Anticipating a New Academic Year
By Peter Konwerski

As we start to plan for the new academic year a couple of items are atop my agenda, including our ever present focus on the unique students who come to GW and the implementation of the new GW Strategic Plan and corresponding goals.

For me, I eagerly await the start of a new academic year and the corresponding release of the Beloit College Mindset List. This annual trend survey is a key tool for those of us hooked on generational issues, and illustrates the differences between our own days in college and the experiences of students who enter our institutions each fall. I encourage you to look for it this fall and to check out last year’s list.

As we embark on the implementation of the GW Strategic Plan, documents like the Mindset List compliment the Strategic Plan and give us a better understanding of student issues, which is especially important as we strive to create a more effective higher education model to deliver our diverse blend of student services. Resources like this and discussions with the Provost, other Vice Presidents, and School Deans continue to shed light on the important diversity of the population we support—which now is more global in their experience, and more interested in being connected, whether through distance learning or on ever present social media channels.

This year, the retention of our students is a critical goal for all involved with student life. While our CARE Network is the cornerstone of our retention support, to retain our students we must employ a holistic, campus-wide approach through each of our programs and service areas. As we strive to rise in the various academic and experiential rankings, retention is one factor on which we need to focus. This often translates to student satisfaction or happiness on campus. Through effective programs, appropriate services, relevant academic support, and essential financial assistance, we each play a part in keeping our students connected to the university, and contribute to retention efforts, ensuring our students graduate in a timely manner.

Thus, our efforts to assess usage, student satisfaction, and learning, are a primary focus this academic year. I am eager to see our units continue to implement continuous improvement efforts, as we standardize our program review process. We’re also launching a new dashboard project to capture the key data elements we can track and monitor over time. We’re also ensuring our staff members have the knowledge and tools to be effective and critical evaluators of divisional efforts. In addition, thanks to careful financial stewardship this past year, we were successful in managing resources and even earned some additional support for critical areas like career services, student mental health and wellness, and international and veterans student services.

These ongoing efforts at operational efficiency, innovation, and effectiveness also allow us to look at our services with a new lens, as we move beyond just a brick and mortar, on-campus infrastructure and look towards new platforms that better support the blended populations we serve, including distance and international students and parents, graduate, veterans, adult, and non-traditional students. We’re finding new ways to employ technology tools and social media strategies to strive to meet these constituents where they are and to help them stay connected to our community.

A collaborative spirit must drive our efforts. We must form new partnerships that continue to best serve our students and help bridge any academic or administrative gaps. We all must strive to increase the integration of curricular and co-curricular experiences. Together, we’ll enhance the GW student academic experience and make this a great place to live, learn, study, and succeed.
Performance Management Reminder

As everyone already knows, we're currently in the midst of performance management season.

Self-evaluations and goal agreements should have already been turned into your supervisor, but if you haven't already done so, get those in ASAP. The next few weeks will be dedicated to having performance conversations. Be sure to schedule those this week to occur before August 16. If your supervisor hasn't put it on the calendar, don't hesitate to reach out to them to set up a time.

In the meantime, feel free to use the ODE performance management website for tips and tools related to your reviews. Once completed, send in reviews to Mike Kohn, DSA HR Client Partner, who you can also contact regarding questions or concerns about the process.

We Want Your Feedback about the DSA Newsletter!

Help enhance the DSA Newsletter by sharing your feedback.

- What do you like the most?
- What do you like the least?
- What is missing?
- What would encourage you to read it?

E-mail DSA Communications Committee co-chairs Mark Levine and Robert Snyder with your feedback.

Department Spotlight: Office of Military and Veteran Student Services

The Office of Military and Veteran Student Services is committed to providing our student veterans, dependents, and military personnel with both student support services and student administrative services. Our administrative roles include processing payments from the U.S. Department of Veterans Affairs (the VA) and helping students understand the process to ensure they will be receiving their benefits from the VA. To a certain extent our office is able to act as a liaison for military education benefits between the VA and GW.

In terms of student support services, our office is able to ensure that students make a smooth transition from combat to college. This role includes anything from referring our students to a counselor at the University Counseling Center to communicating directly with a student's professor if that student, for example, is having issues with completing assignments due to military-related factors (deployment, PTSD, stress). Finally, our office wants to ensure that each student, whether they are distance education students or right here on Foggy Bottom, are being provided with the most exceptional services from any institution of higher education.

In general, the Office of Military and Veteran Student Services is here to help students who are using military education benefits understand how their benefits work towards funding their education. We process financial transactions between GW and the VA. Our office can also help students in their transition from combat to college and help students find resources that are specifically designed for members of the military and their dependents.

Our main focus is on the financial aspect of our students' education; however, we also host a series of programmatic events throughout the year to create awareness about the student veteran population on campus while also bringing together veterans and civilians. We support a strong community of student veterans and their families here on campus. The community of student veterans and dependents grows each year, and our office works to serve these students in attending GW and as alumni.

To learn more Office of Military and Veteran Student Services, contact the office by e-mail or at 202-994-9570, visit their website, or visit them in person in Colonial Central at the Marvin Center Ground Floor.

GW has been named a “military friendly” institution for the past 5 years by G.I. Jobs magazine. GW is also a proud participant in the Yellow Ribbon Program. In 2010, 2011, 2012, and 2013, GW was named a “best for vets” university by Military Times’ Edge magazine.
DSA Staff Updates

Mike Garrett, Assistant Director, Summer Housing Sales and Marketing, GW Housing
BA, Business Administration, GW
• Favorite Movie: Tommy Boy, because Chris Farley was hilarious.
• Memorable Meal: Eating dinner with my family in January at my grandparents’ house in Kent Island, MD to celebrate my Grandpa's 99th birthday. He also graduated from GW, and we are very close!
• If he could have the starring role in any film already made: I would like to have been Marty McFly in the Back to The Future movies, because he got to hang out with Dr. Emmitt Brown.
• Hidden Talents or Hobbies: I love playing golf, billiards, and playing guitar.

Joslyn McElvy, Coordinator, Student Employment, Center for Career Services
BS, Human Services Counseling, Old Dominion University
• Memorable Meal: Gator Bites in the Florida Everglades. A memorable experience because I never thought I would be trying alligator.
• If she had to choose another profession: Professional Ballet Dancer. I took ballet growing up and I always wondered where I would be if I kept dancing.
• If she could have the starring role in any film already made: Harry Potter. Who doesn't want to be a wizard?
• Other fun fact: It is one of my goals to meet the First Lady Michelle Obama.

Emily Kane, Coordinator, Center for Alcohol and other Drug Education
BS, Psychology, Belmont University
Med, Counselor Education, Clemson University
• Best Vacation: A family vacation to Yosemite National Park.
• Memorable Meal: Dinner at a restaurant in Pendleton, SC called the Smokin' Pig with a group of my close friends before leaving for DC to work at GW. I had smoked pulled chicken, sweat potatoes with cinnamon and brown sugar, blackberry cobbler, and a roll that put homemade biscuits to shame.
• If she could live in any city or country: Nashville, TN. This is where I attended college and I love the town! It’s trendy, musical, and I have some great friends who live in the area.
• Favorite Dessert: Dirt Pudding with crushed Oreos and gummy worms, for presentation.

Byron White, University Physician, Student Health Service
BS, Biology, Howard University
MD, Howard University
Pediatrics Residency, Dartmouth College
• If he had to choose another profession: Professional Wrestling, to deliver flying elbows, of course.
• If he could have the starring role in any film already made: Coming to America, because my face would be on currency and I would meet “Peaches.”
• One of his favorite songs: Adore by Prince.
• Hidden Talents or Hobbies: Reading books to my children with all the funny voices.

Philip Wilkerson, Coordinator, Career Assessment and Professional Skill Development, Center for Career Services
BA, History, James Madison University
MEd, Counseling and Human Development, George Mason University
• Where were you born?: Landstuhl, Germany.
• Best Vacation: Cabo San Lucas for my honeymoon. Best time ever doing absolutely nothing.
• If he had to choose another profession: A personal chef or one of those TV food show hosts (i.e. Man vs. Food or Diners, Drive-Ins, and Dives). I would love to travel and eat different things all the time.
• If he could meet anyone from history: My grandfather, who passed away while my father was young. I would love to spend time with the man who shaped my dad and learn more about my family’s history.

New Roles

Carlton Bardney, Patient Services Specialist, Student Health Service
BS, Health Sciences, Howard University
• If he had to choose another profession: I’d want to do something in the Chicago Bulls Organization, that’s my favorite franchise in all sports.
• If he could meet anyone from history: Muhammad Ali in his prime.
• If he could have the starring role in any film already made: Forrest Gump. I’m really into history and that film pretty much went through every era and many historical events.
• Favorite Dessert: Chocolate Chip Cooke Dough Ice Cream.

(cont. on Page 4)
New Roles (cont.)

Devin Belzer, Assistant Coordinator, Office of Military and Veteran Student Services

BA, Interdisciplinary Social Sciences and Women’s Studies, The Florida State University
MA, Higher Education Administration, GW

- **Memorable Meal:** My grandmother’s rouladen. I believe it’s the best meal on the planet, and the first time my grandmother made it for me, I fell in love. Every time I visit her now, I ask her to make it for me.
- **Another Profession:** The Professoriate. I love to teach and I would want to concentrate in the development of LGBTQ identity, the history of the LGBTQ movement, and the LGBTQ political environment.
- **One of her favorite songs:** Please Come to Boston by Kenny Loggins
- **If she could meet one person from history:** Melissa Harris-Perry, because I love the way she can stream cultural sociology into coherent language for people without the theory back ground on many of the subjects she covers on MSNBC.

Staff Departures

We wish these former DSA staff members well in their future endeavors:

- Michele DeVoe
- Kelly Forbes
- Randy Grey
- Adam MacTaggart
- Brittany Patton

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Staff Spotlight
Michael Amesquita, GW Housing

**Division of Student Affairs:** What is your role here at GW?

**Michael Amesquita:** My current role is Assistant Director, Summer & Conference Housing.

**DSA:** What have you enjoyed most about working here?

**MA:** The opportunity to become involved in numerous committees, the location of our University in one of the greatest cities in the world, and of course the students!

**DSA:** How did you end up deciding to go into higher education, and housing specifically?

**MA:** I used to teach high school student government and when I moved out to DC I wanted to attend grad school but didn’t know exactly which program. After chatting with some of my mentors from undergrad I decided that higher education was the best and obvious fit for me given my amazing experience at the University of Nevada Las Vegas. (Go Rebels!) As far as housing, it was the perfect marriage of my 10+ years of hospitality experience and my administrative experience. It really has been great!

**DSA:** If you weren’t working in higher education or mental health, what do you think you’d be doing?

**MA:** I would probably be a high school teacher or administrator, a student government adviser, and a men’s high school volleyball coach.

**DSA:** What do you do for fun outside of the office?

**MA:** That is the best thing about DC, there is loads to do! Volleyball, kickball, softball, I am a member of a men’s chorus that is 250 voices strong. I also, like to go camping, ride my bike, and attend church.

**DSA:** Having just wrapped up with CI, do you have any good memories about any of your orientation experiences?

**MA:** Connecting with parents during our dinner on day 2. They are so inquisitive about every aspect and it is great to answer their question and assist them in connecting with each other.

**DSA:** What’s one of the things you’re looking forward to most this summer?

**MA:** Well I tore my ACL last fall playing rugby so I am just excited to be able to get my knee going by playing sports and hanging with friends.
Around DSA

GW Bound!
By Ellie Hansen, Center for Student Engagement

Beginning on August 18, the Center for Student Engagement will send incoming freshman anywhere from the White Mountains of New Hampshire to the Chili Bowls of U Street as part of the GW Bound! Program. GW Bound! is a pre-semester co-curricular program run by the CSE to help incoming students prepare for the social, environmental, and academic rigors of the GW experience. The CSE is thrilled to have 437 students participating in GW Bound! this year. These programs form a core portion of the CSE’s vision of transforming the student experience and empowering students to become active and engaged global citizens and leaders.

310 students will participate in the DC Bound portion of GW Bound! beginning on August 21. These scholars will have the chance to engage with the District, fellow members of the Class of 2017, and their upperclassmen guides in an intensive leadership program. They will form lasting, meaningful bonds with their fellow classmates, acclimate to the city, and acquire the skills to more impactful members of the GW community. Activities include: tours of Nationals’ Stadium, walking tours of the historic U Street Corridor, an interactive Newseum experience, and a culminating leadership symposium. For a day in the life of a DC Bound participant, check out this video, produced by The GW Hatchet.

126 students will participate in the Adventure Bound portions of GW Bound! beginning on August 18. Adventure Bound provides students the opportunity to challenge themselves through outdoor experiences and bond, grow, and learn how to lead during the process. Adventure Bound is comprised of five smaller trips venturing off to separate outdoor locations. Ocean participants will journey with their student guides to North Carolina’s Outer Banks and enjoy some of the most remote and pristine shoreline camping on the East Coast. Participants on the Seneca Peaks trip will travel to West Virginia’s Monongahela National Forest and challenge themselves through rock climbing, kayaking, and river caving. Students on the White Mountains trip will venture 30 miles through their eponymous range over the course of a six-day trek. Whitewater trip participants will brave the Class IV rapids of the Youghiogheny River in southwestern Pennsylvania. Students on the GWilderness trip will get to try a little bit of everything from rafting to horseback riding to rock climbing at the ACE Adventure Resort in West Virginia.

Top 10 Tips for a Well-Planned Event!
by Administration and Hallmark Programs Staff

Whether you are planning an event for Welcome Week or an event throughout the year, here are 10 tips to make sure your event is well planned and expertly executed.

1. Start your planning process early!
Thinking about an event for November? Start your planning in July! Depending on the size and nature of your event, you may be engaging with various campus partners and outside vendors—many of which require contracts and fees. These processes can take time to sort out and you want to give yourself plenty of time to work through these procedures and have a back-up plan.

2. Select a date when your event will stand out!
When selecting a date for your event, be sure to consult with the university calendar, the academic calendar, the holiday calendar, and other university departments to ensure your event won’t conflict with other events already scheduled. This will help ensure your event will be well attended. Additionally, when selecting an event date, think about other division or university departments with whom you can collaborate. Once you have your date selected, be sure to promote your event on the university calendar at calendar.gwu.edu. Every DSA department has designated schedulers for the university calendar. If you are unsure of who yours is, e-mail Bridgette Behling.

3. Reserve a back-up location for those rainy days!
Weather can be unpredictable so if your event location is outside, be sure to have a back-up location reserved. Advertise the rain location (and rain date if applicable) on your promotion materials so participants know that the event will occur rain or shine. Additionally, if your rain location does not allow for every aspect of your original idea, have a plan for how you will alter your event in the case of a location change.

4. Engage with students!
Are there student organizations that have formed who are interested in the type of event you are planning? If so, ask if they want to be a part of the planning committee. Don’t have a committee? Create one! Engaging students in the planning and advertising process with draw more students to attend your event. Additionally, students have the unique perspective of being students! They know what their peers are interested in attending. Draw from their experiences and insight when planning your event.

5. Create a timeline and stick to it!
Once you start the planning process and select an event date, create a timeline with your necessary tasks and give yourself reasonable deadlines. Staying organized and on track will help you achieve your goal of a well-planned event and will reduce your stress as you get closer to the event. Working with a committee? Have everyone read through the timeline to make sure you aren’t missing any key details and are planning deadlines that everyone can meet.

6. Define the purpose and goals!
Every event should have a purpose and set of goals it is trying to achieve. Those goals may be directly linked to the university’s strategic plan or they may be simply to encourage student learning based on a common theme. It is important to have a solid understanding of what you hope your participants will learn or accomplish after attending your event. Consider also how you might assess your goals after your event and what you might need to do during the event to ensure this assessment. Do you want participants to complete a survey? Do you need to collect their email addresses for any post-event communication? Would a focus group be beneficial? Keep these questions in mind when planning your event, as assessment is a key feature in planning, especially if you want to continue the event as a recurring or annual event.

7. Develop a marketing strategy!
Work with your committee to develop a marketing strategy that will engage participants and encourage their attendance. When employing your strategy, create a timeline for how you plan to advertise and when you will get the most return on your efforts. Utilize the power of social media by creating a Twitter campaign or a Facebook event and asking students to help advertise. Create a specific hashtag for the event so you can easily track what people are saying about the event on social media. For example, #GWinaugural was used for GW’s Inaugural Ball, to promote the event and capture pictures via the photo-sharing platform, Instagram.

(cont. on Page 6)
Top 10 Tips for a Well-Planned Event! (cont.)

8. Determine your budget and calculate all estimated expenses!
When planning an event it is important to keep an eye on the bottom line and use resources wisely. Create a list of all of your planned expenses, including any contingency expenses you may need. Estimate the cost of each expense and ensure that the amount you have budgeted for this event will cover all of your estimated costs. It is always a good rule to have a buffer amount between what you have estimated and what your budget is just in case you run into any unexpected costs.

9. Enjoy your event!
During the event, be sure to take a few minutes to enjoy the hard work that you have put in to make the event such a success. Planning and implementing an event can be a lot of work, but it is important to appreciate the work that you have done and give yourself a pat on the back.

10. Thank your committee and partners!
It is always important to thank those who have helped make your event a success, whether that is your committee, campus partners, or colleagues who have offered support. A hand-written note, an e-card, or an email are great ways to recognize the hard work that those around you have done. It will also encourage people to work with you again if you take the time to acknowledge their efforts.

Interested in contributing to the DSA Newsletter?
E-mail students@gwu.edu with story ideas, events, etc. We look forward to hearing from you!

Call for Papers: Scholarship on Character Development in College

The Journal of College and Character, an international, professional journal of NASPA–Student Affairs Administrators in Higher Education, invites submissions of manuscripts for peer review.

The Journal of College and Character is a double blind, refereed journal that publishes scholarly articles and applied research on issues related to ethics, values, and character development in the higher education setting. Published quarterly, the journal includes resources and information designed to encourage discussion, research, and innovative educational practices. The editors welcome research and analysis relating to topics such as the following:

• Technology and values
• Civic engagement and political action
• Moral influences of diversity
• Interfaith contact and dialogue
• Changing college peer culture and its impact on student values
• Mental health and wellness
• Integration of academic and co-curriculum
• International perspectives on ethics and values in student learning and development
• Economic future outlook for today’s college students
• Leadership and ethics
• Future forms of college student life
• MOOCs (open online courses) and their influence on student values and beliefs

Manuscript guidelines and submission instructions may be found here.

GW is Now Smoke-Free

The university is smoke-free as of Thursday, August 1st

This is a part of a growing effort to support the health of our GW community.

We ask that you help us spread the word about GW going smoke-free. You can do this in a variety of ways:

• Hang up a smoke-free poster or flyer in your office and anywhere else you think appropriate.
• Change your Facebook or Twitter profile picture to our "yellow dot" (see below).
• Encourage people to visit our website to learn more about the interim draft policy and resources available.
• Send an anonymous e-mail to a smoker letting them know about the free smoking cessation resources available to them.
• Invite Mark Levine to attend a staff meeting to discuss further!

We appreciate your support in promoting a Smoke-Free GW and encouraging a healthy environment for everyone!
EVP&T Student Internship Rotational Program: Spread the Word – Due August 12th!

The Executive Vice President and Treasurer Student Internship Rotational Program has three new postings, with applications due August 12. These are paid internships for GW degree-seeking students, junior level or above (including graduate students). The majority of the positions are within the Executive Vice President and Treasurer’s office at GW. Interns are asked to work 20 hours per week, are paired with a mentor in the EVP&T office, and after six to eight months in one position, rotate to a new position. EVP&T does their best to find something that fits well with the student’s interests.

• Technical Writer (GWork ID #: 781258) - Working with the Division of Information Technology’s information security and compliance office, this intern will work with various stakeholders to develop back-up plans for GW’s large enterprise systems.

• Transportation & Parking Services Project Manager (GWork ID #: 781259) - Working with the Parking and Transportation Office, this intern will work on a set of projects to enhance services provided by this office.

• Organizational Development and Effectiveness Program Coordinator (GWork ID #: 781260) - This intern will be placed in Human Resources and will work with Organizational Development and Effectiveness (ODE) to help coordinate two programs: the L.E.A.D. program and the annual GW Celebration of Excellence (formerly Service Excellence Celebration).

For more information, students should contact Megan Flood in the Business Management and Analysis Group.

In Case You Missed It:

DSA in GW Today

University Expands Undergraduate On-Campus Residential Requirement

University Announces New CARE Network Case Manager

Colonial Inauguration Welcomes Class of 2017

News and Tips from Higher Education and Beyond

THE CHRONICLE of Higher Education

The Chronicle of Higher Education featured “The Future Is Now: 15 Innovations to Watch For” predicting the 15 innovations that will alter the face of higher education over the next 36 months. Read the article.

Education Advisory Board Website Access

DSA recently renewed its membership with the Student Affairs Forum of the Education Advisory Board (EAB). EAB is based in the West End a few blocks from the Foggy Bottom Campus and describes itself as providing “best practice research and practical advice to leaders of academic affairs, business affairs, student affairs, continuing, online, and professional education, and community colleges across North America.”

Any member of the GW community can sign-up for an account on the EAB website. This account allows access to EAB’s vast library of best practice studies and custom research reports and registration for a variety of webinars and other training resources, all of which are included in our membership. To create your account, visit EAB’s website and complete and submit the registration form. For more information about accessing EAB’s programs and services, e-mail Robert Snyder.

STAFF VOLUNTEERS NEEDED!

Move-In is quickly approaching and we have a need for staff volunteers! Giving our time and energy to helping students move into their residence halls is great way to show our support, especially to our incoming freshmen. If you would like to volunteer to help students move in, please contact Kristen Franklin or Sarah Hollister to sign up for one (or two) of the following shifts:

Wednesday, August 21:
• 9:30 am – 1 pm
• 12:30 – 4 pm

Saturday, August 24:
• 7 – 10:30 am
• 10 am – 1:30 pm
• 1 – 4:30 pm

LinkedIn featured “What I Learned About Leadership from George Washington” with tips from our nation’s founder and university’s namesake about being a better leader. Read the article.