



Dear colleagues and friends,

It is with great pride that I present the 2021-2022 Student Affairs End-of-the-Year Portfolio. The Division staff continues to showcase their dedication to helping students accomplish their academic and personal goals. This portfolio highlights the successes of our quality team who work diligently towards the advancement of the ATU mission of providing opportunities for progressive intellectual development and civic engagement in conjunction with the University community.

It is clear that the second year of the COVID-19 pandemic and the necessary restrictions to keep our community safe brought new challenges for consideration. Our highly capable staff found innovative ways to forge new paths and serve our students to ensure they accomplished their goals. The 2021-2022 Student Affairs End-of-the-Year Portfolio is a snapshot of the achievements from this academic year. It is an indication of the staff's perseverance that has come to be part of Arkansas Tech's culture of grit.

This year's accomplishments also included key partnerships throughout the University community. I am thankful for the support and collaboration as we work together to ensure every student counts.

Our Student Affairs team consists of staff members, graduate assistants, and student employees. Thank you for your continued hard work and dedication and for your contributions to a successful 2021-2022 academic year!

Dr. Keegan Nichols
Vice President for Student Affairs



PUBLIC SAFETY

New CARS system implemented for campus parking.

Public Safety replaced 19 point-to-zoom single view cameras with multiview cameras allowing for 69 cameras in those exact locations covering all angles.

Public Safety used social media to form relationships with students so they will trust officers in times of need. Public Safety partnered with Viralcollege, the Social Media Marketing class on campus, to have two videos "go viral" on TikTok. The concept was formulated from students' ideas to create a funny video about a police officer writing you a ticket.

STUDENT CONDUCT

Student Conduct offered professional competency development opportunities for graduate practicum students to conduct workshops on ethical and responsible decision-making.

DISABILITY AND TESTING

Disability and Testing Services established a centralized lab in which all tests could be delivered in a dedicated testing space.

ONE STOP

The One-Stop Student Center was established to provide a centralized location to address students' needs. These services include, for the first time, live chat on the homepage of the University website.

RESIDENCE LIFE

Residence Life student staff had 7,174 intentional conversations with residents covering 7,887 topics. The top two conversations were about positive residence hall community and positive academic experience at Arkansas Tech University.

CAREER SERVICES

Career Services saw an increase of 500 appointments each semester compared to the previous academic year.

CAMPUS LIFE

External events management contract was developed and approved to allow external visitors to rent spaces on campus.

Civic & Community Engagement and Student Leadership Development was awarded \$300 to use towards voter registration and nonpartisan civic learning initiatives for 2021.

Involvement Fair 2021 included 102 booths, 20 of those were community booths, and 2,500 in attendance including students and members of the community.

ADMISSIONS

Admissions staff attended ASU-Beebe float trip with over 50 Phi Theta Kappa students, faculty, staff, and families and provided ATU branded gear.

Admissions started “First Friday Transfer Tours” and hosted 30 students and guests in spring 2022.



By the Numbers

PUBLIC SAFETY

\$42,000

grant awarded for body cameras

PUBLIC SAFETY

3,600

hours of training completed

INTERNATIONAL STUDENT ENROLLMENT

174

international students from 38 countries and regions

INTERNATIONAL STUDENT SERVICES

57

new international students welcomed to ATU

INTERNATIONAL STUDENT SERVICES

650

people attended the first Light the Night event in two years

CAMPUS LIFE

574

people attended Summer Send-Off (first major event post COVID)

CARE TEAM

90

referrals, connecting students to appropriate resources to support their success facilitated by the CARE Team

HEALTH SERVICES

1,046

COVID-19 positive cases managed by Health Services

COUNSELING SERVICES

2,286

counseling sessions provided by counseling staff

HEALTH SERVICES

1,900

student interactions and 340 faculty/staff interactions via outreach and educational programming conducted by the Health and Wellness Center team

STUDENT UNION

17,324

check-ins to the Student Union

ONE STOP STUDENT CENTER

22

recipients of the TheDream.US Scholarship assisted

CAMPUS LIFE

122

students attended TechAdvise and registered for classes in spring 2022

ONE STOP STUDENT CENTER

10,836

conversations with Russell the Chatbot at a 74.8% self-service rate

CAMPUS LIFE

1,030

incoming freshman and transfer students participated in Orientation

CAMPUS LIFE

81

Orientation Leaders and 10 Green & Gold executive board members assisted with the fall 2021 Orientation program

CAMPUS LIFE

300+

sophomores participated in 16 different events for the Sophomore Programming Series

ACADEMIC ADVISING

3,700

student advising appointments

ADMISSIONS

2,390

students and guests attended campus tours

CAMPUS LIFE

25

high school seniors participated in the 2022 First-Gen Institute and 10 current student leaders were selected as peer mentors for the institute

By the Numbers

ADMISSIONS

9,400

students were processed for scholarships

ADMISSIONS

365+

in-person visits conducted by the recruitment team

ADMISSIONS

85,000

students were contacted during the 2021-2022 recruitment cycle

ADMISSIONS

2,000+

postcards mailed to rising freshmen, sophomores, juniors, and seniors at 36 partner high schools

ADMISSIONS

10,260

admissions applications were processed during the 2021-2022 cycle

ADMISSIONS

214,000

personalized emails were sent to undergraduate and transfer students

ADMISSIONS

22,788

undergraduate freshmen received over 233,000 text messages

FINANCIAL AID

19

on and off campus events attended by staff to speak to parents, prospective students, and current students about financial aid

CAMPUS LIFE

120

students participated in Green & Gold Give Back in 2021

ADMISSIONS

2,751

students and guests attended campus visit days (TOFT, Saturday Showcase, Admitted2ATU)

RESIDENCE LIFE

1,219

work orders completed by Residence Life student maintenance staff, with 78.26% of those work orders completed the same day

ADMISSIONS

1,000+

text messages and 9,152 emails received by graduate prospects

CAMPUS LIFE

13

students attended the Freshman Leadership Experience

CAMPUS LIFE

240

students participated in Intramural Flag Football

CAMPUS LIFE

796

unique participants in intramural sports in fall 2021

CAMPUS LIFE

598

unique participants in intramural sports in spring 2022

ADMISSIONS

25,000

Phi Theta Kappa honor students at two-year colleges received targeted postcards to encourage transferring to ATU/PTK scholarship

PUBLIC SAFETY

217

ATU pennants with ATU info mailed to Phi Theta Kappa faculty advisors at two-year schools in Arkansas and all contiguous states

ADMISSIONS

35

groups hosted for campus tours with 1,228 students attending

ADMISSIONS

300+

students attended 12 concurrent high school campus tours

2021-22

Division Student Employees GPA & Retention Rates (N=160)

99.4%

retained from fall
21 to spring 22

95.63%

of fall 21 student employees have
enrolled in fall 22 or graduated

96.88%

enrolled or can
enroll in fall 22

3.45

Average GPA
FALL 2021

3.42

Average GPA
SPRING 2022

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