

TEXAS A&M UNIVERSITY-SAN ANTONIO

Student Success & Engagement



DIVISION OF STUDENT SUCCESS AND ENGAGEMENT | 2020 - IMPACT REPORT

# WELCOME NEW, RETURNING, AND PROSPECTIVE JAGUARS

Dear Jaguar Student Community,

I want to personally thank all of you for your hard work and dedication to your education. This new normal of hybrid and virtual learning is sometimes difficult and challenging for many of us. I wanted to take this chance to share with you what I plan to achieve to better enrich your experience here at Texas A&M University-San Antonio.



The following are four main pillars and goals which I strive to promote:

**Leadership and Engagement** - Some students enter college with a long resume of leadership roles and involvement, while others are seeking opportunities to establish leadership skills or develop special interests to prepare for future opportunities. A&M-SA offers students a wide range of involvement and training opportunities such as leadership conferences, student organizations, jobs on campus, and much more. I want students to get involved with what interests them. Involvement in areas that provide growth, learning, and the development of leadership skills are key foundations for future success.

**Diversity** - We live in such a diverse community, not just here on campus, but in the city of San Antonio and nationally. The different backgrounds and viewpoints of students, staff, faculty, and community members drive my vision for a diverse and open forum of discussion. Your college experience should include opportunities to be transformative and inspired by the diversity of those around us.

**Safety** - Creating a safe learning and living environment on campus helps students to be more focused on their academic and personal growth. We have experienced significant and unprecedented changes because of the COVID-19 virus. In response, Texas A&M University-San Antonio is leading initiatives to promote social distancing, hand washing, and wearing a mask as non-pharmaceutical safety habits. We also importantly offer a wide range of services to help students feel safe and report any unsafe activities on campus including topics such as hazing, sexual misconduct, mental health, and many more.

**Holistic Development** - Your time in college is a time of self-discovery and personal growth. Academic experiences, co-curricular experiences, and a wide range of campus involvement activities provide rich opportunities where students can grow as individuals. A&M-SA provides support and assistance to enable students to reach both academic and personal goals. College is the time to figure out what you want to do and how you can do it.

The Division of Student Success and Engagement takes pride in creating a welcoming and inclusive campus community. The commitment and support received from the many campus and community partnerships are invaluable. As a member of the Jaguar family, we wish you a most enriching and memorable collegiate experience.

Warm regards,



Mari Fuentes-Martin Ed.D.

Vice President of Student Success and Engagement





# TABLE OF CONTENTS

[Greetings from Dr. Mari Fuentes-Martin, Vice President of Student Success and Engagement](#) ..... 1

[COVID-19 and the Division of Student Success and Engagement](#) ..... 4

[Welcome to A&M-SA: The Henry G. Cisneros Institute for Emerging Leaders](#) ..... 8

[Dean of Students, Jo Anna Benavides-Franke](#) ..... 9

## Departments

[Disability Support Services](#) ..... 11

[Office of International Affairs](#) ..... 14

[Mays Center](#) ..... 18

[Military Affairs](#) ..... 23

[New Student Programs](#) ..... 26

[Student Counseling Center](#) ..... 29

[Student Housing](#) ..... 34

[Student Involvement](#) ..... 36

[Student Rights and Responsibilities](#) ..... 39

[SSE and Social Media](#) ..... 42



## COVID-19 AND THE DIVISION OF STUDENT SUCCESS AND ENGAGEMENT

The challenges of the COVID-19 pandemic could be felt in every aspect of life, including the provision of higher education services and co-curricular programming. Each unit within the Division of Student Success and Engagement, in their own way, altered the fundamental service model to best assist and support our students during unprecedented times. What follows is a brief, but significant, description of how the division acted swiftly by re-imagining itself to impact students' academic, co-curricular, and personal well-being.

### OPERATION “LOVE OUR JAGS”

Operation “Love Our Jags” was a call campaign created and organized by the Division to reach out to our students to find out how they were doing from both a personal and academic perspective. Overwhelmingly, the students appreciated that A&M-SA cared enough to reach out through individual phone calls. 137 colleagues within the Division and throughout all reaches of campus dedicated themselves to making individual calls over an approximate 6-week period. Conversational themes included personal well-being and health, academic adjustment, technological challenges and solutions, financial stress, and plans for the future. With each area of discussion, A&M-SA personnel were prepared to help or make the appropriate referral.

### SCOPE OF “LOVE OUR JAGS”

- Of the 6,451 student records entered into the system and eligible for outreach, 73% were either listed as “Done” or “With Customer”
- 2,342 or 36% were listed as “Contacted”



When asked to identify challenges, students responded:

- **On-line Learning**
  - » 1,216 or 52% of those listed as contacted indicated that online learning was “Good” and/or “I’m adapting”
  - » 276 or 12% of those listed as contacted indicated that online learning was “Hard”
- **Well-Being**
  - » 237 or 10% of those listed as contacted indicated “Financial Stress”
  - » 124 or 5% of those listed as contacted indicated “Lost Job”
- **Dependents**
  - » 135 or 6% of those listed as contacted indicated “Taking care of children at home”
  - » 119 or 5% of those listed as contacted indicated “Taking care of other family members at home”

## **WE CARE!!**

In order to promote a safe and healthy environment for the Jaguar Community, multiple measures were enacted to enable the best possible environment for activities and transitions. Significant effort and creativity were harnessed to provide high-quality virtual engagement to support and maintain the Jaguar experience. Protocols were developed for in-person activities and events with respect to university and Texas A&M System policies. Extensive research, planning, and preparation was undertaken in order to meet the ever-changing challenges in the COVID-19 era. Each area and department participated and made the necessary alterations in order to prepare for the upcoming 2020-2021 Academic Year.

## **MAKING THE ADJUSTMENT**

**Programming** - Through extreme creativity and flexibility, the Division demonstrated extraordinary commitment to the Jaguar students by pivoting in-person services and programming into virtual access and opportunity. Utilizing existing and newly incorporated technology, events and services went to virtual modalities. Whether it was virtual career fairs, externships, HIRED! (Mays); adapted reader/scribing and exam services (Disability Support Services); Sexual Assault, Mental Health, and PRIDE awareness months (Student Counseling Center); JagX, New Student Orientation, and Transfer Assemblies (New Student Programs); Cisneros Leadership Certificate and other programming options students were able to obtain the experiences that are essential to the educational process and the authentic Jaguar experience.

**Creativity and Flexibility** - Additionally, our service-focused areas applied the same flexibility and commitment to the progress and well-being of our students. Disability Support Services, the Student Counseling Center, Military Affairs, Mays Center, Student Rights and Responsibilities, Student Involvement, and New Student Programs all created virtual front desks to serve students without interruption. These virtual front desks served as a key connection between the institution and the student to contribute significantly to students maintaining those unique elements of being a Jaguar.

Essential services from the Student Counseling Center, Disability Support Services, Military Affairs, and Student Rights and Responsibilities also transitioned to virtual modalities. These offices provide essential and important services to students by supporting them both as students and as individuals. By dedicating the time, resources, and expertise these departments provided a backbone on which students could depend at a time when it was most needed.

Departments within the Division showed tremendous leadership -both at the division and institution levels- in meeting the challenges of a COVID-19 world and virtual modalities. From Disability Support Services providing training on accessibility of technology, Office of International Affairs spearheading the cause for international students in the face of detrimental visa regulations, Mays Center creating a curbside model for the General's Store food pantry, Student Involvement guiding student clubs and organizations through the virtual transition, and Student Counseling Center providing continued support to DACA and military connected students and families, the Division of Student Success and Engagement stood up for those in need. These are but a few examples of the many initiatives that put student interests at the center of our efforts.

**Social Media** - As mentioned earlier, technology had a major role in transitioning to the new virtual realities. So did communication. In addition to the "Love Our Jags" campaign, several of our departments initiated their own outreach efforts. Disability Support Services, Office International Affairs, New Student Programs, Student Counseling Center, and others created campaigns to reach their students. Social media was also an essential part of the service modality. Areas of the division that did not have a recognizable social media presence either created or re-imagined their channels to address the new climate and needs of their students. A position dedicated to assisting the division with social media programming and messaging was created. These efforts proved vital to meeting the immediate needs and challenges and will also allow the division to utilize these mediums to best serve our students moving forward.

## A FALL SEMESTER LIKE NO OTHER

The following are just a few examples of the efforts and initiatives undertaken by the Division to prepare for an unprecedented academic year.

**COVID-19 Student Training Module** - The immense task of developing and implementing a proactive training module was undertaken by the Dean of Students. The goal was to provide important health and safety information to all students and specifically support students who would have on-campus interactions. The module contained best practices and expectations for students health and safety as it pertained to COVID-19. The module was designed for students to access in their A&M-SA Blackboard account and completion requirement dates were set based on their residence and the modality of their courses.

**JagX, New Student Orientation, and Transfer Assemblies** - Support programs for students entering A&M-SA also underwent a major transformation. JagX, New Student Orientation, and Transfer Assembly were all moved to virtual platforms in a very short period of time. In order to achieve this undertaking, extensive collaboration occurred with our colleagues in Academic Affairs with the goal of maintaining the quality and accessibility of the programs. In the case of JagX, learning outcomes were re-imagined to concentrate on providing students the comprehensive tools and skills to succeed in a virtual education environment.

**Esperanza Hall** - Esperanza Hall faced the challenge of emerging COVID-19 positive cases with students and how to handle move-in, roommates, suitemates and other living arrangement challenges brought on by the pandemic. Tremendous planning and logistical details were undertaken during summer 2020 to combat these challenges and provide the safest possible environment for the students. The first ever “Drive-thru Move-in” with remote experiences and social distancing was created. Areas to assist with isolation and quarantine were also identified. A variety of virtual programming and protocol friendly programming was developed to help provide the experiences that make living in a residence hall so beneficial. Innovative programs such as COVID Ca\$h were designed to promote safe living practices that benefit both the individual and all hall residents.



# WELCOME TO A&M-SA – HENRY G. CISNEROS INSTITUTE FOR EMERGING LEADERS



## CISNEROS INSTITUTE VISION

Texas A&M University-San Antonio has forged a vision for an institute that will develop graduates who are skilled in taking initiative, building and cultivating effective teams, managing group dynamics, making ethical decisions, leading change in complex environments and dealing with organizational challenges. These emerging leaders will strengthen the communities of South Texas and beyond by affecting social and economic change. Students participating in programs will be well-prepared to solve some of our region's most pressing problems.

## CISNEROS EMERGING LEADERS INAUGURAL CONFERENCE

On September 28, 83 students attended the inaugural Cisneros Emerging Leaders Conference. Students had an opportunity to learn from numerous campus and community partners including Dr. Henry Cisneros about leadership development.



## STUDENT LEADERSHIP CERTIFICATE

The Cisneros Institute had 4 students complete the Emerging Leader Certificate in the Spring of 2020 despite the complications created with the global pandemic that Spring. We currently have 65 students enrolled in the emerging leader certificate program. They are engaging in a variety of leadership-based topics to become better leaders here on campus and within the community.

## PRESIDENTS LEADERSHIP CLASS

The President's Leadership Class graduated the first four-year cohort in the program. The inaugural cohort started in 2016. The fall semester hosted the Cisneros Leadership Conference, which was required by all PLC students and included several guests' speakers, lectures, and events on campus. The students also participated in Choose.Act.Impact in the fall and spring semester. Due to the pandemic, PLC paused weekly meeting requirements and moved to once a month meetings to allow students the opportunity to adjust to online classes.



# DEAN OF STUDENTS

## MISSION

The Dean of Students Office fosters the development of civility, accountability, and responsibility at Texas A&M University-San Antonio; builds community through service and involvement; and serves as an advocate for all students. This office is dedicated to supporting the A&M-SA student who may need assistance in resolving complex personal and academic matters. We strive to help all students achieve their academic and personal goals and enhance the A&M-SA student experience.



The Dean of Students Office is here to help you navigate through some of the concerns you may have as a student. We provide assistance in managing a hardship/crisis, understanding campus policies and procedures, and connecting you with the proper resources. This support system extends beyond the walls of the Dean of Students Office and will help you find your way through any obstacle you may encounter while you are a Jaguar.

This fall was A&M-San Antonio's fourth year participating in National Hazing Prevention Week (NHPW). For NHPW 2020, the Hazing Prevention Committee hosted the following events: Give a Sheet About Hazing Prevention, Dialogue Through Film: HAZE, and Jaguars DONuT Haze. The Committee also partnered with SGA for their first Madla Maroon Monday of the 20-21 academic year, and with the Mays Center for Trivia Tuesday. Throughout NHPW, we engaged with more than 140 students. As with much of the University's programming, the Hazing Prevention Committee had to get creative in engaging students virtually. This year we had an Instagram campaign run on @tamusa.studentrr with a total of 12 newsfeed posts. On average each post was seen by 153 accounts, and our reach for the week was 356. This extended beyond the account's total followers by 17.5 percent. In addition to this campaign, we also produced a short video promoting our Jaguars DONuT Haze event and pledge which has become @tamusa.studentrr's widest reaching and most engaging IGTV Video to date.

Understanding that these abrupt and sudden changes can and would be stressful to many, the Behavioral Intervention Team (BIT) saw an increase in case numbers as compared to the previous academic year. A total of 156 CARE Reports were filed during the year, this increase in cases may or may not be directly related to COVID. To better assist with the increase of cases three members of the BIT attended the

National Associations for Behavioral Intervention and Threat Assessment (NABITA) conference. This conference for professional development has a focus in threat assessment and safety in case management.

The Alcohol and Other Drug Committee also continued its important work during AY 19-20. In fall 2019, a total of four Jaguar First Friday events occurred with 301 students in attendance and in spring 2020, two of the four planned Jaguar First Friday events occurred in January and February with a total of 85 attendees. A Jaguar First Friday assessment was created to better review if the late-night alternative event was providing students an alternative to higher risk activities such as drink or other drugs. The assessment found 86% of students agreed the event provided them with an alternative to higher risk activities such as drinking or other drug use and 96% of students would likely recommend a Jaguar First Friday event to others.

We also created a Social Norms campaign with the logo “Jaguars Step In, Speak Up, Support”. Banners, flyers, and Esperanza Hall elevator wraps highlighted topics including bystander intervention, reporting, social norms of alcohol use among college-aged students, safe behaviors, and resources for assistance. According to the Jaguar First Friday Assessment, 51 % of our students could name an impactful aspect they took away from the banners. Also, the AlcoholEDU course is overseen by our office and the AOD Prevention Committee. AlcoholEDU is a mandated course for all incoming students under the age of 21 during their first semester. From the course assessment, it was found that 79.4% of incoming students under the age of 21 completely abstained or chose not to drink. This is 13.4% higher than the national aggregate.



## DISABILITY SUPPORT SERVICES

### MISSION AND VISION

Disability Support Services (DSS) provides innovative services that empower and inspire student learning, development, and independence by facilitating equal access through reasonable and appropriate accommodations for students with disabilities. DSS collaborates with the diverse A&M-San Antonio campus community to offer guidance, support, and advocacy promoting equity for all. DSS envisions a campus community in which individuals with disabilities have the opportunity to thrive and participate fully in all institutional programs and services.

### DISABILITY SUPPORT SERVICES GOALS

- Utilize the interactive case management model to engage with and provide quality services to students with disabilities.
- Collaborate with the A&M-SA campus community to promote an inclusive environment through education and facilitation of appropriate accommodations for students with disabilities.
- Foster a supportive environment that promotes equal access to education for students with disabilities by providing awareness and understanding of issues related to disability and accessibility.

### IN THE SPOTLIGHT



Disability Support Services partnered with Lydia Harkey, A&M-SA's Electronic Information Resource Accessibility Officer, to provide AIRA to the A&M-SA campus in August of 2019. We hosted the AIRA Launch Party: On A Mission to Provide an Inclusive Experience featuring

community partners as well as a former student, Harry Staley, who demonstrated the service.

The name AIRA is derived from the emerging field of Artificial Intelligence (AI), and Remote Assistance (RA). The AIRA service utilizes technology to combine geofencing with a network of trained, professional agents to remotely assist people who are blind or low vision. Through a smartphone application, users are notified when they enter the A&M-SA campus geo-fence and a quick call to the AIRA agent delivers instant access to visual information at the touch of a button- enhancing everyday efficiency, engagement and independence.

For more information visit <https://aira.io/how-it-works>



## INCREASED STUDENT'S SERVED IN AY 20 (FROM AY 19)

**288**

Fall 2019, 288 students enrolled in 1200 courses, **up 27%** from Fall 2018.

**256**

Spring 2020, 256 students enrolled in 966 courses, **up 17%** from Spring 2019.

**98**

Summer 2020, 98 students in 236 courses, **up 27%** from Summer 2019.

## TESTING ROOMS

**1351**

AY 20: 1351 Testing Room appointments for a total of 3294 hours.

**936**

Fall 2019, 936 appointments totaling 2358 hours, **up 28%** from Fall 2018.

**415**

Spring 2020 (January-mid-March only), 415 appointments totaling 936 hours, **down 28%** from Spring 2019.

**7**

Sign-Language Interpreters in 29 courses (AY20).

**8**

Students in 31 CART (Communication Access Real-Time) courses.

**2**

Staff members are represented on the inaugural Presidents Commission on Accessibility.

## HOSTED

Speaking engagements for groups including The San Antonio Lighthouse for the Blind and Vision Impaired, BiblioTech: Bexar County's All-Digital Public Library, and Texas Workforce Solutions.

## AWARENESS

226

Attendees for the Fall and Spring Sundaes on Monday open house event. 100% of those surveyed indicated that the event helped them learn new information about DSS.



19

Attendees participated in the Epilepsy Awareness Month workshop.

61

Campus community members attended Service Dog Month Trivia Event: DSS hosted Guide Dogs of Texas for this outreach event.



## SOCIAL MEDIA

Initiated DSS Events and Outreach Committee and created social media accounts. DSS created Social Media (Instagram, Facebook, Twitter) in the spring semester to enhance our ability to stay connected in the virtual environment.

We created themes for each month:

- March – COVID-19 and changes affecting the campus community and DSS Services.
- April – COVID-19 updates and resources for campus community members.
- May – Mental Health Awareness Month.
- June – Pride Month.
- July – 30 Year Anniversary of the Americans with Disabilities Act.
- August – Sundaes on Monday Open House for DSS Services.

Total Reach (starting March 2020):

- Instagram – 6,078
- Facebook – 3,856
- Twitter – 15,841

Total Number of Posts – 124

**Social Media Handle: TAMUSADSS**

Please follow us on:

[www.facebook.com/tamusadss](http://www.facebook.com/tamusadss)

[www.twitter.com/tamusadss](http://www.twitter.com/tamusadss)





## INTERNATIONAL AFFIARS

### MISSION

The Office of International Affairs' (OIA) mission is to enrich and foster the educational and work experience of Texas A&M University-San Antonio's (A&M-SA) international community. The OIA serves as a welcoming presence for A&M-SA's international students, and international faculty. The role of the OIA is to provide international admissions and immigration support to international students seeking an education at A&M-SA, and to facilitate in the immigration processing of foreign faculty hired at A&M-SA. The OIA protects the integrity of the university by upholding institutional policies, and compliance with local, state and federal regulations

### IN THE SPOTLIGHT



#### **Good Neighbor Scholarship:**

Introduced the first ever Good Neighbor Scholarship (GNS) that provides tuition assistance to students from nations of the Western Hemisphere. The Texas Higher Education Coordinating Board chose two of our international students. One student from Colombia and one student from Mexico were chosen as awardees of the scholarship. The scholarship exempts the student from paying statutory tuition for 12 months at the start of the fall semester.



## ENGAGEMENT SNAPSHOT

70

International students and faculty sponsored FY 2018-19.

30

Countries Represented.

202

International student/faculty visits to the OIA.

92

Immigration support sessions.

17

Cultural programs conducted throughout the year.

*“Office of international affairs! The team of professionals with a proactive approach. Dedicated in facilitating foreign students towards their transition process to the United States of America. Their cultural events, flag parade, international movie night and other activities enable students to overcome homesickness. It also helps to blend into a new cultural and social environment.”*

- International Student

## INTERNATIONAL STUDENTS

117

Meetings with international students and families.

138

Student admissions applications.

5,736

Email communications.

4

Students participated in the inaugural International Ambassador’s Program to help mentor new, incoming international students.



Created International Admission video.

<https://www.youtube.com/watch?v=k2LimtFCId8>



Created a Tutorial Video for international students OPT.

<https://youtu.be/dYpkx2fH2oE>





260

Attendees at the Lunar New Year Celebration.



128

Attendees at the International Poster Fair.



68

Attendees at the International Lemonada.

36

Attendees to the Virtual Conference with Immigration Attorney (F1 Students).

155

Attendees at the International Parade.

95%

Of survey respondents Agreed or Strongly Agreed that their transition to A&M-SA went well (22 of 38 students responded).

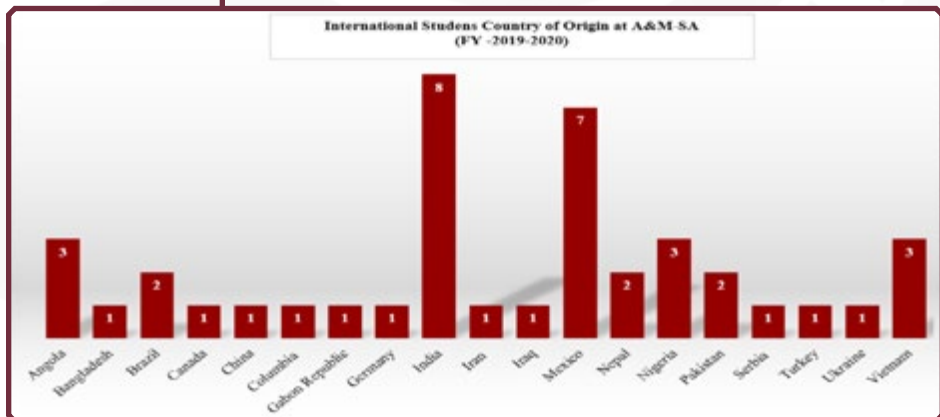


*"I would like to thank you so much for your kindness and your great assistance to an international student. You and OIA were very responsive with a quick turnaround time. Most importantly, you are always ready to work out of your comfort zone and go an extra mile to assist international students resolving personal, financial, and paperwork issues. I thoroughly enjoyed learning more about international student's involvement and activities, and my only regret is that I could have spent more time on campus. Thank you once again! I look forward to stay in touch services."*

- International Student

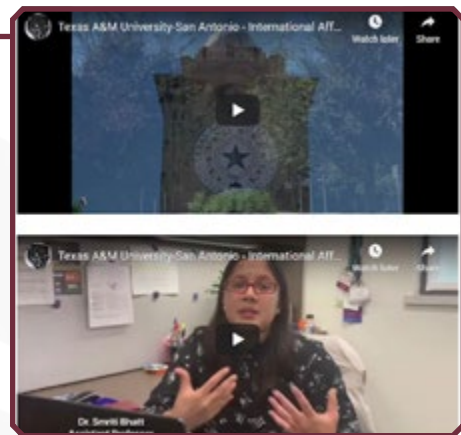
29

International faculty visas monitored.



## INTERNATIONAL FACULTY

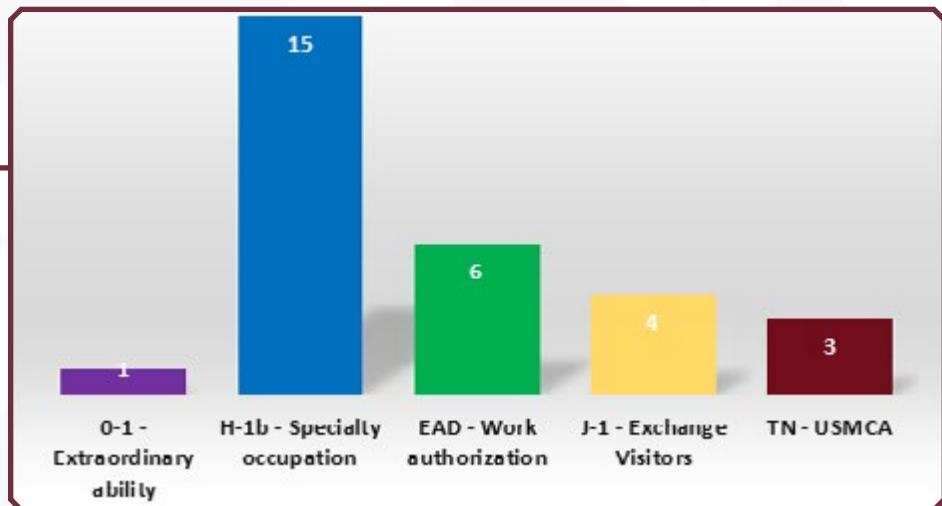
Video series for foreign faculty.  
<https://www.tamusa.edu/internationalaffairs/international-faculty/videos.html>



**78**  
 Meetings with foreign faculty.

**13**  
 Immigration sessions regarding sponsorship.

**49**  
 Immigration events



*"I want to say thank you for being so understanding, kind, and caring...legal terms, immigration laws, and regulations are often intimidating to me. Your legal expertise has been a great relief to us as well. I can say this for sure that the whole process wouldn't be felt the same without you."*

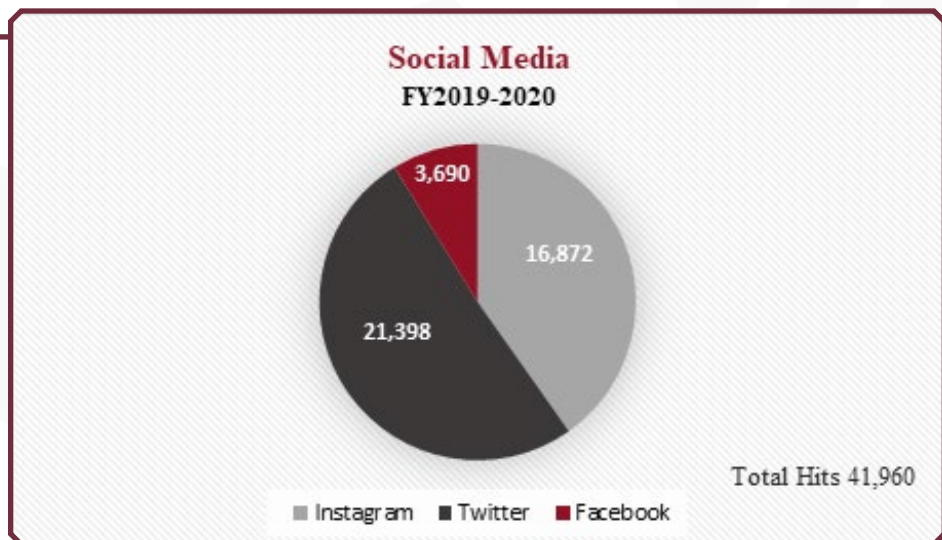
- Faculty member

## SOCIAL MEDIA

**41,960**  
 Total Hits!

### CONNECTED

OIA increased their social media presence to allow international students to feel connected during the pandemic.





## MAYS CENTER FOR EXPERIENTIAL LEARNING AND COMMUNITY ENGAGEMENT

### MISSION

The Mays Center for Experiential Learning and Community Engagement provides enhanced learning opportunities and access to resources and relationships in order to develop students into career-ready and community-minded graduates.

### IN THE SPOTLIGHT



Texas A&M University-San Antonio led the way to form a virtual career fair for both students and alumni of this university and other A&M system schools on June 30, 2020. This was the first system-wide fair upon the initiation of remote work/academics for the Jaguar community. Other leaders from A&M System schools were interested in the collaboration, and, quickly, the group worked with an online platform to host the event.

*"[t]he thing that I liked the most about this event was that it provided the opportunity to interact with multiple employers and learn about their companies and job openings."*

The University received a gift of one million dollars from the Financial Literacy of South Texas Foundation. This endowment supports student scholarships as well as stipends for students who commit to facilitating financial literacy programs on campus and in the community. Additional donations from Wells Fargo and Citi allowed the program to launch a year earlier than was originally planned. This year, the Financial Literacy Fellows Program had eight Fellows engaging in 160 hours of training and outreach programming, reaching over 200 students.



## FUN FACTS!

## VOTER SITE

As a voter designated site, our team welcomed hundreds of voters on campus to fulfill their civic duty!

47

Our team engaged 47 community partners through programming and connection with the university.

276

students engaged with 22 on-campus and off-campus partners during our weekly educational gameshow, Trivia Tuesday.

4,000

The number of students engaged by Mays Center programming.

23

McCollum High School students participated with A&M-SA departments for the SA Works Job Shadow Day (coordinated by the Mays Center).

## COLLABORATION

*"Matched my energy and mindset; that's what I wanted."*

- Student

52

Faculty members added experiential learning or career preparation into the classroom.

92

Classroom and conference presentations in collaboration with 16% of the faculty.

120

Individuals were welcomed to campus for the Women in Tech Symposium, a collaboration with the College of Business.

## PARTNERED

with the Smithsonian Institution and the New York Public Library for travelling displays to be installed temporarily at A&M-SA.

C2C

Campus to Community Engaged (C2C Engaged) added 2 new partnerships with Harlandale ISD and Chromosome 18 to align program partnerships with the Alamo College District.

7TH

In partnership with the San Antonio Public Library Foundation and the World Affairs Council of San Antonio, the Mays Center hosted the 7th Annual "Conversation with the Constitution".

+100

Increased career advising appointments from 860 to over 960.

*"I feel a lot more confident now!"*

- Student





277

Choose.Act.Impact. Days of Service had a total of 227 volunteers at 4 partner sites.



5,400+

Pounds of food was served from the General's Store to 765 people.



70

The 2nd annual GM Financial Night attracted 70 students.

25

InternsHIP Grants were awarded. This grant provides \$1,200 for students completing unpaid or underpaid internships for academic credit.

## FINANCIAL LITERACY

### PARTNERED

With GEAR UP, Southside ISD, and Matthey Middle School to educate families on various financial literacy topics.

*"I felt this was a great hands-on learning experience. I will remember more from this project than what could be retained from a book."*

- Student



## YOUR VOTE COUNTS

1 OF 123

A&M-SA has been designated as a Voter Friendly Campus, 1 of only 123 universities to receive this distinction.

280

Bexar County Residents voted at A&M-SA in November 2019.

500

Jaguars registered to vote for the first time through the Mays Center partnership with MOVE Texas and the League of Women Voters.



175

Business and Community Leaders visited campus to celebrate the San Antonio Colleges and Universities Career Center Association's (SACUCCA) 30th anniversary celebration.

## VOLUNTEER!!!

14

Students volunteered a minimum of 100 hours, completing requirements for the President's Volunteer Service award.

35

Non-profit organizations participated in the third annual Volunteer Fair.

145

Students participated in 3 externships. **95%** found the experience beneficial and **98%** believed that the experience could not be found in the classroom.

85%

of students participating in service-learning and experiential learning courses said they were able to apply their course material to their service and 70% of students agreed when asked if the experience increased their communication skills.

1,112

Total appointments for the Mays Center. **99%** of students said they would return if they need assistance and rated their experience a 4.79 (5 being the highest).

## INNOVATION

### INTERNSHIP WEEK

Was created to raise awareness about internships. Events included: an internship panel, workshops, makeovers from Regis Salon, K&G Fashion Superstore display, and an externship.



### VIRTUAL CAREER EXPLORATION

Presentation was offered to Early College HS/Dual credit students this spring. The live session had **23** students participate and learn about the Mays Center's services as well as components of career exploration.



## INSCAPE

The Spring Break Experience set a record by sending **40** students to explore the behind-the-scenes enterprise operations at CPS Energy and VIA Transit.

## SAN ANTONIO BUSINESS JOURNAL – BIZWOMEN MENTORING MONDAY

Was part of a national initiative in which nearly 10,000 women and 43 Business Journals across America came together with the goal of advancing women in business and building communities of empowerment. The Mays Center sponsored **7** students to attend and also served as mentors.

## GRADUATE AND PROFESSIONAL SCHOOL FAIR

connected a record-breaking 64 academic institutions and programs with 114 students to discuss various post-graduate disciplines.

## CAREER FAIRS

Broke records this year with the highest number of student participants (**over 250**) and the highest number of employers present.



*"I was provided with way more help than I expected, I feel empowered and confident to take the next steps. I will be back!"*

- Student

## 150

Visits to the Career Clothes Closet this year, increasing our need for more donations of proper interview attire.

## SOCIAL MEDIA

Social Media Handle: **TAMUSAMAYS**

[www.facebook.com/TAMUSAMays](http://www.facebook.com/TAMUSAMays)

Fans: 1.1K

Posts: 176

Engagements: 933

[www.twitter.com/tamusamays](http://www.twitter.com/tamusamays)

Followers: 927

Posts: 66

Engagements: 126

[www.instagram.com/tamusamays](http://www.instagram.com/tamusamays)

Followers: 704

Posts: 180

Engagements: 5.8K

[www.youtube.com/channel/UCgthP2VmOId3FNjiA\\_dpTAW](http://www.youtube.com/channel/UCgthP2VmOId3FNjiA_dpTAW)

Subscribers: 63

Views: 4.2K

Impressions: 28.5K





## MILITARY AFFAIRS

### MISSION

The mission of the Office of Military Affairs (OMA) is to assist members of the military-connected community at Texas A&M University-San Antonio succeed academically, while building enduring relationships of mutual support with our University community. We also connect them with helpful community organizations and resources for their next mission. The goal of OMA is that our military-connected graduates leave A&M-San Antonio with a solid foundation, resulting in truly meaningful opportunities for further service to others and career success.

### IN THE SPOTLIGHT



The very first Commissioning Ceremony was held on May 15th with 34 graduating U.S. Army Cadet Command (ROTC) Cadets from The University of Texas at San Antonio. These students were commissioned as Second Lieutenant in our United States Army. Furthermore, it was the largest Cadet graduating class! LTG Laura J. Richardson, Commanding General of the U.S. Army North (Fifth Army) was the events guest speaker. Dr. Cynthia Teniente-Matson, Texas A&M University-San Antonio President; Dr. Taylor Eighmy, The University of Texas at San Antonio President; COL Chris Alfeiri, Commander, Cadet Command's 5th Brigade; and LTC Shifrin Kristen, Department Chair and Professor of Military Science – US Army – ROTC at UTSA were in attendance.





The key highlight from this commissioning class was that A&M-SA had a cadet in the Top 10% in the nation based on GPA, physical fitness, and leadership abilities. This Cadet is the first female Armor officer to be commissioned in our history, she was also a Distinguished Military Graduate (top 20% in the nation). Additionally, the student was the first Cadet selected to participate in Assured Functional Area Transition into the Space Operations Functional Area following service in the Armor Corps.

## FUN FACT!

We have a unique tie to Ground Zero here at A&M- San Antonio due to the support of Ground Zero 360. In a few moments, we will lay a wreath at our Survivor Tree Seedling. When the World Trade Center fell, one tree survived through the wreckage and was given the name "The Survivor Tree." From the seeds of that survivor come 450 descendants including the one on our campus. There are currently only two in Texas, one at Ft. Hood and ours.



## 50

Hosted 50 Events on campus ranging from tabling, guest speakers, service projects, educational forums, workshops: food, clothing, and book drives. Some of the events included:

- R.E.D. Shirt Fridays
- Patriots Day
- Veterans Day
- Veterans Day Parade
- Veterans Week
- Meet the Bexar County Buffalo Soldiers
- Asian American Pacific Month
- Pride Month Celebration: Meet Captain Allison Caputo, USCG
- Toys for Tots
- Patriots' Wellness Circle



4,500+

Visits to the Military Affairs office.



## RETENTION RATE

One Year veteran retention rate: Fall 2019

**77.90%**, Spring 2020 **86.67%**.

## STUDENT CERTIFICATIONS

Federal Benefit	Chapter 30	Chapter 31	Chapter 33	Chapter 35	Chapter 1606	TA	Total
Students Certified	23	130	425	194	6	12	<b>790</b>

Hazelwood	Veteran	Legacy	Dep. Spouse	Dep. Child	Total
Students Certified	151	261	26	125	<b>563</b>

## SOCIAL MEDIA

1,433

Total likes on Facebook.

425

Total Instagram followers.

469

Total Twitter followers.

## NEW

YouTube and TikTok channels.

Please follow us on:

- [www.facebook.com/TAMUSAMILITARY](http://www.facebook.com/TAMUSAMILITARY)
- [www.twitter.com/TAMUSAMILITARY](http://www.twitter.com/TAMUSAMILITARY)
- [www.instagram.com/TAMUSAMILITARY](http://www.instagram.com/TAMUSAMILITARY)





## NEW STUDENT PROGRAMS

### MISSION

The Office of New Student Programs at A&M-SA is designed to provide incoming students, and their families, with shared experiences and intentional connections that create community, promote Jaguar pride, and set the tone for student academic success, while navigating life as a student.

### VISION

The Office of New Student Programs at A&M-SA aims to be nationally recognized as a leader of student and family transition.

### CORE COMPONENTS

- **Resources** - Serving as a critical link to campus and community resources.
- **Belonging** - Promoting pride and a sense of belonging within the jaguar community.
- **Support** - Providing learning opportunities that support holistic development and the transition to student life.

## TRANSFER STUDENT ENGAGEMENT

### MISSION

The Office of Transfer Student Engagement provides co-curricular opportunities that allow our transfer students to feel connected, informed, and empowered as they navigate their lives as a Jaguar student, from onboarding through graduation.

### VISION

The Office of Transfer Student Engagement at A&M-SA aims to be nationally recognized as a leader of student transition, engagement and mentorship.

## FAMILY ENGAGEMENT

### MISSION

The Office of Family Engagement aims to empower Jaguar family members and Jaguar students with families within the university setting by creating intentional interactions with campus resources, developing a sense of belonging and community, and providing programs and resources to maintain academic and social connections with the jaguar community.

### VISION

To thrive with signature programming through collaborations while partnering with involved Jaguar students with families, Jaguar family members, and alumni who function as integral components of the campus community through service, support, and scholarship.

### FUN FACT!

Ms. A&M and Mr. A&M were virtual Orientation leaders!

25

Membership in the inaugural Family Association.

## INNOVATION

### BILINGUAL

Resources, including orientation and targeted website topics, were developed for families.

### SILVER BULLET

Developed first Transfer Student Newsletter.  
<https://www.tamusa.edu/campus-life-immersion/student-transition-family-engagement/transfer/index.html>

## VIDEOS

### PRESIDENT'S WELCOME

<https://vimeo.com/394546991>

### WALKING TOUR

<https://vimeo.com/394520329>

### TRANSFER ORIENTATION

<https://vimeo.com/394547259>

#### Jaguar Transfer Assembly

*"This was more than any other college has put together. I am very thankful for the welcoming I have received. Proud to be a Jaguar"*

- Student

#### JagX 2020

*"I liked the experience because my JagX leader was making it fun and I got to learn new things."*

- Student



44

Families graduated with over **70** attendees participating in the Family First Seminar.

86

New transfer students attended the virtual Jaguar Transfer Assembly.

150+

Members in Tau Sigma Transfer Student National Honor Society.

2,135

New first-year students and **945** transfer students were on boarded in spring and fall.

600+

Family members in Family Connect portal.

205

Participants attended the Jaguar Transfer Assemblies.



**Silver Liners Transfer Student Mentorship Program**

*“The Silver Liners are pivotal to transfer student success. It’s the platform on which connections, networking, and friendships happen – that’s awesome!”*

- Student

**SOCIAL MEDIA**

• **Student Life:**

[www.instagram.com/studentlifetamusa](http://www.instagram.com/studentlifetamusa)

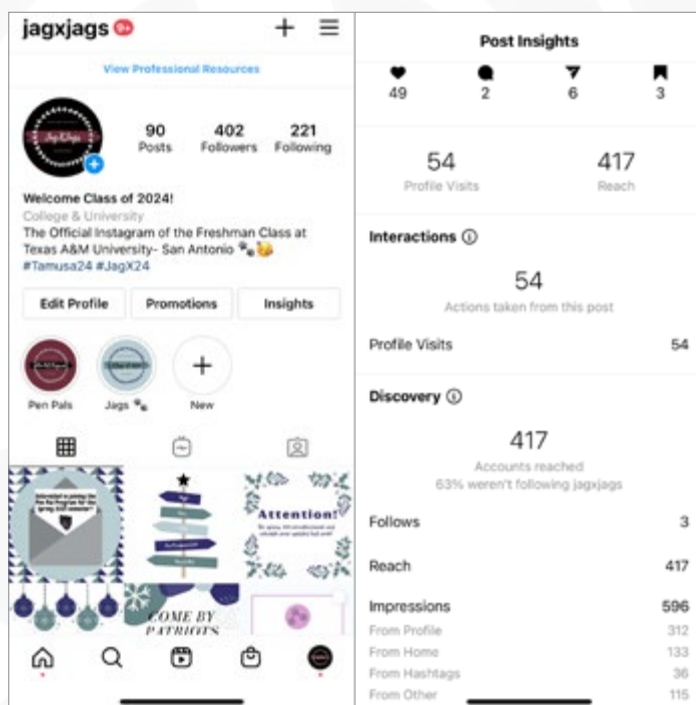
[www.facebook.com/studentlifetamusa](http://www.facebook.com/studentlifetamusa)

[www.twitter.com/jaglifetamusa](http://www.twitter.com/jaglifetamusa)

• **New Student Programs:**

[www.facebook.com/AMSAJagFamily](http://www.facebook.com/AMSAJagFamily)

[www.instagram.com/jagxjags](http://www.instagram.com/jagxjags)





## STUDENT COUNSELING CENTER (SCC)

### MISSION

Our mission is to serve a culturally diverse Texas A&M–San Antonio student population by providing quality mental health services, fostering a sense of belonging, collaborating with campus and community partners, and promoting holistic wellness to improve student success.

### VISION

We strive to promote student success by decreasing mental health stigma and providing services to support better health and well-being in the lives of our students.

*“I am really happy to have been able to take advantage of this service for students and I feel like if I hadn't seen someone here I may have dropped out of school.”*

- Student

## IN THE SPOTLIGHT



### Nourish to Flourish:

Watch three short videos from Student Counseling Center staff with tips on anxiety management and healthy relationships amidst the COVID-19 pandemic. The video series received over 400 views.

[https://www.youtube.com/channel/UC\\_ZwXUAuS2K8WiAOIFfnn3A](https://www.youtube.com/channel/UC_ZwXUAuS2K8WiAOIFfnn3A)



## FUN FACTS!

## 2ND PLACE

For the Annual Staff Council Door Decorating Contest!

## RELAX

Launched new Biofeedback/Relaxation room (spring 2019).

## REVITALIZE

SCC has a “Revitalization Committee” which assists with planning staff team-building, self-care, and revitalization events.

*“I feel safe during these meetings. With all the chaos right now, it’s much needed. Thank you all.”*

- Student

**3177**

Appointments attended with **428** clients served/ students seen.

**7**

The average number of appointments per client.

**361**

Anonymous Mental Health Screenings completed.

**3229**

Individuals reached through educational programming and outreach efforts.

## COUNSELING CENTER SATISFACTION SURVEY RESULTS (N =125)

**90%**

112 students seen at the Student Counseling Center report that enrollment in individual counseling improved the emotional distress that prompted them to seek services.

**72%**

90 students reported their ability to attend class, complete coursework, or succeed academically has improved as a result of counseling.

*“My college experience was made better by having sought out on-campus counseling services.”*

- Student

**70%**

88 students reported they are less likely to withdraw from A&M-San Antonio now (*compared to when they first started counseling*) as a result of their participation in counseling services.

**76%**

95 students report their feeling of overall academic distress has improved as a result of their engagement in counseling services.

**96%**

120 students were overall satisfied with the counseling services they received.



## INNOVATION

### LAUNCHED

- New Biofeedback/Relaxation room for SCC clients.
- New Healthy Relationships support group.
- A support group for Undocumented/DREAMER students.
- Two social media platforms, Instagram (**400 followers**) and YouTube.

## COLLABORATION

### 42

Attendees with participated in the Human Resources' Lunch and Learn for National Suicide Prevention Week.

### PARTNERED

Collaborated with LGBTQ+ Coalition and Black Student Union (BSU) to launch a new outreach event entitled "Let's Speak on it".



### MILITARY WELLNESS

Offered a support group for military students and family members entitled "Patriots' Wellness Circle."

### CAMPUS SAFETY

Partnered with the University Police Department to host an active shooter training drill.

*"I feel as though my life has been forever changed for the better, as I now have long lasting tools to take with me on my journey after college and into my life as a professional."*

- Student

### PRIDE

The Library, LGBTQ+ Taskforce, and LGBTQ+ Coalition launched the first virtual book display for PRIDE month.



### BUILT

And established relationships with numerous community organizations including La Hacienda, Methodist Hospital, Eating Recovery Resource Center, Healthy Minds, Healthy Heroes, Family Violence Prevention Services, Rape Crisis Center, and the PRIDE Center.





159

Faculty, staff, and students participated in Suicide Prevention trainings.



## CONVERTED OUTREACH AND PROGRAMMATIC EFFORTS TO A VIRTUAL FORMAT

### MARIJUANA AWARENESS EVENT

4/20: Do you know Mary Jane?

104

Total number of views on LinkTree for Sexual Assault Awareness Month.

### AWARENESS MONTHS

Both Mental Health Awareness Month and PRIDE Month were converted to virtual formats.



57

Students participated in group therapy this year.

## ANXIETY MANAGEMENT SUPPORT GROUP SURVEY RESULTS (N = 14)

100%

14 students reported that the group helped increase their self-awareness related to anxiety symptoms, triggers, and cues.

85%

12 students reported that they are better able to manage and cope with their anxiety as a result of participating in this group.



## HEALTHY RELATIONSHIPS SUPPORT GROUP SURVEY RESULTS (N = 8)

**100%**

8 students reported that the group helped increase their self-awareness related to healthy relationship dynamics.

**88%**

7 students reported they are better able to communicate their needs and feelings as a result of participating in this group.

*"I feel like the service here is dedicated to seeing students succeed and support and help in any way they can and if they can't help, they know the appropriate actions to take and they have the contacts for students to see experts outside of the office."*

- Student

## SOCIAL MEDIA

National Sexual Assault Month (April 2020), PRIDE month (June 2020), PTSD Awareness Month (June 2020), and Minority Mental Health Awareness Month (July 2020).

Follow us on social media: TAMUSAStudentCounseling (Instagram) and TAMUSA Student Counseling Center (YouTube)

Please follow us on:

- [www.instagram.com/tamusastudentcounseling](https://www.instagram.com/tamusastudentcounseling)
- [www.youtube.com/channel/UC\\_ZwXUAuS2K8WiAOIFfnn3A](https://www.youtube.com/channel/UC_ZwXUAuS2K8WiAOIFfnn3A)





## STUDENT HOUSING

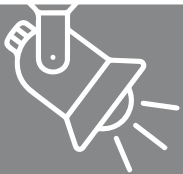
### VISION

Esperanza Hall is Texas A&M-San Antonio's first on-campus student housing and our Jaguars' home away from home!

*"I love how we have the opportunity to study with such a calming view"*

- Student

### IN THE SPOTLIGHT



Esperanza Hall resident retention was its highest in 2019-2020. A total of 46.5% or 175 students who lived on campus during the previous academic year (2018-2019) decided to return to campus for another year full of great experiences. With supporting partnerships such as the "Hi, How Are You?" project for mental health awareness, and the Residence Hall Association for leadership opportunities, Esperanza Hall strives to create the most positive community environment for our fellow Jaguars.

### FUN FACT!

Esperanza Hall gained its name via a Twitter Poll, and first welcomed students in 2017.



TEXAS A&M UNIVERSITY-SAN ANTONIO

Esperanza Hall



394

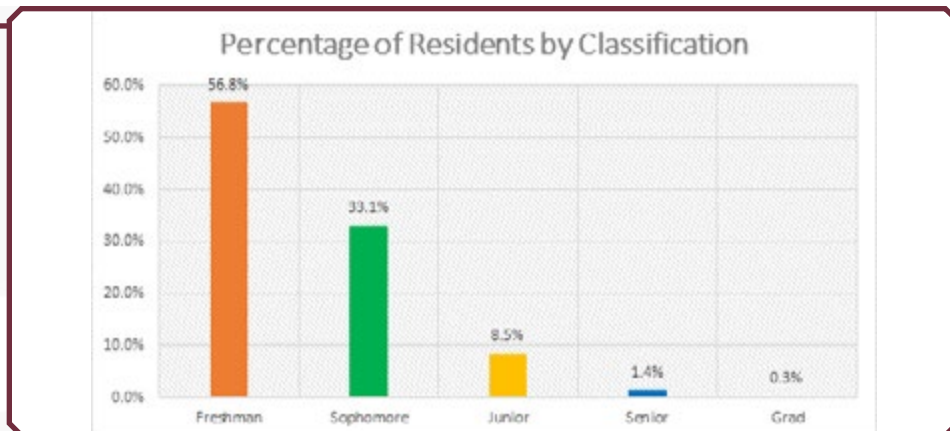
Total number of Residents for 2019-2020.

11

Students from out-of-state lived on-campus this past academic year.

4

Esperanza Hall residents graduated in Spring 2020.



*"I've been living in the dorms for almost one month. It's super quiet and everyone here is super nice. The RA's are the most helpful in any situation and always ask how our days are going great staff and amenities. Will definitely be staying here next year again."*

- Student

## ESPERANZA HALL

Is host to multiple events throughout the semester with the most popular being the Dia de Los Muertos event in November, and a "Hi How are You" in Spring.



## ESPERANZA HALL PROGRAM SUMMARY BY SEMESTER

Semester	Academic Success	Employability	Financial Literacy	Health & Wellness	Community Building	Total	Overall # Passive	Attendance
Fall 2019	6	3	4	13	21	<b>47</b>	19	812
Spring 2020	4	4	1	3	11	<b>23</b>	14	759

## SOCIAL MEDIA

Please follow us on:

- [www.tiktok.com/@esperanzahallsa](https://www.tiktok.com/@esperanzahallsa)
- [www.instagram.com/esperanzahallsa](https://www.instagram.com/esperanzahallsa)
- [www.twitter.com/EsperanzaHallSA](https://www.twitter.com/EsperanzaHallSA)
- [www.facebook.com/pg/EsperanzaHallSA](https://www.facebook.com/pg/EsperanzaHallSA)





## STUDENT INVOLVEMENT

### MISSION

Student Involvement strives to create inclusive experiences, programs, and opportunities for students to engage with one another to promote growth and create a diverse and inclusive community on campus.

### FUN FACTS!

#### GREEK LIFE

Fraternity and Sorority Life (FSL) started the All Greek Council (AGC) to bring together our fraternity and sorority leadership to help them develop plans to engage with fellow members of the Greek community on the campus.

91

New members were inducted into the National Society of Leadership Success (NSLS).

CAB

Hosted **151** events and served **7,950** students during the Fall and Spring Term.



66

The number of active student organizations at A&M-SA.

102

The number of events attended by 6 Jaguar Ambassadors.

**Jazz Art Show Event with Poet Mahogany Browne**

*"This was an amazing event. The feature poet was phenomenal, relevant, and kind. It was such a blessing to receive a signed book."* - Student

**TOTAL STUDENT INVOLVEMENT FOR FALL AND SPRING**

350

The number of events held.

16,924

The number of people engaged.



869

Students, Faculty, and Staff participated in the Fall 2019 Presidents Picnic.



**WHAT A FALL SEMESTER - 2019 FRESHMEN**

447

Freshmen identified attending events from August-December 2019 (approximately a **34%** increase over entire AY19).

265

Students attended 1-2 events (approximately **33%** increase of entire AY 19 one semester).

182

Students attended 3+ events (approximately a **35%** increase over entire AY 19).

**Mardi Gras event**

*"Great event! I love the atmosphere, it reminded me of New Orleans."* - Student

## MAKING A DIFFERENCE - SUMMER 2020 EVENT HIGHLIGHTS

51

Attendees to the What is Social Justice Panel Discussion, **200+ views**.

10

Attendees to Letter Writing Days event.

17

Attendees to the Solidarity Rally, **50+ views**.

53

Attendees to the Colloquium 2020 event, **100+ views**.

48%

3338 undergraduate students participated in a club or an organization.



## SOCIAL MEDIA

Please follow us on:

- [www.instagram.com/tamusainvolved](https://www.instagram.com/tamusainvolved)
- [www.facebook.com/TAMUSAInvolvement](https://www.facebook.com/TAMUSAInvolvement)
- [www.instagram.com/cabtamusa](https://www.instagram.com/cabtamusa)
- [www.facebook.com/CAB.TAMUSA](https://www.facebook.com/CAB.TAMUSA)





## MISSION

The mission of The Office of Student Rights and Responsibilities (OSRR) is to promote a campus environment of student success and retention. We focus on a holistic approach to student rights and responsibilities in order to uphold the highest academic and behavioral standards as articulated in the Student Code of Conduct.

The main role of the Office of Student Rights and Responsibilities is to oversee the student conduct process and be an advocate for students who may have questions regarding community standards. Staff members strive to promote a campus climate of integrity, service, commitment, and excellence by focusing on promoting a holistic approach to student rights and responsibilities.

## IN THE SPOTLIGHT



### Finals Stress Reliever - Stress balls and Hot Cocoa:

During Fall 2019 Finals week, OSRR provided a Hot Cocoa Bar for students. Also, students were able to create their own stress balls in a DIY fashion. 95 people attended this year end event.





## WELCOME BACK EVENT WITH FREE COCOA

88

People attended the event where OSRR provided information (during Spring Week of Welcome) including The Student Handbook and Code of Conduct. A Hot Cocoa bar was provided for all attendees.



## DART TO FEEL THE LOVE

65

Attendees were able to play a game with information provided about dating and sex with consent at collaborative event between The Office of Student Rights and Responsibilities and The Alcohol and Other Drug Committee.



## INSTAGRAM ACADEMIC MISCONDUCT SERIES

6

Different educational posts for the six different types of Academic Misconduct listed in the Student Code of Conduct.



## SOCIAL MEDIA

- **Social Media** - Instagram (February 11-August 31, 2020):
  - » Shared 72 posts and 186 stories on Instagram.
  - » Over 7 months acquired 377 followers on Instagram.
  - » Reach approximately 52% of followers on a weekly basis.
- **Created Educational Series targeting:**
  - » Academic Misconduct
  - » Reporting and Resources
  - » Student Handbook/Code of Conduct and Crime Prevention
  - » Virtual Events including Kahoot trivia with the Library and the Week of Welcome Virtual Scavenger Hunt
- **The Breakdown of the types of posts included:**
  - » Academic Misconduct (13%),
  - » Alcohol and Other Drugs (8%),
  - » Reporting (5%),
  - » Title IX/Sexual Assault Prevention and Awareness (6%),
  - » Safety Tips or general information about OSRR (13%)
  - » Sharing campus/division wide posts (7%),
  - » Information about our events (9%)
  - » Other content (36%)

Please follow us on:

[www.instagram.com/tamusa.studentrr](https://www.instagram.com/tamusa.studentrr)



# SSE AND SOCIAL MEDIA

In August 2020, the Division of Student Success and Engagement created multiple social media profiles. Some initial campaigns are listed below. Our first posts and tweets began on August 3, 2020. Since those beginning's we have seen growth in our followers and reach. Over our first month we managed:

- [www.instagram.com/tamusasse](http://www.instagram.com/tamusasse)
- [www.facebook.com/tamusaSSE](http://www.facebook.com/tamusaSSE)
- [www.twitter.com/tamusasse](http://www.twitter.com/tamusasse)

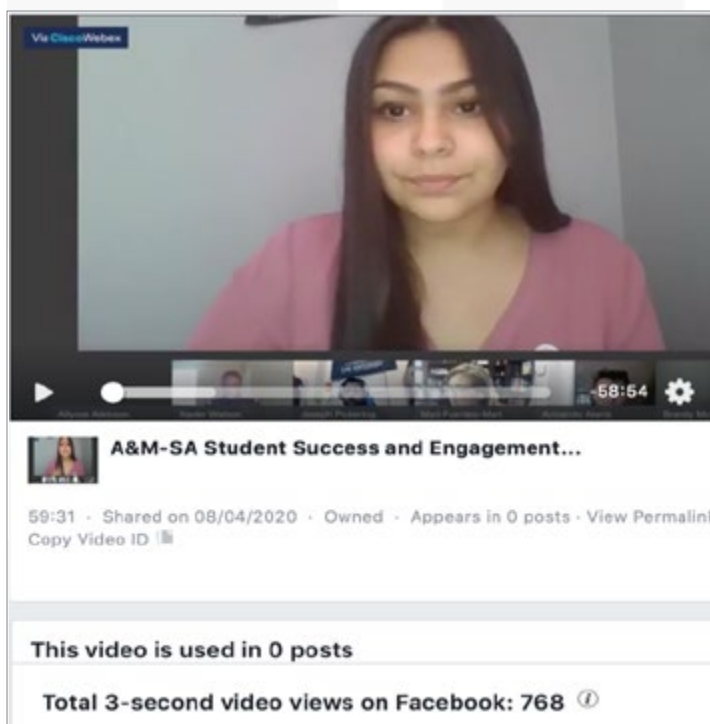
## GETTING STARTED

The initial division level campaigns centered around supporting Jaguars as they returned to Campus. Mandatory trainings for students, COVID-19 Safety updates, and Wellness check-in information were among our inaugural campaigns. Our efforts also supported institutional campaigns such as #CommunitySafetyTOGETHER & #MaskUpJaguars.

### SSE Campaigns included:

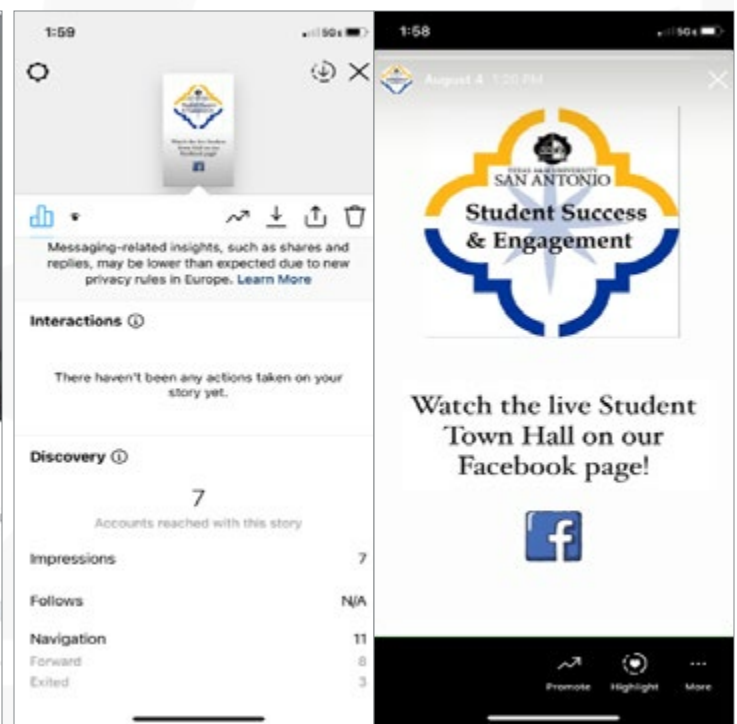
- Return to Campus: Campus Updates & Information
  - » Student Government Town Hall

Town Hall Facebook Performance



The screenshot shows a Facebook video player for a Town Hall performance. The video is titled "A&M-SA Student Success and Engagement..." and has a duration of 59:31. It was shared on 08/04/2020 and is owned by the user. The video has 768 total 3-second video views on Facebook. The video player shows a woman with long dark hair wearing a pink shirt. Below the video player, there is a section for "This video is used in 0 posts" and "Total 3-second video views on Facebook: 768".

Town Hall Facebook Performance

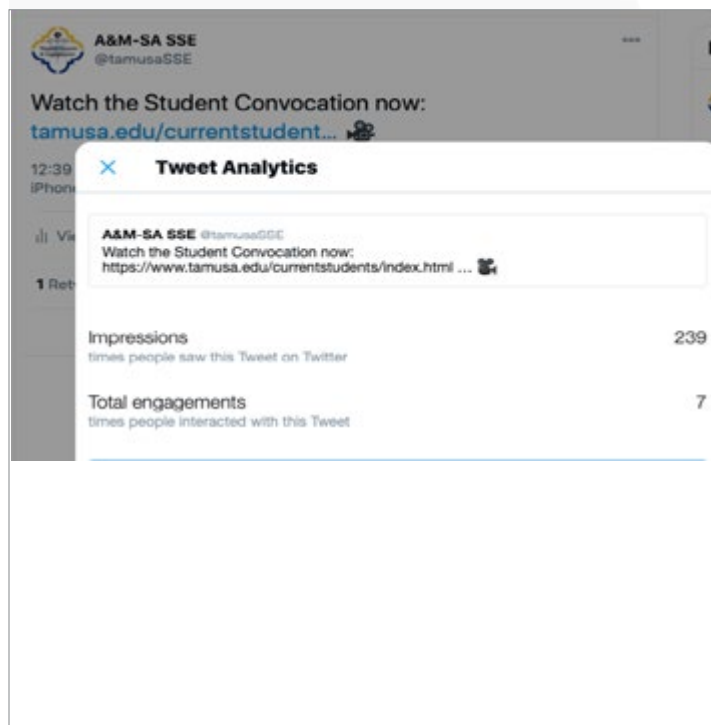


The screenshot shows a Facebook story performance report for a Town Hall performance. The story is titled "Watch the live Student Town Hall on our Facebook page!" and features the A&M-SA Student Success & Engagement logo. The report shows 7 accounts reached with this story, 7 impressions, and 11 navigation actions (8 forward, 3 exited). The story was shared on August 4, 1:20 PM.

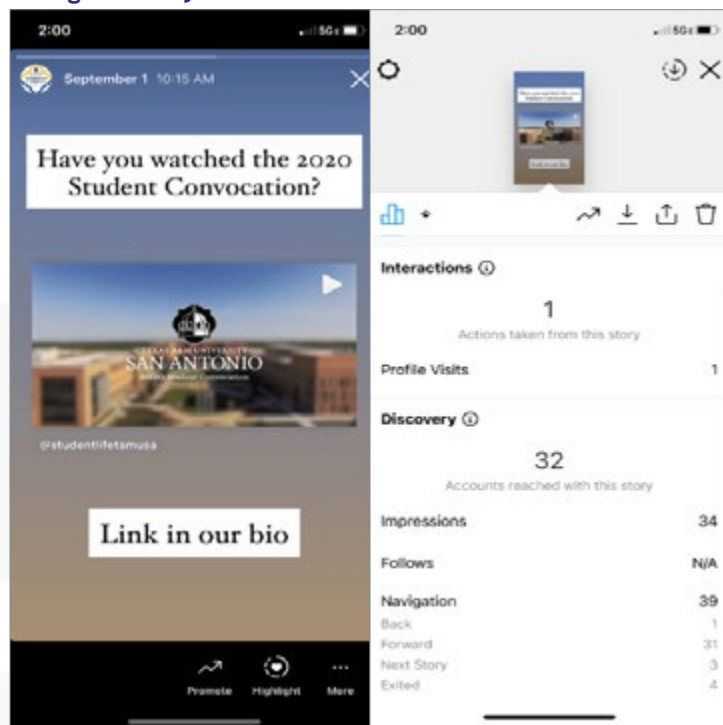
Category	Value
Accounts reached with this story	7
Impressions	7
Follows	N/A
Navigation	11
Forward	8
Exited	3

## » Convocation

### Tweet



### Instagram Story



- Additional Campaigns
  - » R.E.D. Friday
  - » Campus Programming
  - » Weekly Check-ins (#ThrowbackThursday and #MotivationMonday)

Planning for future campaigns and developing social media strategies for both the division and individual departmental support was an essential part of the development of SSE social media. Examples of some feature campaigns that initiated during the summer were:

- #MyJaguarStory
  - » Sharing student success stories and overall Jaguar experiences.
- #TAMUSApride
  - » Sharing A&M-SA Success stories including staff recognition.

## COLLABORATION

A major focus for divisional social media efforts is to support both the divisional unit's social media efforts and institutional efforts. The division organized and initiated an inter-division social media user group that brought together the key individuals to share ideas and support campaigns. Additionally, the division participated in the institution-level social media discussions and the new working groups that are designed to unite the campus social media teams. These

key collaborations will assist the division and the university in maximizing the effectiveness of social media and provide the best possible communication to the Jaguar community.

Please follow us on:

- [www.instagram.com/tamusasse](https://www.instagram.com/tamusasse)
- [www.facebook.com/tamusaSSE](https://www.facebook.com/tamusaSSE)
- [www.twitter.com/tamusasse](https://www.twitter.com/tamusasse)
- [www.youtube.com/channel/UCdUxenzOSRDIKWs8KJpVjAQ](https://www.youtube.com/channel/UCdUxenzOSRDIKWs8KJpVjAQ)





TEXAS A&M UNIVERSITY - SAN ANTONIO

Division of Student Affairs

Division of Student Affairs  
Senator Frank L. Madla Building, Suite 312  
One University Way  
San Antonio, TX 78224  
Telephone: 210 784 1354  
Fax: 210 784 1489

