



UNIVERSITY OF
ARKANSAS
STUDENT AFFAIRS

*Student
Activities*

SMART GOALS

Department: Office of Student Activities
Office/Program: Associated Student Government Fresh HOGS Program
Contact: Katie Gottshalk, Graduate Assistant

Mission Statement:
Office of Student Activities

With a students-first philosophy, the Office of Student Activities provides an environment for involvement, empowerment, and collaboration through student organizations, programmatic experiences, and shared governance. OSA maximizes the University of Arkansas experience by advocating for all students, promoting intercultural understanding, and developing citizens who are prepared to positively impact their communities.

Vision:
Fresh HOGS

Fresh HOGS members will develop leadership skills and increase awareness of diversity in order to effectively represent fellow students in the future. Fresh HOGS members will learn the operations of ASG through interactive educational programming, serving in multiple roles within the organization and intentional networking.

SMART Goal 1: To increase the number of qualified candidates and improve the level of thorough consideration in the selection process.

- Specific – We will have more applicants apply to the Fresh HOGS program than previous years, and to implement an interview aspect in the selection process. We will also create an online application.
- Measurable – We will have over 100 applicants, interview up to 75 candidates, and select no more than 50 Fresh HOGS.
- Action-Oriented – We will recruit applicants at all orientation sessions in Summer 2012. We will have a strategic, up-to-date marketing campaign. We will utilize University of Kentucky’s “speed-dating” interview structure to ensure that candidates interact with different types of students, are asked a variety of questions, and are all reviewed equally.
- Realistic – We cannot expect all freshmen to matriculate at the same level of preparedness and experience. We will never have a selection process

that will seem fair to everyone, or one that will be able to ensure that the very best candidates are selected.

- Timely – We will complete the selection process by September 4, 2012.

SMART Goal 2: To increase the level of participation in the Fresh HOGS program.

- Specific – We will have a higher rate of attendance at required programs, and overall retention than previous years.
- Measurable – We will have over a 75% attendance rates at bi-weekly meetings and office hours, and over an 80% retention rate at the end of the academic year.
- Action-Oriented – We will clearly layout out the attendance policy at the start of the year, and keep up-to-date records of attendance. We will strive to carry out engaging programming to make the meetings a positive experience.
- Realistic – Unavoidable time conflicts come up, and thus we cannot expect all members to have perfect attendance. Over the year, some members may decide that Fresh HOGS and/or student government are not for them, and accordingly drop out of the program.
- Timely – We will assess the attendance and retention rates at the end of the fall 2012 and spring 2013 semesters.

SMART Goal 3: To develop the leadership skills of Fresh HOGS members.

- Specific – We will hold bi-weekly meetings and two retreats with programs that promote leadership. We will invite university administrators to speak to the Fresh HOGS about leadership development.
- Measurable – We will administer a pre- and post-assessment of their leadership development. We will see an increase in their leadership competency.
- Action-Oriented – We will utilize the data collected about last year's programming to develop the most effective leadership programs.
- Realistic – We cannot expect all Fresh HOGS members to develop at the same rate as one another. Additionally they start Fresh HOGS at different levels of leadership development, thus some programs will have more of an impact on certain students.
- Timely – We will administer a pre-assessment at the fall retreat and a post-assessment at the end of the spring semester.

SMART Goal 4: To develop the leadership skills of the Fresh HOGS team, including the Coordinator and Assistant Coordinators.

- Specific – The Coordinator will develop a tactical plan for the programming of the Fresh HOGS program. The Coordinator will delegate programmatic responsibility to the Assistant Coordinators, and will empower them to make decisions. Each Assistant Coordinator will lead a Small Group of seven to eight Fresh HOGS.

- Measurable – We will administer a pre- and post-assessment of their leadership development. We will see an increase in their leadership competency.
- Action-Oriented – We will analyze the effectiveness of this year’s program through focus groups with the Coordinator and Assistant Coordinators, and surveys completed by the Fresh HOGS members.
- Realistic - We cannot expect all members of the Fresh HOGS team to develop at the same rate as one another. Additionally they began at different levels of leadership development, thus some members of the team may show greater improvements than others.
- Timely – We will administer a pre-assessment at the fall retreat and a post-assessment at the end of the spring semester. We will conduct focus groups monthly, and surveys each semester.

SMART Goal 5: To educate Fresh HOGS members about the process of shared governance at the University of Arkansas.

- Specific – We will develop programs to educate members about Associated Student Government, including: ASG 101 (Structure overview and introduction to officers), ASG 201 (Senate Simulation), ASG 301 (ASGJ and Campaign Simulation), and ASG 401 (TBD by Coordinator and Assistant Coordinators). Fresh HOGS members will examine historical record data of ASG, thus learning about legislation and campus issues. Fresh HOGS members will serve on two different ASG committees.
- Measurable – We will see a higher level of ASG competency and knowledge than the former Fresh HOGS.
- Action-Oriented – We will administer an ASG knowledge assessment to Fresh HOGS members, and former Fresh HOGS currently involved in ASG.
- Realistic – We cannot expect all Fresh HOGS members to have a thorough knowledge of ASG because their experiences and desire to learn will be different. We also must take into account the current level of former Fresh HOGS, and realize that may positively or negatively affect their results.
- Timely – We will administer this assessment at the end of the spring semester.

SMART Goal 6: To engage Fresh HOGS members in the process of shared governance at the University of Arkansas.

- Specific – We will assign Fresh HOGS members to a different ASG committee each semester. We will provide each Fresh HOGS members with an upperclassmen mentor who is currently in an elected or appointed position in ASG. Fresh HOGS members will serve one to two office hours per week in the ASG office.
- Measurable – We will see Fresh HOGS more engaged in ASG, than previous years. We will also see an increase in the number of Fresh HOGS that obtain an elected or appointed position in ASG in the 2013-2014 academic year.

- Action-Oriented – We will assess the effectiveness of the involvement opportunities for Fresh HOGS through the monthly focus groups with the Coordinator and Assistant Coordinators, and through the semester surveys of Fresh HOGS members.
- Realistic – We cannot expect all Fresh HOGS members to have the desire to continue involvement in ASG after their freshmen year.
- Timely – We will analyze the effectiveness of engagement opportunities at the end of year semester. We will collect data of their future involvement in ASG in fall 2013.