



University Roadmap

AS OF 10/20/2011

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- *Central Michigan University*
- *Eastern Michigan University*
- *Ferris State University*
- *Grand Valley State University*
- *Lake Superior State University*
- *Michigan State University*
- *Michigan Technological University*
- *Northern Michigan University*
- *Oakland University*
- *Saginaw Valley State University*
- *University of Michigan*
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- *Wayne State University*
- *Western Michigan University*

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Executive Summary – TBA

Not Completed Yet

Academic

Introduction – Daniel Chapman, Saginaw Valley State University

Of the multitude of issues facing students throughout the state, perhaps none of them are of more importance than issues concerning academics. Academic programs represent the reason why students attend Michigan's institutions of higher education. The Student Association of Michigan believes that while many institutions understand the importance of strong academic programs and rigorous courses, there are a variety of academic issues facing students across the state. From concepts such as Dean Student Advisory Councils, which represent our vision for shared governance, to procedures for grade appeals, which serve as a safeguard for students, this section represents our ideas and suggested proposals for implementation.

Co curricular Transcript – Morgan Toms, Ferris State University

During a student's time at a University they earn much more valuable experiences than what is solely reflected on their Academic Transcript. Through a student's involvement in organizations, volunteer projects, and work experience they build a great background that is supplemental to the skills they have learned in a classroom. The only problem to this is that a student has no official cohesive record of their involvements and experience.

At Ferris State University through a program called OrgSync we have developed a co-curricular transcript. Every Registered Student Organization is required to have an OrgSync profile. This profile allows organizations to update their roster, officers, events, and volunteer hours. Every student is also encouraged to maintain their own profile in order to better connect to their organizations and log their individual volunteer hours. All organization profiles are verified by their respective advisors and all volunteer hours are verified through the volunteer office. This allows the university to issue each student a supplementary transcript detailing their extra-curricular accomplishments.

As students preparing to enter the work force we believe that this gives us a competitive advantage against other applicants. This is particularly important due to the high unemployment rates and increasing competition for employment in many students' desired professions.

More information about the OrgSync program can be found at: <http://www.orgsync.com/>

Program Growth and Elimination – Cardi DeMonaco Jr, University of Michigan - Dearborn

The Public Universities in Michigan have anywhere between ** and ** Degree Programs. If each University specializes more, the system can become efficient, which would reduce the tuition burden on every student, while also increasing the quality of each program.

The Student Association of Michigan believes in education that is accessible. It is great that many of the Public Universities offer many programs, but more specialization is needed. Each University is allocated a certain amount of funds from the State each year. The more programs that a University offers, the more the money is spread thin. Every Michigan resident's tax money is put into the Universities, and they have every right to make sure the money is spent most responsibly. With more efficient use of State funds comes lower tuition, even without an increase in State funding.

Western Michigan University offers 140 undergraduate programs, which is the second most of any school in Michigan. It is not in the best interest of the school or student. At first, it sounds great because of the wide variety of programs that a student would be able to choose from. Like most things, specialization will result in higher quality. Since every school in Michigan is funded by every taxpayer in Michigan, they should want the Universities to specialize because their money will be spent more wisely for those attending the University. Western Michigan University has top ranked occupational therapy, physician assist and speech pathology programs. If they were to reallocate some resources from their lesser attended and lesser ranked programs and used the money into those previously mentioned, they would be able to make them that much better. The best programs to get rid of would be those that Grand Valley State University excels in because they are geographically close by at only sixty-five miles away. If a student in the Kalamazoo area wanted one of those programs, it is reasonably accessible being offered at GVSU, and they would again get more for their money.

Each University has specialty programs, and that is a very important aspect for the University to keep in mind. Many students learn of the school or attend the school due to these programs. Expanding and eliminating programs is in the best interest of the University, the student, and the taxpayer. The University can focus on its strengths, while the student can expect to pay less for a better program, and the taxpayer can rest easy knowing that their hard-earned dollar is being used most wisely.

Dean's Student Advisory Councils - Alysa Diebolt, Northern Michigan University

Each university is comprised of varying schools and colleges. The fifteen public universities in Michigan combined have over 110 Colleges or Schools. Each of these Colleges or Schools is an opportunity to create an advisory council of students to advise the administration on issues that directly affect students.

Most colleges and schools have an advisory council or board that is comprised of faculty, alumni, business owners, and other individuals with a vested interest in the program. While the importance of that type of council is recognized, it is felt that there

are many opinions being left unheard. The Student Association of Michigan recommends a committee consisting of students and the Dean be created for each School or College.

A Dean's Student Advisory Council is a council that is comprised of students from their respective college or school, from a variety of academic programs within that area. The simple reason of voice is why this is so important. Each student has varying experiences throughout their collegiate career. These students see the professors on a regular basis and they know their strengths and their weaknesses. They see their professors in a setting in which the administration rarely does. A student's voice is the truest version of what is really happening in the thousands of classrooms across the state.

Currently, Northern Michigan University has an established Dean's Student Advisory Council for their College of Business. The College of Arts and Sciences, the College of Graduate Studies, and the College of Professional Studies are all in the process of creating Dean's Student Advisory Councils. The College of Business Dean's Student Advisory Council operates as a sounding board for students to voice their concerns directly to the Dean. Topics have included professors, classes, majors, minors, associates degrees, and the learning environment. The Dean also uses the Dean's Student Advisory Council as a way to get direct student feedback on a variety of topics. The College of Business Dean's Student Advisory Council has been in existence for over 30 years. One of the many positive results of the College of Business Dean's Student Advisory Council has been the positive open lines of communication.

The Student Association of Michigan feels that it is not just important to hear the student's opinions, but it is vital to the success of the program. Having direct student feedback allows the program to adapt and change in a dynamic world.

Advising – Morgan Toms, Ferris State University

Academic advising can be a very important part of a student's experience. Advisors offer insight and knowledge that most college students do not possess at the beginning of their college careers. It is very easy to fall behind in college by simply forgetting to take a pre-requisite, or not realizing that a certain class may only be offered once an academic year. Students should also not be allowed to register for a class they have not met the pre-requisites for. If this happens a student can fall further behind and may also have to pay for the class if the mistake is not realized by the drop date. An academic advisor can help a student avoid these critical mistakes.

At Ferris State University every student is required to meet with their academic advisor once a semester. The Student Association of Michigan believes this best way to help students stay on their academic track. A hold should be placed on every student's registration until they meet with their designated academic advisor at which time the advisor may lift the hold.

Meeting periodically with an advisor can also be very beneficial for students in other ways. It allows students to have a continuous dialogue about their academic progress and career goals. This can also be a key element to student retention.

Scheduling Efficiently

Scheduling efficiency refers to procedures used to determine and plan a student's academic schedule on both a semester-by-semester basis and over a student's entire academic career. Given the trend of declining state funding for higher education scheduling issues are increasingly becoming issues as the ability of a student to take required classes at the appropriate time plays a large role in determining how soon that student may graduate. In short, a lack of efficient scheduling programs will result in students waiting to take required classes which prolongs their studies, increases both their burden to student aid programs, and increases student debt.

Scheduling programs throughout the state vary heavily, certain universities prioritize scheduling order based on class rank while others allow all students to register at once. However most schools do have certain program aspects in common with each other that the Student Association of Michigan supports.

Most schools give priority registration to students in various specialized programs such as varsity athletics or various honors programs. The Student Association of Michigan support such programs and recognizes that such students are under increased pressure to complete a pre-planned course of study. To these ends we recommend that universities consider on a case-by-case basis which programs need priority when it comes to scheduling.

Another common element is the advanced publishing of the next terms course schedule online. The Student Association of Michigan believes that this is essential as it allows students to examine and plan their next semester well in advance. Students ought to have adequate time to consult with advisors, professors, and colleagues about which courses they should take and the advanced publication of the course schedule allows this to take place.

Various schools also develop software that allows students to determine their optimized schedule. Saginaw Valley State University recently launched such a program. The program allows a student to enter courses they are considering taking and the schedule of organizations or activities they are involved in. Once both sets of data are entered the program generates every possible schedule under the time constraints and course offerings listed. Such programs allow students with heavy work schedules or extracurricular involvement to optimize and consolidate their time spent in the classroom each day. The Student Association of Michigan believes that such a program should exist for students in every institution of higher education.

Finally, most schools have programs that allow students to waive prerequisite courses, study independently, or enter into an already full class section. Such programs are vital to students in all levels of their academic career. Seniors however often need to take advantage of such programs to take required classes that may not be offered that term, or have already filled up. Allowing students to either study the topic for credit on their own with faculty guidance enables students to complete their degrees without having to extend their study an additional term. Other programs such as “overloading” into filled classes or waiving prerequisites allows students who were simply unlucky when registering to move on with their intended course of study as planned rather than delaying their plans a semester.

Grade Appeals

The Student Association of Michigan recognizes grades received are an important indicator of academic success and have long lasting effects on the student, as such grades needs to be calculated fairly and without bias. To these ends we recommend that Universities implement a process that allows students to dispute grades they believe were given unfairly.

The specifics of these processes vary among the member institutions of SAM, however we believe that these processes should conform to the following characteristics: (1) That the procedure is published in a readily accessible compilation and is written in such a manner that the procedure is readily understandable. (2) that students and professors should have the opportunity to resolve the grievance before invoking the appeals process, to this end a meeting should be required between the two parties. However the student should have the right to a mediator in the event they are uncomfortable with such a meeting. (3) that the actual appeal will be comprised of a statement from both professor and student along with all evidence presented by the two parties. (4) that the appeal is considered by a committee composed equally of faculty and students, who shall be selected by their respective representative bodies. (5) that in the event of a tie-vote the provost or an equivalent shall cast the deciding vote on the appeal.

A process meeting these characteristics honors the rights of both faculty and students and should be the ideal that universities strive to meet. Any legitimate appeal would be honored with such a process, while any appeals truly lacking merit would fail to pass through such a process. Currently Saginaw Valley State University implements such a process and ****,***, and *** have similar processed. At minimum we believe a student has the right to a grade appeal process that includes the involvement of their fellow students, and the faculty likewise has a right for their peers to be involved in the process.

Sustainability

Introduction – Derek Moretz, Grand Valley State University

When looking to improve the level of environmental sustainability at your university, having the necessary support is extremely important if you realistically will be able to make an impact regarding these initiatives. Begin with creating a task force consisting of students, staff, faculty, and administrators. This task force should be dedicated to developing and promoting environmentally-friendly awareness habits within the individual universities and their surrounding communities. After composing your team, it will also be important to educate the student body regarding your projects and initiatives so the students can support you in your causes. The following guidelines are those that a university should follow and embrace regarding LEED certified buildings, energy usage, recycling, and alternative energy.

LEED Certification – Derek Moretz, Grand Valley State University

LEED is an internationally recognized green building certification system that ensures building built under its guidelines are designed for optimum energy and water efficiency, minimal carbon dioxide emissions, as well as high indoor environmental quality. The guidelines are developed by the U.S. Green Building Council (USGBC). The certification of those buildings is also administered by the USGBC. Buildings built by LEED guidelines will have a minimal effect on the ecological system surrounding them- these buildings often minimize negative effects like major water runoff redistribution that could cause strain to an ecosystem. Buildings built by these standards use less resources long term and contribute to the long-term lowering of operation costs of campus buildings, optimizing the efficient use of the universities' taxpayer-supported allocation of funds from the state government, as well as funds from donations. After the process of certification of a building under the LEED standards is complete, the universities receive information on how to properly market the LEED accomplishment of the building, and the building may be included in the US Department of Energy High Performance Building Database.

Standards for LEED certification include the:

- Sustainability of the building site
- Water efficiency of the building
- Energy consumption of the structure
- Materials and resources used in construction
- Indoor environmental quality

LEED certification also has two areas that can give buildings “bonus points” toward LEED certification. These areas include.

- Innovation in building design
- Regional priority (the extent in which the building design addresses specific regional environmental issues that are of the most concern)

There are also guidelines that can be followed when trying to improve the sustainability of the operations and maintenance of a previously built structure. Through improvements to these operations and maintenance methods, a university can achieve a certification of LEED for Existing Buildings: Operations & Maintenance.

More information about LEED certification can be found at the USGBC website, as well as the website of the Green Building Certification Institute.

USGBC Homepage: <http://www.usgbc.org/DisplayPage.aspx?CMSPageID=124>

Green Building Certification Institute Homepage: <http://www.gbci.org/Homepage.aspx>

Energy Usage – Amy Ring and Andrew Gustafsson, Oakland University

Turn it off whenever possible.

This is the most basic energy conservation strategy for any type of equipment. Consider the following:

- Turn off your computer and /or peripherals when they are not in use. A modest amount of turning on and off will not harm the equipment.
- If you leave your computer on for the normal 40 hour work week, it will cost your university \$40 annually. Leaving it on all day and night will cost your university \$125 annually.
- Don't run computers continuously (unless they are in use continuously).
- Turn off at night and on weekends.
- Look for ways to reduce the amount of time your computer is on without adversely affecting your productivity.

Specific Suggestions

- Unless you require immediate access to email or internet, break the habit of turning on all your computer equipment as soon as you enter the office each day.
- If practical, informally group your computer activities and try to do them during one or two parts of the day, leaving the computer off at other times.
- Avoid using the switch on a power strip to turn on all your equipment.
- If you use a laser printer, don't turn your printer on until you are ready to print.
- Turn off your entire computer system (CPU, monitor, and printer) or at least your monitor and printer when you go to lunch or will be out of office for a meeting or an errand.
- For "computer servers" which must be on to serve network functions, explore ways to turn servers off at night.
- If monitors are not needed for "servers" to operate, keep server monitors off. If server monitor is needed during the day, at least turn it off at night on weekends.

Printing

- On larger documents, use smaller font sizes (consistent with readability) to save paper.
- When documents are copied, use double-sided copying.
- When general information-type documents must be shared within an office, try circulating them instead of making an individual copy for each person. This can also be done easily by e-mail.

Purchasing Recommendations

- Buy only “Energy Star” computers, monitors and printers.
- Buy a monitor only as large as you really need. A 17 inch monitor uses 30 percent more energy than a 15 inch monitor when each is in an active mode.
- Buy ink jet printers, not laser printers. These use 80 to 90 percent less energy than laser printers and print quality can be excellent.
- Network and share printers.

Disposing of Old Equipment

Instead of throwing away your old computers, make sure to check what your options are regarding recycling them. Although most universities do not have a law requiring the recycling of their computers, most have moved to doing so.

Certification Programs

There are Energy Management Certification programs offered by universities for the community’s surrounding businesses an opportunity to become educated about how to make their businesses/organizations more environmentally sustainable.

Residential Energy

Residents easily forget about energy usage in their dorms or apartments, as they are not individually paying for the electricity bill. Because of this, it is common to see lights on in rooms even when nobody is there. It is important to remember to turn off lights when they are not in use and conserve water when possible (reduce shower time, be quick to turn off running faucets, and do not leave water running when brushing teeth).

Recycling – Oakland University

- In order for recycling to be successful on your campus, there should be designated recycling coordinators for specific areas of your campus (ex- residence life, the student union, academics buildings, etc.)
- Each residence hall room and university apartment should be given its own individual recycling bin for plastic/paper waste.
- Recycling in cafeterias is highly important. Make sure that your on campus food service is not throwing away leftover food. There are many options for donating it to food banks and local shelters. Ex- Forgotten Harvest.
- Use your backpack when purchasing goods from the bookstore instead of the plastic bag offered to you.
- There should be designated recycling bins for specific types of waste- glass, plastic, paper, aluminum
- Recycle waste paper.
- Before recycling paper which has print on only one side, set it aside for use as scrap paper or in printing drafts.
- Buy and use recycled paper in your printers and copiers.
- There should be departmental expectations and objectives that outline specific recycling goals and quotas.
- If at all possible, there needs to be student led educational initiatives to teach members of the universities and their surrounding communities about the importance of recycling.

- Offer incentives to students for recycling usage. Examples: Discounted beverages for using their own coffee mugs, bring back toilet paper rolls in order to obtain more toilet paper
- Hydration stations- allow students to easily reuse and refill water bottles in order to prevent them from purchasing plastic water bottles
- Educate students (especially residents) about eco friendly businesses and stores in the local area, and where they can recycle specific items if it is not offered on your campus yet.
- Offer designated locations where students can drop off their old batteries, ink cartridges, and cell phones

Alternative Energy – Amy Ring and Andrew Gustafsson, Oakland University

It is important for there to be a task force of students, faculty, staff, and administrators focusing specifically on ways in which your university can use alternative energy methods. This group should support clean energy research, development, and educational activities.

Transportation

Consider alternative transportation options for students. Examples- Bike Share Program, Campus shuttle service, off campus shuttle busses serving locations with high student population.

LED Lighting

Ensure that your university considers the benefits of LED lighting, especially for outdoor lighting purposes. It reduces power consumption, is brighter, and approaches 80% efficiency.

Geothermal Energy

When your university is looking to expand, it should take into consideration the option of geothermal energy and technology. The U.S. Department of Energy in many cases is willing to give out grants that will fund a good portion of the project, making it more realistic for your university to do. Benefits of using geothermal energy consist of: low emissions, reduced cost of fuel, reduced reliance on imported oil, reduced pollution, reduced global warming, etc.

Solar Thermal Energy

The university should be participating in the experimentation of using solar thermal energy to understand its benefits and potential future growth for an alternative energy, specifically on university campuses. Grants are available through the State of Michigan.

Other forms of energy to consider and ask your university about include:

- Geothermal heat pump research and demonstrations
- Smart grid / smart metering demonstrations
- LED and emerging lighting technologies

- Solar thermal systems
- Solar PV systems
- Biomass heating and biomass CHP systems
- On-site solid fuel biomass densification lab
- On-site biodiesel production lab
- On-site ethanol production lab

<http://www.oakland.edu/cerc>

<http://www.punageothermalventure.com/About-Geothermal-Energy/14/benefits>

<http://www.oakland.edu/upload/docs/Energy/Green%20Computing%20Guide.pdf>

<http://www.lc-led.com/articles/ledlights.html>

<http://www.oakland.edu/energymgmt>

Publication of Practices – Derek Moretz, Grand Valley State University

It is extremely important that universities well publicize their achievements in sustainable and ecologically friendly practices in their operations and in building construction. The universities of Michigan continue to be a guiding light of innovation and societal progression; their participation in endorsing sustainable options in both constructing new facilities and in the operation of campus activities is vital to inspiring other universities and colleges throughout the state and nation, as well as businesses and families in their own communities, to be more environmentally friendly. It is also important to build a culture of ecological responsibility in their campus communities. Their participation in sustainable projects and their sufficient publication of these endeavors will embolden the values of ecological responsibly within the student body, and assure to environmentally conscious students that their university is dedicated to being responsible stewards of the environment.

A few good strategies in making good practices well known to your university's communities are:

- Encouraging university student newspapers to inform the student body through articles the university's endeavors to be sustainable and ecologically friendly.
- Encouraging university officials to create displays that inform students utilizing services or items of their sustainable characteristics (ex. A small sign on a newly fertilized plot of grass informing the reader that the fertilizer used is non-toxic and organic)
- Networking with environmental groups on campus and informing them of the university's successes. They can help spread the word.
- Spurring college officials to have open forums with the student body about possible sustainability initiatives that may have student support. At these forms, the university can inform concerned individuals of the university's good practices, and in return can get helpful feedback on these practices as well as future plans.

University Roadmap

- Getting regional and community newspapers involved in educating the community and region about the university's sustainability initiatives. Citizens may be inspired by the university's dedication to sustainability.
- Advocating for the creation an easily accessible webpage on their website to inform individuals about current and past sustainability initiatives (if they don't already have one).
- When the university begins a sustainability project, or completes one, encouraging administrators of the university website to run an article of the project in the news reel of the university's website (if your university has one).
- If a building is LEED certified, pressing administrators to buy plaques for the inside and outside of the building to inform students and patrons of the sustainability of the building.
- Supporting classes dealing with sustainability to analyze current university operations, and critique what it is doing right and wrong in regards to supporting ecological solidarity and sustainability. This can be an incredible way to spread knowledge of the university's successes while also helping to point out problems with university's operations that need to be made more environmentally friendly.
- Pressing your university's administration to reach out to community leaders and inform them of the sustainability projects the university is engaging in- this can help give local business and local governmental leaders ideas on what to do to make the community and region more environmentally responsible.

University Budgets

Introduction – Cameron Penny, Lake Superior State University

Introduction to SectionNot Completed Yet***/ASSIGNED*

Transparency – Ryan Mitchell, Wayne State University

SAM believes that the university should maintain a policy of transparency in regards to the budget. This meaning, the university should publicly post the budgets on the internet and allow for physical copies to be distributed. It should be easy to read and understand, and provide information about finances including how much is distributed to all departments and respective programs. This information should be hidden in links and pages, but should be available on university home pages so as to allow easy access to public information that everyone should have it, without searching for long.

Budget Formats – Ryan Mitchell, Wayne State University

The Student Association of Michigan believes that all of the Michigan public universities should allow for and host public and open forums. These forums should allow for students, faculty and staff, and other citizens to gain information about the university that may be more difficult to find. It should also allow all people to get this information

from university officials of rank, and high levels of administration without getting ambiguous answers and redirection to others.

Universities should also provide itemized budget information upon request of any student or citizen. This information should be readily available and up to date with information regarding how much is appropriated and to where it is allocated. It should be easy to locate and allow for the average citizen to understand what students actually pay for when they receive bills. It should specify any and all charges in their exact amounts and what these amounts are charged for and what they actually receive from paying this charge. An example is a fitness center charge which every student is charged which allows for students to gain access to and use fitness center facilities.

Tuition Payment Plan Options – Eli Karttunen, Michigan Technological University

It is painstakingly obvious that the price of attending a Public University continues to rise unerringly in proportion to decreases in overall levels of state appropriations that have occurred in recent years. As this continues to happen, students find it increasingly difficult to pay their university bills. From increases in tuition rates and fees to raises in housing/meal plan rates and student omnibus fees, outright payment of tuition is becoming ever more difficult. For a variety of reasons, many students find themselves unable to pay for an entire semester's bill upfront. Whether it be delayed loan checks or a held up scholarship payment to irregular personal cash flows, it isn't surprising that typical students cannot afford to pay \$9482.27 (2010-2011 average tuition rate) in tuition and mandatory fees alone upfront. This is in addition to many other expenses that occur as tuition bills come due, including purchasing increasingly expensive textbooks and other back-to-school bills.

Many universities do offer programs allowing students to spread their tuition payment out over 3 or more installments, but have discouraged this process by charging a nominal fee for the program. Ranging from \$20 to \$50, universities have tacked on this fee to hedge for potential default risk. Removing this fee will make payment plan options more attractive and thus will increase their participation rates. At Michigan Technological University, only 15.9% of students took advantage of the option of lessening the immediate burden of paying tuition in one lump bill. In order to make this option more attractive to students, universities ought to remove fees attached and should actively promote the option through responsible policy advertisement and word of mouth marketing.

While universities have been skeptical to offer exceedingly liberalized payment policies because it does extend some default risk on to them; however, it is our opinion that while this risk cannot be avoided, it is to the universities best interest to maximize the population of enrolled students and this policy will contribute towards that. Making college a little more affordable by altering the payment structure to facilitate students to make reasonable payments in installments will expand accessibility of higher education to the students of Michigan. For this, the Student Association of Michigan firmly believes

that Universities ought to make a wide range of tuition payment plan options available to students.

Communication

Introduction – Cameron Penny, Lake Superior State University

Introduction to SectionNot Completed Yet***/ ASSIGNED

Internal Marketing – Alex Benda, University of Michigan - Flint

Many services are offered on campus for students yet many students remain in the dark that they even exist. This is due to lack of sufficient internal marketing. Internal marketing is the act of making sure your constituents are constantly aware of services and programs that are in existence. It is a management tool that can be done on multiple levels within an organization. Internal marketing helps create a cohesive unit.

It cannot be stressed enough, you must advertise *yearly* for a program to enjoy continued success. This is true in any business but on a college campus that has essentially an entire new student body every four years you must keep the masses up to date by using internal marketing within your organization and also externally.

Internally within your organization you should create a list of talking points so all members can respond with similar answers if asked questions. The talking points should be pithy and to the point. They should be broken down into bullets so each point is distinguishable from another point. Clarity and simplicity should be your watchword when creating your talking points. This helps unify your organization will help in visibility on campus.

After creating an internal plan you can expand outwards and create a marketing plan that is similar in goals as your talking points. Each talking point should be advertised. They can be advertised together or separately depending on the amount of focus you wish to bring to each program. Creating a “Fact Sheet” and having them handed out during orientation is one method to bring your information to new students. Furthermore during the year you can create and use posters and other marketing opportunities offered through your campus to help convey what services are offered. The effectiveness of your marketing relies on making sure that your constituents can have the major questions answered through your marketing and then have a place where they can go for follow up information.

Your organization may have the best programs available but without a strong internal marketing program that

External Marketing – Alysa Diebolt, Northern Michigan University

Over 300,000 students attend one of the 15 public Universities in Michigan, the reason they came to their university of choice, is External Marketing. External Marketing is the way each University gains new students, whether that is incoming freshmen, transfer students, non-traditional, or continuing education students.

Many universities boast the number of programs offered, some use their student organizations as a selling point, and others rely on their awards and reputations to lure new students. Each of these messages can be highly effective and are attributing factors to the Universities brand image. Brand image is how the university is perceived by those viewing it. In this dynamic world, brand image needs to reevaluate on a regular basis in order to stay current, desirable, and ultimately a University of choice for prospective students. A strong brand image has a lasting residual effect of brand recognition, which ultimately leads to school pride.

These messages, however effective, need to not only be evaluated on a regular basis, but also the means to which these messages are delivered to potential students.

Marketing Medium	ROI Ratio
Direct mail	1 : 100
Email newsletter	1 : 50
Television Ads	1 : 70
Promotional items	1 : 150
Trade show	1 : 20
Brochures	1 : 70
Radio ads	1 : 10
Billboard	1 : 7
Internet banners	1 : 15

The above table shows an estimation of the return on investment (ROI) of nine type of marketing. For example, for every \$1 spent on direct mailing, \$100 of revenue is earned. Clearly, promotional items and direct mailings are the more effective types of external marketing anyone can do. Billboard advertising and radio ads are among the lowest, as is internet banners.

While calculating the ROI for each medium is difficult, it is essential when discussing budgets at each university. Universities need to be more efficient with each dollar spent on external marketing. In order to gain new students, they need to be putting their marketing dollars in the most effective areas, and stop spending useless dollars in areas where results are not being seen.

The Student Association of Michigan feels that external marketing is an extremely important piece of each universities budget. We want each university to evaluate the means of distributing their marketing messages, and ultimately use their marketing dollars to the fullest potential to gain new students, for a brighter Michigan future.

Technology; Up-to-Date, Equipment, Software, Support – Lauren Hearit, Western Michigan University

The Student Association of Michigan (SAM) advocates that certain standards be met across the state of Michigan, regardless of the size or age of the academic institution. Specifically within the realm of technology, there are certain services every university should offer. These include:

- Email accounts for all students and faculty
 - studentname@universityname.edu
 - These email accounts should be the official form of communication between faculty, staff and students
- Technology Support
 - Traveling help desks to assist students in residence halls and various university buildings
 - Tech support for professors within the classroom
- Technology Carts
 - Equipping each classroom with up-to-date software and technology including data projects, document cameras, video, dvd and blu-ray players
- Computer Labs
 - Providing each student with access to computer labs
 - One lab open 24/7
 - Computers with the ability to print
 - Provide students with a set number of pages to print each semester
- Software
 - Computer labs should provide software necessary for students to succeed within the classroom
 - Example: Fine Arts computer labs should include graphic design programs; engineering computer labs should include engineering software, etc.
- Online classroom resources
 - Online classes should have a strong online server so that students can post to discussion boards, email professors and access videos, worksheets, handouts and homework assignments easily
- Cable and phone access
 - Universities should provide cable and local phone service for students living in university housing
- Webpages
 - Professors should have access to develop a webpage through the university's website in order to post online assignments, homework, worksheets, etc.
- Filesharing
 - Universities should monitor the wireless network within the residence halls and university campus to track illegal downloading

- Universities should have disciplinary rules and actions in place in the event a student downloads files illegally on the university network

Community Outreach – Lonie Donald III, Ferris State University

SectionNot Completed Yet***/ ASSIGNED

Health and Wellness

Introduction – Lonie Donald III, Ferris State University

Introduction to SectionNot Completed Yet***/ ASSIGNED

Student Insurance - Felipe Andrez, University of Michigan – Flint

Many students across the state may find themselves without proper health insurance coverage. Some students who don't live with their parents and are not considered their dependents may be finding themselves out of luck. The reason being is because their parent's health insurance coverage may not pay for their health treatments, should they ever need it. Likewise, this group will be less likely to purchase their own health insurance plan because they may think it is unnecessary. The fact that they are younger and healthier than other people may create a false illusion that health care coverage isn't a necessity for them.

Unfortunately, the opposite is true. Despite the fact that this group of people may develop less chronic type of illnesses, they still need to have access to proper health care. In case of an accident, the costs of associated with health treatments can be very high, and individuals at this age are unlikely to have enough funds to pay for their treatment. For that reason, we recommend that universities offer some sort remedy to help students overcome these risks.

University sponsored health insurance plans are a great option for students to obtain coverage at a reduced cost. When a large group of people are included under the same coverage plan, the risks on the part of the insurer are lowered. Similarly, the insurers are able to offer more comprehensive coverage to students at lower rate. Some public universities have already partnered with health insurance providers to offer their students with insurance plans.

The University of Michigan currently offers health insurance coverage for students. The university offers a health insurance plan through Aetna. Under this plan, students may opt to acquire university coverage and having the charges billed to their tuition. Overall, the plan offers coverage for students under the Aetna nationwide network. The plan is also available to graduate students. Since most international students are required by law to carry health insurance while in the U.S., the University of Michigan is able to offer

an insurance plan that includes repatriation costs in addition to full treatment of any illness occurred in the U.S.

The Ohio State University has mandated that all students who enroll at least part-time have health insurance coverage before registering for classes. This policy also mandates that students' health insurance policy have comparable benefits to the policy offered by the University. Students who carry their own, or are dependent on their parents' health insurance policies may apply for a waiver. Although a mandatory health insurance policy is more controversial, universities can still offer different health treatment options to their students.

For instance, many schools may chose to charge a "health fee". This fee is normally used to cover the costs of maintaining on-campus health clinics where students are able to use it. Students should have access to a health care professional, as well as being able to obtain health screenings and exams. It is also important to note that preventive medical care can play a significant role in reducing health care expenses. In this manner, students who feel more inclined to use the services offered by these clinics could avoid costly medical treatments at a later time. Overall, this option can be an effective alternative for universities that don't wish to implement a policy similar the Ohio State's requirements.

In summary, we recommend that universities across the State of Michigan find ways to help student having access to health care. University sponsored health insurance plans for students are a way to give students access to health care plans at more affordable costs. In addition, universities should have health clinics on campus available for students to use free of charge. Our goal is to ensure that our students are having proper access to health care.

Sources

http://www.uhs.umich.edu/files/uhsdocs/Ins_for_Smarties.pdf

<http://shi.osu.edu/article.asp?id=2>

http://shi.osu.edu/posts/documents/205466_International.pdf

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Food Options – Lindsay Koskenoja, Lake Superior State University

Not Completed Yet, But Written

Nutritional Information – Lindsay Koskenoja, Lake Superior State University

Not Completed Yet, But Written

Smoking; Local and State Laws – Erin Kaplan, Western Michigan University

According to legislation 333.12603, laws regarding smoking are left to the discretion of each university and may differ accordingly. Smoking is prohibited inside buildings. However, the Student Association of Michigan expects its universities to post appropriate notices regarding smoking policies and to keep ashtrays a reasonable distance from buildings.

Western Michigan University currently asks that all students smoke 25 feet from the entrance to all academic buildings. Each university may differ as to this distance, but the Student Association of Michigan expects that each university enforce these distances. For example, if a university says that a student must smoke 50 feet from all building entrances, ashtrays should be located at that same difference. Additionally, consequences should be in place for students violating smoking guidelines. While we do not expect these consequences to be severe, residence halls may be a great location to enforce smoking guidelines. Resident Assistants within these residence halls may request students smoke the appropriate distance from the front door and if a student repeatedly violates these rules, they will have to speak with their hall director.

We expect our universities to consider the health, well-being, and happiness of all of its students, faculty, administration, and visitors when choosing how far one must be from a building while smoking. It is important to keep in mind health concerns of students who are sensitive to smoke or have asthma. Therefore, universities should be flexible with their rules and enforce all smoking guidelines and regulations

University Life

Introduction – Lonie Donald III, Ferris State University

*****SECTION TO BE WRITTEN****/ASSIGNED

Transportation; Bike-Share, Shuttles, etc – Amy Ring & Andrew Gustafsson, Oakland University

Types of Transportation

Each public university in the state of Michigan should consider the following types of transportation for its students:

Shuttle Service: If there is no public transportation available on campus, then the university should consider providing a shuttle service to its students. It should run both on and off campus so that students have easy access to local businesses and resources, as well as on campus buildings.

The benefits of such a service include:

- Alleviating stress from students who may have difficulty walking long distances from parking lots to go to their destination.

- An alternative method of transportation during the winter months.
- An economical and green approach to transportation.
- Limiting the amount of students who drive from class to class.

Bike Share: Each university should look into providing a bike share service on its campus available to all students. The university should provide and maintain the bicycles. In order to ensure the success of the service, the university should make sure to also provide additional bike racks on campus. Students should be aware of the rules and regulations in order to ensure that the service is respected and the bikes are maintained. Any student would have the right to use an available bike. When left at its destination, the bike then becomes available for another student to use.

Carpool Program: Each university should provide a program in which students can easily commute with one another to and from campus. Ideally, a website such as Zimride should be used so that students can easily find other students traveling to and from similar locations. This provides students with a cheaper and greener way to get to campus.

Walking: So that students who choose to walk to class can travel safely, each university should make sure to have crosswalks at each major road surrounding the university. Sidewalks should be implemented in between buildings and parking lots.

Special Services:

Nighttime Services- Each university should provide alternatives to students walking alone at nighttime. These services should be made well known to the students. Such options include a shuttle service, a taxi service, or having the option of calling the on campus police department.

Saferide Program- Each university should provide a free service to its students that will transport them safely to their residence if under the influence of alcohol and unable to drive.

Disability Services- All university transportation services should be easily accessible to those with disabilities. Locations for handicapped parking should be clearly marked, and the university should make an effort to have an adequate number of handicapped parking spots.

Emergency Notification System – Phoebe Conybeare, Eastern Michigan University

Eastern Michigan University (EMU) emergency response and evacuation procedures are identified in the EMU Response Procedure (ERP). The procedure details how the EMU community (students, faculty, staff, and visitors) conducts specific emergency response actions for emergency situations. The ERP is an integrated component of a comprehensive preparedness and response system designed to ensure unity of effort and help EMU protect the health and safety of the campus community and its

resources. Additional response and evacuation information is contained within building-specific emergency plans (BEPs) and within the Safety Policy and Procedures Program guide.

Evacuation placards, which are located on each residential room door, provide information on evacuation procedures. Fire/Evacuation drills are conducted throughout the school year. EMU Public Safety and EMU Housing Services conduct numerous unannounced fire drills each year for the purpose of assessing and evaluating emergency procedures and capabilities.

The purpose of evacuation drills is to prepare residents for an organized evacuation in case of fire or other emergency. At EMU, evacuation drills are used as a way to educate and train occupants on fire safety issues specific to their building. During the drill, residents practice procedures and familiarize themselves with the location of exits and the sound of fire alarms. In addition to educating the residents of the building about evacuation procedures during the drill, the process also provides the University an opportunity to test the operation of fire alarm and system components.

The Eastern Michigan University campus maintains a multi-modal approach to all hazards emergency alerting and notification. The purpose of the emergency alert and notification system is to provide timely notification and warning to all students, faculty, staff, and visitors at Eastern Michigan University of a threat, occurring or imminent, that poses an immediate threat to their health, safety, or general welfare while on campus.

The EMU Department of Public Safety (DPS) provides management and coordination of the University's Mass Notification and Emergency Alert systems. DPS initiates the alert and notification system for any immediate or imminent threat to the campus community stemming from a threat of a natural, human-caused or technological hazard and disseminates an emergency message via delivery methods under its operational control. Pre-scripted messages cover various event situations, including campus-wide and building-specific evacuation. Text alerting and public address systems are tested regularly. Tests are announced to the campus community in advance.

The Eastern Michigan University mass notification and emergency communication system consists various technologies intended to offer a tiered and redundant capability. A combination of methods may be utilized depending on the nature, duration and severity of the emergency. Key systems are listed below:

1. EMU Outdoor Speaker Array

This seven (7) speaker array system operates as part of Emergency Alert system, transmitting voice intelligible emergency messages and alert tones to the outdoor campus environment. It is not designed to will be audible above normal street noise.

2. Voice over Fire Alarm

Current upgrades in the EMU fire alarm platform allow for the use of voice audio communications in addition to the fire alarm indicators inside of buildings on campus

over the existing fire alarm infrastructure backbone. Currently 22 buildings are on the system.

3. EMU Text Alerting

EMU Text alerting is a broadcast alert interface that allows the University to quickly send emergency notifications and important announcements via text messages, email or recorded voice messages to registered subscribers of the service.

4. Outdoor LED Displays

The four (4) outdoor LED displays reach students and visitors with an electronic medium that allows the University to display text and images at key gateways to the EMU campus.

5. EagleMail

EagleMail can be used to broadcast notification and information on situations to all campus community members with an EagleMail account.

6. EMU Website

The EMU website can be used to provide information in support of an alert and notification activation. Message can be posted to the official EMU website or the EMU Homepage can be replaced with an emergency website that has already been developed.

Emergency Response and Evacuation

The EMU Public Safety Department is responsible for providing immediate emergency response to and investigating reports of criminal actions and/or initiating or providing assistance to other agencies and departments for other types of emergencies occurring on EMU owned property.

Once a confirmed significant emergency or dangerous situation involving immediate threat to the health or safety of students, faculty, staff or visitors is occurring on campus, the campus community is notified, unless EMU Police determines and pronounces that issuing an immediate notification would place the community at a greater risk or would compromise efforts to contain the emergency.

Source: "Emergency Response and Evacuation PDF, 2010"

ALLIES Faculty and Staff - Phoebe Conybeare, Eastern Michigan University

As one of the top three LGBT-friendly public Universities in Michigan, Eastern Michigan University recognizes the intersections of gender and sexuality with the multiple identities we share such as race, ethnicity, age, and culture. We choose to not merely tolerate, but respect and honor each individual. We hope to continue to build an inclusive campus community that is accepting of all people.

Through our popular LGBT Resource Center in our Student Center, our LGBTRC offers educational trainings and facilitated dialogues for the classroom, student organizations, staff meetings, special events, and more. Our LGBTRC has a library full of information students can check out to use for class projects or their own leisure reading. We have numerous subscriptions to magazines, along with online resources. Here, students can find information about LGBT identities, culture, and history. Students can come and relax in a safe and inclusive environment.

We also have coalitions with Affirmations, a Detroit-based organization that provides a welcoming space for people of all sexual orientations, gender identities and expressions and cultures; the HIV/AIDS Resource Center (HARC), a non-profit organization dedicated to providing HIV/AIDS related services to our community through compassionate direct care, prevention and outreach activities; the National Youth Advocacy Coalition, a social justice organization that advocates for and with young people in the LGBTQ communities to end discrimination; and the Triangle Foundation, Michigan's leading organization serving the LGBT and allied communities.

Our social and educational events are intended for the entire EMU campus community. Our LGBTRC events include lectures, movies, performances, panels, discussions, conferences, and much more. Our LGBTRC seeks to strengthen and build the EMU campus community as one that is supportive and inclusive of ALL individuals through our programming and events.

Eastern Michigan University's signature annual events include our Welcome Back BBQ/Queer in the fall, where all students are welcome to socialize at this LGBT/ally-friendly barbecue. We also sponsor OUTober, a month-long series of events dedicated to promoting understanding and education on LGBT issues. Our Transgender Day of Remembrance and Day of Silence/Night of Noise events remember those LGBT or perceived-LGBT persons who lost their lives to violence or suicide. Our LGBT-friendly Pride Prom and Lavender Spring celebration are open to all students, but are gender-queer friendly. World AIDS Day, in conjunction with EMU's Student Government, brings in speakers to foster a dialogue about the HIV/AIDS issues affecting college students, specifically in Washtenaw County, as it has the highest HIV positive rate in Michigan.

The EMU SAFE Campaign helps us to create and sustain a campus climate that is inclusive of all individuals, regardless of sexual orientation or gender identity/expression. This participatory training covers terms, myths, resources, and current policies. The SAFE campaign is offered multiple times during each semester and is available for classes and departments by request.

The Eastern Pride and Identity Coalition is a group of group of students, faculty, staff, and community members who have a passion for educating our community about LGBT issues. They serve as a panel of individuals representing our own belief, faith, culture, background, family, and values. With each voice, they go into classrooms, EMU and community events, to talk about their experiences in the LGBT-allied community.

The Student Alliance for Gay Athletes (SAGA) is a registered student organization at EMU dedicated to diffusing homophobia in college athletics, specifically on EMU's campus.

Gender Neutral Housing – Chris Hoffman, Northern Michigan University

Gender Neutral Housing is a policy of allowing students to room with members of the opposite sex while living on campus. This includes sharing a bathroom facility as well as living space.

This housing choice would provide options for transgender students, students in the process of discovering their gender identity, gay or bisexual students, students who feel uncomfortable rooming with members of the same sex, intersex students who do not wish to be identified by any sex, and students who feel that they would cooperate better with a roommate of the opposite sex. This can also be seen as a right for students as adults, to choose who they wish to room with. This policy could help create an environment that acknowledges, appreciates, and respects the diverse nature of a campus's student body and their rights.

The Student Association of Michigan feels that each public university in Michigan should, at the very least, explore the idea of gender neutral housing in all of their on-campus living options for students because students of a public university should be in the most comfortable living environment in order to promote learning.

ID Cards

Perhaps no single object is more proof of a current status as a university student than their student ID card. Student IDs provide an easy means for students, faculty, and administration to determine whether they are dealing with another student. ID cards have a variety of uses and an innovative and creative university can turn the student ID card into the key to a number of university services.

Universities utilize the ID card in many aspects of campus life. Some of the most innovative universities link the ID to various aspects of campus life and even to university research. Saginaw Valley State University for example bundles a multitude of resident student services into the ID program. A student uses their ID to swipe in at campus dining locations, to enter various housing facilities which are equipped to read the unique signature broadcast off a chip embedded in the ID itself, and even to pay for laundry and health center visits.

The administration at SVSU also brings a card-reader to various university events and students who are in attendance swipe in. This program provides readily compiled data such as class standing, major, resident status, and more about who attends various university functions. This research can be used to improve the services offered and

other universities would be wise to take advantage of such possibilities to improve the efficiency of university programming budgets.

The last program highlights an important concept about student IDs, that the more services and information are bundled together the more easily a university can add more or gain more from such programs. Initially the SVSU ID program was specifically for identification, and meal plan purposes. But since its inception the program has become a “passport” to campus services for both the resident and commuter student while simultaneously building the knowledge base of administrative staff. It's not far-fetched to envision a university where students can simply “swipe-in” to financial aid or academic advising offices and have their academic profile or financial aid information compiled for the staff of those offices.

Career Services & Internship- Omar Hashwi, University of Michigan

Career Assessment Tools

We are often asked, “Is there a ‘test’ I can take to help me figure out what career best suits me?” The Career Center offers a variety of career assessment tests to meet your needs. Choose from programs, small groups, individual career counseling sessions or a new computerized option to assess your style and interests. Talk with a career advisor during advising hours or contact the Information Desk (734-764-7460) to arrange your career assessment.

Professional Assessment

If you would like an in-depth career counseling experience that utilizes career assessment instruments to help in your choice of academic major or career, you may want to arrange an hour-long appointment with a career counselor at The Career Center. You can work with a counselor to incorporate the results of the Myers-Briggs Type Indicator (MBTI) and/or the Strong Interest Inventory (SII) into your decisions. If you are interested in this option, contact us to discuss your decision-making strategies and the assessments that will be most helpful for you.

Myers-Briggs Type Indicator (MBTI)®

The MBTI is a self-report questionnaire designed to make Jung's theory of psychological types understandable and useful in everyday life. It is one of the most widely used instruments for understanding personality differences and is widely used to understand people in terms of their decision-making styles, preferences for communication and work environments, and for career development and exploration.

Strong Interest Inventory (SII) ®

The SII is a widely respected career interest inventory designed to help people find a fit between their personalities and work. It compares your interests and preferences to people in general and to people who have been happy and satisfied in their careers. The results from the SII identify careers that best fit a person's interests.

- Students \$20.00
 - Recent Graduates \$20.00
 - Alumni/ae \$100.00
- Community Members \$150.00

Very useful website <http://www.careercenter.umich.edu/index.html>

Find a Job/Internship

Here are some of the best avenues for finding a job or internship -- try to take advantage of each one!

- [Networking](#)
- [Job and Internship Postings](#)
- [Career Fairs & Events](#)
- [Internships](#)
- [Career Center Connector](#)

Diversity Committees – Cameron Penny, Lake Superior State University

*****SECTION NOT COMPLETED YET*****

Registered Student Organizations

A student's time at a Public University is about much more than education alone. College is a time where holistic learning is encouraged and leadership and other skills are taught by doing. Participation in a wide array of student activities improves academic performance and fosters professional development. Student organizations provide a wide array of extracurricular education ranging from leadership opportunities through executive board participation to teamwork skills.

If you go to a Student Life Division website for any of Michigan's 15 public universities, you will likely see a statistic for the number of Registered Student Organizations (RSOs) they have. Ranging from academic and political to racial/ethnic and sporting groups; the diverse array of opportunities available to students is astounding. Participation in student organizations not only positively impacts the university experience of members, but also that of students who participate in the events they put on. For these significant benefits, Universities should whatever they can to make student organizations as efficient as possible, including but not limited to: provision of financial guidance/support, leadership development series, and sufficient organizational support.

In order to meet changing demands and tastes of students, Student Activities Departments must make organization formation/dissolution a simple process. As easy as presenting a membership list, constitution, and basic description of organization plans; students should be able to create new organizations with ease to foster the many educational/personal benefits that stem from organization membership. Additionally,

university accounting procedures ought to be simple enough to foster organizations financially. It is encouraged that universities allow organizations financial assistance and advice while still leaving jurisdiction with the students. University Controller Offices should be willing to provide accounts if requested to allow organizations to easily take care of on campus finances. In addition to establishment of financial venues, sufficient training and guidance should be available to RSO treasurers.

Leadership development is another key aspect to RSOs that Universities are sufficiently capable of assisting with. From offering seminars on how to run an effective organization meeting to running weekend long development retreats; Student Life divisions should be doing whatever they can to encourage student leadership opportunities. In addition to the potential of hosting events, Student Life divisions should foster mission statements directly pertaining to nurturing organization development. Staff personnel should be open to meeting with RSOs to assist them in whatever way to improve the quality of Registered Student Organizations, as they truly benefit campus communities and enhance the student experience across Michigan's 15 Public Universities.

Student Activity Fees

To support the many student activities on campus, many University Boards of Trustees have authorized Presidents to assess student activity fees to directly finance involvement opportunities for students. This is a practice that the Student Association of Michigan supports, and would like to see extended to each of the 15 Public Universities across the state. In many cases, the revenues from these fees are placed under the jurisdiction of student governments to allocate them to various campus events/organizations as well as specific initiatives. The idea of placing control of the fees intended to directly benefit students under the domain of students elected to serve their peers makes a deal of sense. Who could be more knowledgeable of what students would like to use their funds for than actual students? This process encourages the most efficient use of resources and also promotes participation in on-campus events.

Typically, these fees are used to support Registered Student Organizations, Campus Events, and other initiatives supported by Student Governments. The value of these events certainly exceeds the nominal amount that is assessed to support them. For example, at Michigan Technological University a \$50 fee is assessed in the fall/spring semesters to all enrolled undergraduate students funds numerous campus traditions, 125+ RSOs in-part, and other significant on campus-based student services. From allowing RSOs to attend conferences, host events, and purchase significant equipment at little to no cost to members to entirely funding campus-wide events like Michigan

Tech's Winter Carnival, Student Activity Fees significantly increase the quality of student life during their time at University. While the rising price of tuition continues to make higher education out of reach for many, student activity fees have remained economical and provide significant added values to students who chose to become actively involved on their campus.