes to improve student well-being. Fish Camp adjusted its programming to focus on feelings of belonging and mental well-being. Mental health programming was added both in Fish Camp staff training and the camp itself. The Office of Fraternity and Sorority Life used the data in similar ways, focusing on belonging and mental well-being and using the statistics from the survey to promote the value of Greek life to the student experience. The office also used the data to support enhanced education and training to address hazing and alcohol consumption.

Cox said that the data in the survey can be useful in all facets of higher education, even outside of student affairs. She also said that responding to the data doesn't have to be as monumental as creating new programming, but changes can come from the ways staff interact with students. “On an individual level, like an advisor to an organization for example, there are easily things that you could be incorporating by just having conversations with students,” Cox said. “Making personal connections and knowing resources to refer students to are things that go a long way in terms of well-being.”

For more information and to view the WISHES dashboard, visit [wishes.tamu.edu](https://wishes.tamu.edu).

# WISHES

*Well-being Improvement Survey for Higher Education Settings was administered by SAPAR five times in FY24.*

**19** PRESENTATIONS  
CONDUCTED

**16** STUDENT INTERVIEWS  
CONDUCTED

**9** EXECUTIVE  
SUMMARIES

## ***Student Life Combats Substance Abuse & Violence***

Student Life staff conducted 90 presentations with more than 2,000 student attendees and more than 50 programs and events, with more than 3,000 attendees about interpersonal violence, alcohol, and other substance misuse prevention.

Of the 142 students who completed the Alcohol Education Workshop assessment, 100% reported they agree or strongly agree that they learned something in this workshop that would help them drink alcohol in a safe, healthy, and/or legal manner, should they decide to drink.



***“I will try and educate those around me when I hear false, ignorant or predatory things being said, as well as be a more effective support to those in my life who may be experiencing [interpersonal violence].”***

**- STUDENT PARTICIPANT**

## ***Development Priority Updates FY 24***



### ***Aggie Experience Fund***

The Aggie Experience fund was created to make the student experience accessible to more students. This fiscal year, the fund received generous donations that have made this possible.

- \$96,740 awarded.
- 530 applications.
- One new \$25,000 endowment created.



### ***The 12th Can Food Pantry***

The 12th Can, Texas A&M's student-run food pantry, strives to eliminate food insecurity on campus. With the generous support they've received this year, The 12th Can has been able to continue supporting Aggies in the fight against hunger.

- The Brazos County A&M Club supported The 12th Can with a \$10,000 gift.
- The 12th Can received \$26,000 in additional gifts in FY24.



## Development Priority Updates FY 24



### **Veteran Support**

The Don & Ellie Knauss Veteran Resource & Support Center received \$400,000 to increase existing scholarships and create new scholarships.

- The Special Provision (S.A.V.E.-SP) Fund received a \$60,000 gift and a \$25,000 gift.
- A \$125,000 gift was made to support the Aggie Veteran Leader Development & Engagement Program.
- A \$50,000 gift was made to support VALOR<sup>2</sup>.



### **BUILD**

Since 2013, BUILD has created a tradition of unity on Texas A&M's campus. The student organization has spent the last 10 years bringing individuals from across campus together to achieve a common goal – to design, construct and deploy Texas Aggie Medical Clinics around the world.

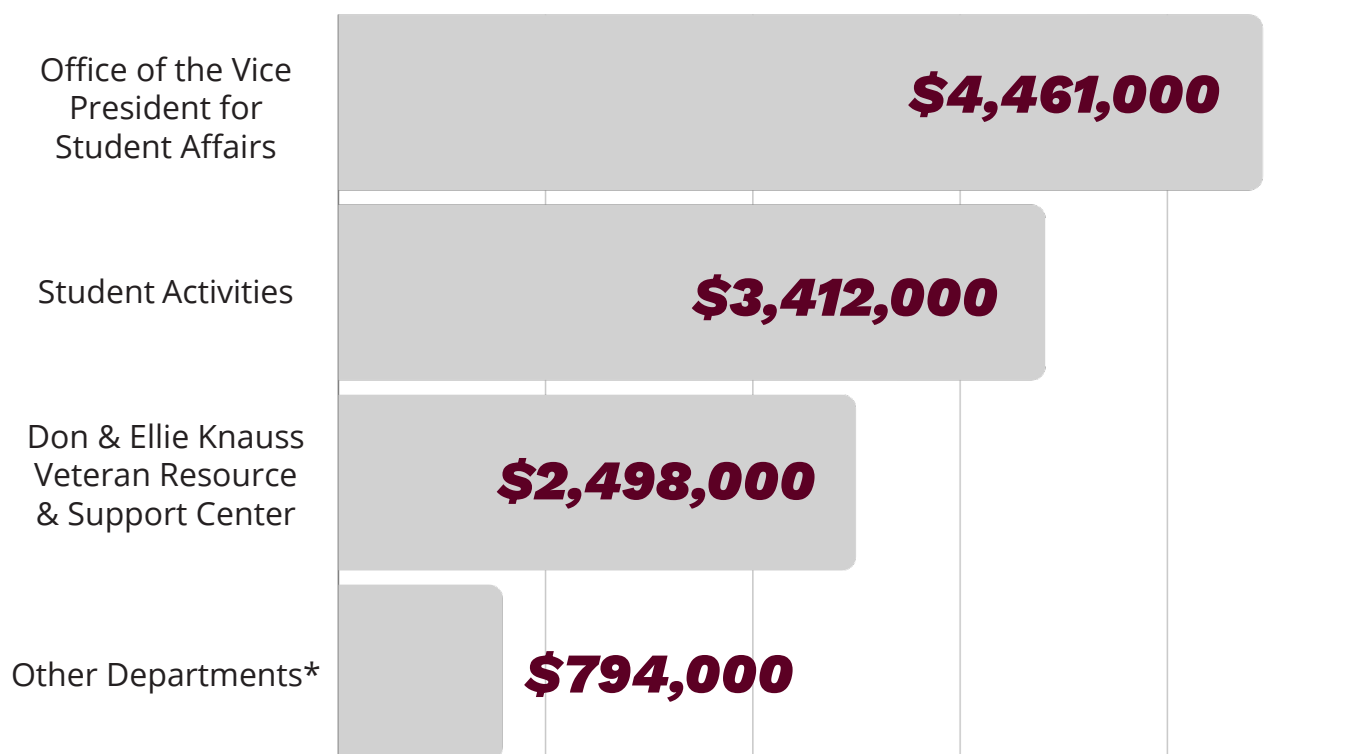
- \$150,215 was raised for the construction of the new BUILD facility.
- A \$25,000 gift was made for an endowed student award.

## ***DSA Fundraising Highlights FY24***

Texas A&M University is known for the loyalty and generosity of former students, friends and corporations. These groups, along with the Student Affairs development team and staff, identify and fund student programs and activities. These highlights illustrate the strong support for our mission to serve students.

- A Legacy Wall was named in the Student Activities suite, thanks to a generous \$25,000 gift from John '82 and Michele '82 Osborn.
- The Texas A&M Trap and Skeet Club received a \$100,000 gift to support scholarships from William '83 and Angie '84 Lemmons. The club also received an additional \$25,000 gift from James '83 and Paula '83 Turcotte.
- The Wind Symphony International Tour Fund was supported by several donations this year, including a \$25,000 gift from the Ed Rachal Foundation, a \$100,000 gift from Reta Haynes and a \$50,000 gift from Paul Haskell Motheral '52.
- The Silver Taps Hospitality Fund received a \$25,000 gift from the Dallas A&M Club.
- Residence Life received a \$26,000 gift for scholarships from the Kopf Family '91.

## ***Total Donations to Student Affairs by Category FY24***



*\*Includes gifts made to Disability Resources, MSC Programs, Multicultural Services, Music Activities, Rec Sports, Residence Life and Student Life.*





# ***DSA Development Council***

The Student Affairs Development Council assists the vice president for student affairs in promoting the value of the student experience at Texas A&M. This past year, the Student Affairs Development Council distributed \$35,725 of their dues to help various departments, including the VET+MAP program within the Don & Ellie Knauss Veteran Resource & Support Center, 12th Can, BUILD, and Disability Resources. This group supports DSA in a variety of ways, including:

- Aiding the VPSA in securing financial support through members' personal philanthropy and that of their networks and industries.
- Assisting as a strategy committee to further promote development priorities for the DSA.
- Providing an external perspective on DSA needs and issues.
- Serving as an ambassador of the DSA to strengthen and champion the relationship between the division and former students and other supporters.

## ***DSA Development Team***

**David Wilkinson '87**

*Assistant Vice President of Development-Student Affairs*

**Reagan Chessher '96**

*Senior Director of Development-Student Affairs*

**David Bacot '90**

*Senior Director of Development-Veterans*

**Michael Osborn '21**

*Assistant Director of Development-Student Affairs*

**Julie Anderson '06**

*Development Relations Coordinator*

**Catherine Halverson '19**

*Development Assistant*

## Division of Student Affairs

John J. Koldus Building  
Suite 117  
1256 TAMU  
College Station, TX 77843

NONPROFIT ORG.  
U.S. POSTAGE  
PAID  
COLLEGE STATION  
PERMIT NO. 215

## Departments

**Career Center**  
[careercenter.tamu.edu](http://careercenter.tamu.edu)

**Disability Resources**  
[disability.tamu.edu](http://disability.tamu.edu)

**Marketing & Communications**  
[tx.ag/DSAMarComm](http://tx.ag/DSAMarComm)

**Memorial Student Center**  
[msc.tamu.edu](http://msc.tamu.edu)

**Multicultural Services**  
[dms.tamu.edu](http://dms.tamu.edu)

**Music Activities**  
[musa.tamu.edu](http://musa.tamu.edu)

**Recreational Sports**  
[recsports.tamu.edu](http://recsports.tamu.edu)

**Residence Life**  
[reslife.tamu.edu](http://reslife.tamu.edu)

**Student Affairs Planning,  
Assessment & Research**  
[sapar.tamu.edu](http://sapar.tamu.edu)

**Student Activities**  
[studentactivities.tamu.edu](http://studentactivities.tamu.edu)

**Student Community Standards**  
[studentcommunitystandards.tamu.edu](http://studentcommunitystandards.tamu.edu)

**Student Life**  
[studentlife.tamu.edu](http://studentlife.tamu.edu)

**Don & Ellie Knauss Veteran  
Resource & Support Center**  
[aggieveterans.tamu.edu](http://aggieveterans.tamu.edu)

**Instagram** @TAMUDSA  
**Facebook** Texas A&M Division of Student Affairs  
**YouTube** @TAMUDivisionofStudentAffairs  
**LinkedIn** Texas A&M Division of Student Affairs

[studentaffairs.tamu.edu](http://studentaffairs.tamu.edu)



TEXAS A&M UNIVERSITY  
Division of  
Student Affairs