



AUBURN UNIVERSITY
STUDENT INVOLVEMENT



ANNUAL REPORT
- 2021 -



letter

FROM THE DIRECTOR

As I reflect on the 2021 calendar year, I am proud of the commitment and responsiveness of our incredible team of staff and student leaders whose achievements are highlighted through this report. In 2021, Student Involvement responded to the call of re-engaging the student body in the full Auburn experience, the challenge of staff vacancies, and the opportunity to adapt programs to best serve the student body.

Coming off the 2020 calendar year largely summarized by COVID-19's restrictions on student activities, 2021 presented Student Involvement with the unique challenge of re-engaging students into the full Auburn experience while simultaneously adapting to the departure of seven, experienced staff members that led and served the office for many years. One of those seven was the beloved heartbeat of the Student Involvement office for 35 years, Ms. Gloria Finley ("Ms. G"), whose life we honored through the naming dedication of our Involvement front desk.

Upon taking on the role of Director in January, my priority for most of the year was filling vacancies to ensure that Student Involvement could continue providing excellent support for students. At full capacity, we are a team of approximately 22 staff members. In 2021, we successfully filled 10 vacancies with a combination of promoted staff and new staff reshaping the Involvement team. As a new Director with three new Assistant Directors, four new Coordinators, and two new Administrative Assistants, I am excited about the opportunities ahead to continue adapting our programs and services to the short and long-term needs of Auburn students.

With a largely new team in place, a transitional opportunity to evaluate our programs and services, and a desire to intentionally move Student Involvement forward with purpose and passion, we worked as a team to update our mission to guide our work over the years ahead. For Student Involvement, our mission is to provide experiential learning opportunities that engage, educate, and empower students through an inclusive and equitable environment. We strive to fulfill our mission through programs, services, events, and learning experiences that cultivate community, develop engaged leaders, strengthen students' connection to Auburn, and enhance their success.

Student Involvement has a community and an opportunity for every student, with 18,759 students engaging in at least one in 2021. Our more than 450 student organizations provide social outlets, support groups, and educational opportunities to develop identity and leadership while being exposed to new cultures and ideas. It is our goal to enhance the overall Auburn experience for every student while helping retain and support them individually in developing leadership, time management, and other critical transferable skills so that they may be set apart from their peers upon graduation both in their academic GPA and their leadership experience.

This report provides a glimpse into the impact our student leaders are making and into the dedication of our staff that advise and support them. In Student Involvement, our students are multi-dimensional, and so are we. We are advisors, teachers, mentors, life coaches, and administrators.

We will continue to respond to the call, and we will continue to believe in Auburn and love it.

War Eagle!

Brad Smith, Director



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student INVOLVEMENT

involvement

AT A GLANCE



595

organizations
on AUinvolve

424 registered
student
organizations

fraternities
& sororities **61**



52 campus
departments



club
sports **28**

17 student activity
organizations

schools'
councils **13**





average GPA of



SAO exec. officers	3.56
involved students	3.35
all Auburn students	3.19

“Being involved at Auburn has had a positive impact on my life because I have gotten to build connections to my peers and university through things that interest me. It is so rewarding to be a part of putting on events and traditions that make our campus grow closer as well as keeping Auburn the place we all know and love.”

- Bailey Blake

Involvement Ambassador

18,759 students involved

in at least one on-campus organization

7,355 events

for students throughout the year



10,807 unique students

attended events and activities hosted by organizations within Student Involvement

2,647,531 page views

on AUinvolve, Student Involvement’s digital engagement portal



service PROGRAMS

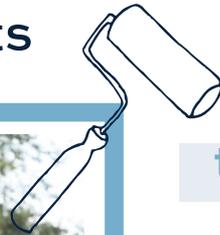
The Service Programs branch of Student Involvement offers students the ability to develop and explore their leadership skills while serving our campus, community, state and beyond through a variety of programs.

8,708 SERVICE HOURS TRACKED THROUGH GIVEPULSE

auburn university dance marathon

\$370,048 raised by AUDM for Children's Miracle Network Hospitals

1,185 participants



the BIG event

550 volunteers participated **2,200** hours served



blood drives

1,272 donors
1,080 units collected
2,160 lives saved

beat bama food drive

28th annual drive (fall 2021)

352,389
pounds raised

The **MOST** in competition history



“My involvement in service programs has really helped develop me into the person that I am. I am more selfless, giving, and aware of the needs in my community. It has helped build my confidence and knowledge about how to be a good leader, and it has also led me to some of my closest friends and given me deeper relationships than I ever could have hoped to gain.”

- Hannah Johnson

The BIG Event | VP of Operations

IMPACT | Project Coordinator

Alternative Student Breaks | Site Leader



alternative student breaks

10 trips 415 hours served

76 student participants



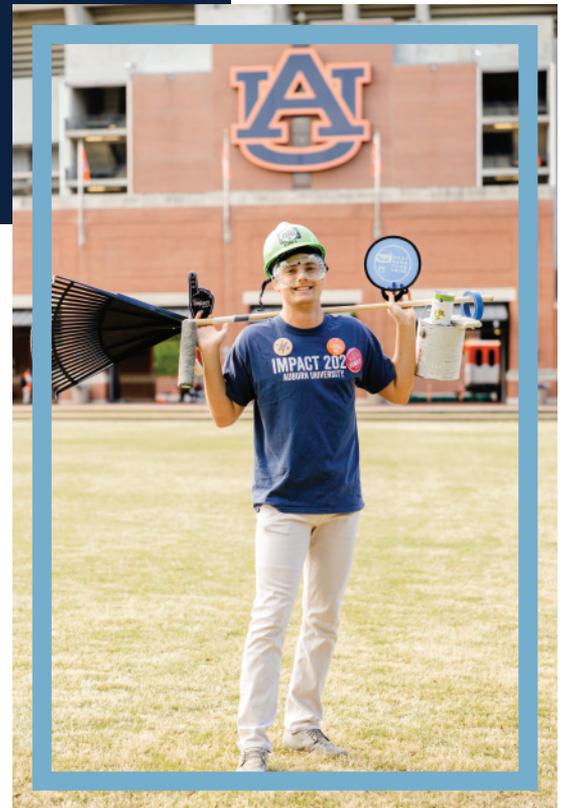
IMPACT

732 volunteers participated

5,762 hours served



1,017 unique volunteer opportunities



Leadership PROGRAMS

Emerge at Auburn is a dynamic leadership program aimed at helping Auburn students develop the skills to lead on campus, in the community and in their future career field.

567 students interacted with *Emerge at Auburn* through:

- phase programs
- leadership lunch & learns
- leadership book club
- special events
- retreats



45 students participated in the inaugural Discover Retreat & Leadercast



“One of the main things I’ve taken from Emerge is a better sense of confidence in my leadership abilities. I came to college extremely shy but because of this program, I’ve been able to lead a team and know that I do have what it takes.”

–Lauren Harger
Emerge | Team Leader





TOP 3 SKILLS GAINED BY EXPLORE PARTICIPANTS

-  identifying personal strengths
-  utilizing values-based leadership
-  leading with emotional intelligence

“Emerge helped me step out of my comfort zone by providing me the opportunity to meet new people and learn new skills that would be beneficial to me in the future. My group and my team leader made this whole year of Emerge fun and exciting because there was never a dull moment, and we all wanted to push each other to do the best we could do.”

- Connor King
Emerge Participant

80 team leaders
with **2,640** total hours
volunteered



2021 - 2022 Emerge Team Leaders

JEFF & LINDA STONE LEADERSHIP AWARD

recipients

Connor King

Kaitlyn Linehan

Trevor Mashburn

Lauren Harger

Brandon Thomas

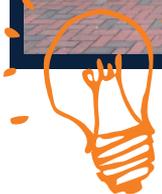
Abbey Tucker

Eva Grace Spencer

Bryson Hayes

Danielle Muir

Austin Blanton



student GOVERNANCE

Student Involvement's governance branch represents the student body and includes the Black Student Union, International Student Organization and the Student Government Association.

student government association

11,275 nametags distributed
during *Hey Day*



9,843 votes cast
in the 2021 SGA Spring Election



321 submissions
to Auburn Answers, SGA's
official feedback portal

56,000 shakers distributed
in Jordan-Hare Stadium during
the 2021 football season

“Being involved has allowed me to not only see the student aspect of Auburn, but the community aspect as well. It has given me a much broader view of the University and the impact it makes on the city we call home.”

- Bailee Sneed

Director of Aubie, SGA Cabinet

75 pieces of legislation
passed by SGA Senate



1,008 appearances requested
for Aubie the
Tiger



Aubie placed **1st** in the Mascot Division at the Universal Cheerleaders Association National Championship. This is Aubie's **10th** National title, the most in competition history.

1,255 Balfour rings sold
the most in the Auburn Ring
Program history



\$2.49 million allocated
by SGA Senate to Student
Activity Portfolios

black student union

2,126 total attendance
at events hosted by BSU

991 students attended
BSU's general assembly
meetings on Monday nights



"Involvement has taught me confidence. Through the mentors, friends, and peers I have met in organizations, I have learned so much about myself and how to use my newfound voice."

- Cori Akins

Black Student Union

Vice President of Engagement



international student organization

1,802 total attendance
at events hosted by ISO

1,402 students attended
ISO's Social Hour on
Friday afternoons



student ORGANIZATIONS

There are more than 595 student-led organizations on campus in a variety of categories including academic/professional, cultural, fine arts, Greek, honors, religious/spiritual, service/philanthropy, special interests, sports and more!

48 NEW ORGANIZATIONS CREATED

involvement
ambassadors

50 presentations & workshops
hosted by Involvement Ambassadors

132 “Ask an Ambassador”
live chats on website



131 unique organizations
participated in O-Days



Organization Days, better known as “O-Days”, allow students to meet organization leaders face-to-face to learn more about involvement events and opportunities weekly.

the organizations fund



The Organizations Fund is available to active student organizations every year. It is used to help organizations with operational, travel, and programming costs. In order to be eligible for reimbursement, organizations must apply through AUinvolve.



ALLOCATED

operating	\$3,957.26
programming	\$44,252.89
travel/registration	\$10,691.95

TOTAL: \$58,902.10



ORGANIZATIONS THAT RECEIVED FUNDING

- Active Minds
- African Student Association
- Apparel Merchandising and Design Association
- Arleigh Burke Honors Fraternity
- Auburn National Community Pharmacists Association
- Auburn Off-Road
- Auburn Robotics Club
- Bangladesh Student Association
- Biomedical Engineering Society
- Chi Epsilon
- Fencing Club at Auburn University
- Graduate Nursing Organization
- IHSA Equestrian
- Indian Students Association
- International Buddy Program
- Iranian Students Association
- National Association for Professional Advancement for Black Chemists
- Navigators
- NICU and Infant Health Unification
- Organic Gardening Club
- Pakistan Student Association
- The Institute for Operations Research and the Management Sciences Student Chapter
- Tiger Wake
- Vietnamese Students Association

student PROGRAMMING

The University Program Council is a student-led programming board that hosts free events on campus. UPC works to provide a positive and engaging atmosphere in which students can meet new people, build relationships and enjoy themselves.



university programming council

75 total events



5,871 unique students
attended events hosted
by UPC

A 15% INCREASE
FROM THE
PREVIOUS YEAR

9,903 total attendance
at UPC events

2,338 students
attended more than
one UPC event



NEW initiative



tiger NIGHTS

UPC Tiger Nights aims to provide fun, alcohol-free, late-night events for students. All events are FREE to students.

welcome week + the first 56

UPC coordinates with partners across campus to host *The First 56*, which serves as the official welcome to new and returning students with a wide variety of opportunities to build community and to engage in and develop healthy behaviors during a critical time when habits are typically formed, their first 56 days on campus.



1,006 events hosted
by student organizations,
campus departments, and
schools & colleges

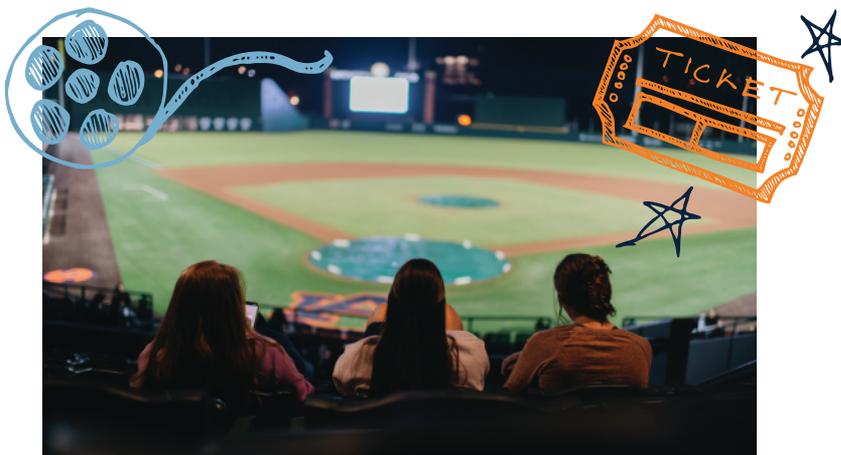
23,321 total attendance
at Welcome Week/The First
56 Events



"It's so amazing to be involved in an organization where I get to do something I enjoy, work with amazing people, and give back to the students of Auburn! UPC has truly enhanced my Auburn experience!"

- Elyssa Lehman

UPC Committee | Campus Traditions



student MEDIA

Student Media consists of five award-winning student groups: The Auburn Plainsman newspaper, Eagle Eye TV, WEGL 91.1 FM, The Circle literary magazine and The Glomerata yearbook.

The Auburn Plainsman

1,164,870 pageviews
on the website

The Auburn Plainsman became a digital-first publication during the Summer of 2021 with limited edition print publications released during major milestones each year (Welcome Back, Midterms, Camp War Eagle, etc.)



The Auburn Circle

4,000 publications
distributed to students
through three editions



Eagle Eye TV



156,708 minutes watched
on the EETV YouTube channel



Top Livestreamed Events:



• 2021 Involvement Awards



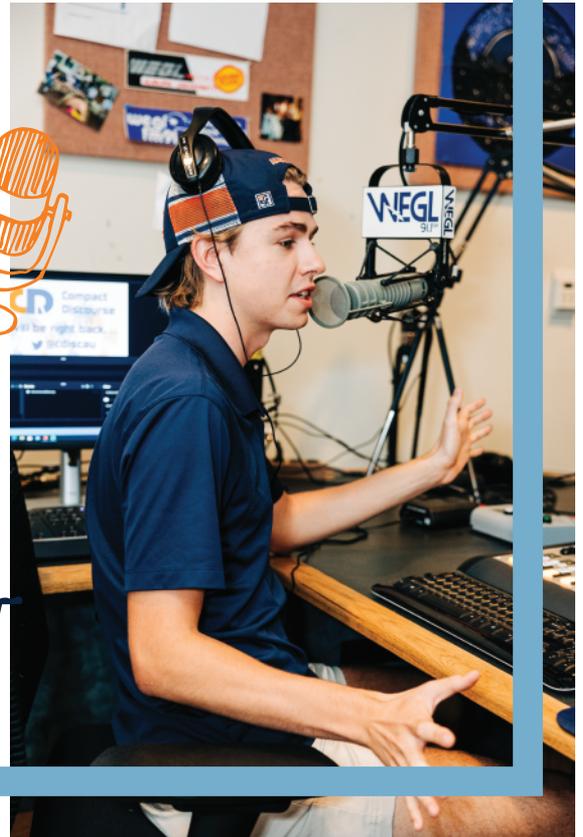
• Melton Student Center Dedication
• SGA Spring Election Callouts



WEGL 91.1 FM

25,916 hours streamed
over **54,108 sessions** to
12,094 listeners

21 Auburn Stages mini concerts
hosted, bringing 21 different
bands and artists to campus



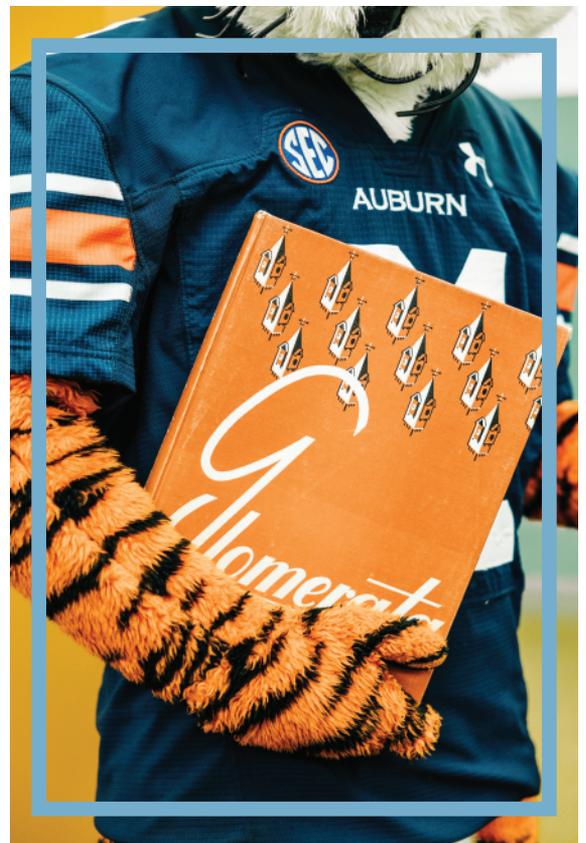
The Glomerata

7,500 yearbooks distributed
to students in the spring

“Being involved has completely transformed my Auburn experience by not only giving me a place to fit in but by helping me forge a path for my future outside of college. I really don't know where I would be today if I had not gotten involved in student media!”

- **Braden Haynes**

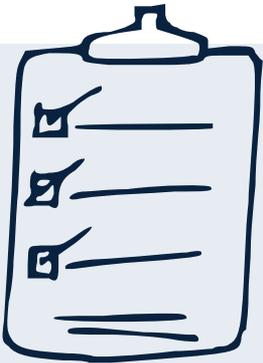
Eagle Eye TV | Station Manager



communications

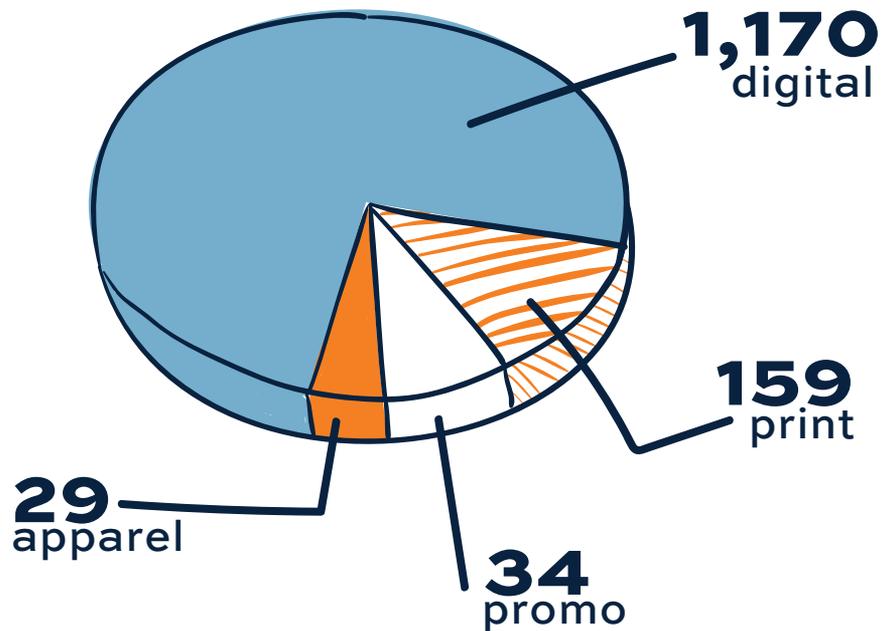
AND MARKETING

The Communications and Marketing branch of Student Involvement serves the office and Student Activity Organizations through graphic design, photography and videography services, as well as event and initiative promotion through a variety of channels.



477
marketing
requests
submitted

1,392 completed
PROJECTS



instagram

7,577 followers
a 47% increase from
last year
9,616 average
weekly reach
350 average
weekly profile visits




facebook

761 page likes
a 30% increase
from last year


tiktok

joined TikTok
in November 2021
132 average
weekly profile visits

2021 Designs

JOIN BSU ON CLOUD NINE AT
JAZZ AND POETRY

February 24
6 p.m. - 8 p.m.
Melton Student Center Ballroom
From Style Event
ESVP on Alderobe

Winter Wonderland

DEC. 1/7-10 p.m.
STUDENT ACTIVITIES CENTER
WEAR YOUR BEST HOLIDAY SWEATER, ICE SKATE, AND DECORATE COOKIES!

UPC PRESENTS:
FLOWER POWER POP-UP

AUGUST 13 | 11 A.M. - 1 P.M. | LOWER QUAD LOOP

WELCOME WEEK

SUSHI MAKING

September 30 | 5:30 - 8 P.M.
Melton Student Center Ballroom

Learn how to make sushi, enjoy rice and Japanese drinks, and hang out with friends!

AUBURN THE TIGER

1991 1995
1996 1999
2003 2006
2012 2014
2016 2021

10X NATIONAL CHAMPION

MOCHAS with the MAYOR

October 28th | 8 a.m. - 10 a.m.
Halley Concourse

Stop by to meet City of Auburn's Mayor Ron Anders, and have a cup of Meme Mocha's Coffee!

UPC PRESENTS:
PAINTING ON THE PLAINS

SEPTEMBER 21 | CATER LAWN | 5-8 P.M.
AUB.IE/PAINT

UPC PRESENTS:

MONTH 10
DAY 21
YEAR 21

A QUIET PLACE PART I
GATES OPEN: 7:00 P.M.
MOVIE STARTS: 7:30 P.M.

MOVIE NIGHT
NO SPOILERS!

MISS AUBURN UNIVERSITY
Scholarship Competition

October 23, 2021
Student Activities Center
Auburn University

HEY DAY

A TIMELESS TRADITION

NEW LOGO

UPC PRESENTS:
LET'S BE baosties

AUGUST 24 | 11 A.M. UNTIL OUT
HALEY CENTER CONCOURSE

In the Fall of 2021, Beat Bama Food Drive refreshed their logo with a full brand redesign. While the logo may be new, it still captures the spirit of the one that came before!

BEAT BAMA

EST. 1994

FOOD DRIVE

AUBURN UNIVERSITY

DIA DE LOS MUERTOS

NOV. 1 | 5-7 P.M.
CAMPUS GREEN
LIVE MUSIC, CRAFTS, AND MEXICAN CUISINE!

AUDM IRON BOWL
tailgate

10:30 A.M. - 12:30 P.M.
All are welcome!
Campus Green - Tent #340
"War DM Eagle" (Near The Edge Dining Hall)

involvement

AWARDS

Excellence in Practical Application

Rocketry Association



Outstanding Cultural Impact

Indian Students Association

Outstanding Incorporation of Diversity and Inclusion

Emerge at Auburn

Student Leader of the Year



Madison Birckhead
Michael Bennett
Katherine Facticeau
Jinesh Janardhanan Narangaparambil
Tori Schott



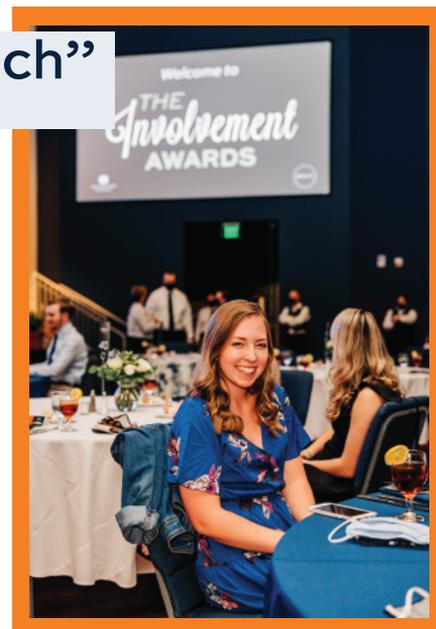
The Corey M. Edwards Organization Advisor of the Year

Dr. Sushil Bhavnani



Fred and Charlene Kam “Human Touch” Service Award

The Campus Kitchen



Most Entertaining Campus Event

BSU: Jazz & Poetry (in-person)

UPC: Cody Ko & Noel Miller (virtual)

Outstanding New Organization

Student Outreach Association for Robotics

Excellence in Marketing and Design

Emerge at Auburn (SAO)

The Societies (RSO)



Most Exceptional Campus Organization

The Aubie Program (SAO)

Indian Students Association (RSO)



★ Involvement Stars



Austin Blanton

Chloe Cochran

Lauren Schlosser

Beta Alpha Psi

Block & Bridle

Campus Kitchen

CLA Student Council

Diamond Dolls

IMPACT

Panhellenic Council

The Aubie Directors

The BIG Event



meet the staff



Brad Smith
Director



Charlotte Brown
Assistant Director



Billy Ferris
Assistant Director



Dr. Kelby Lamar
Assistant Director



Missy Hill
Business Coordinator



Becky McKeen
Admin. Support



Tamikka Radford
Admin. Support



Stephanie Ross-Strickland
Admin. Support



Amy Shugart
Communications &
Marketing Specialist



Alonzo Cee
Coordinator,
Leadership Programs



Hannah Gerken
Coordinator,
Leadership Programs



Chapman Cooper
Graduate Assistant,
Leadership Programs



Charlie Gordon
Graduate Assistant,
Service Programs



Alexis Davis
Coordinator,
Student Organizations



Brooks Triplett
Graduate Assistant,
Student Organizations



Jamie Calvert
Coordinator,
Student Governance



Brit Bowen
Coordinator,
Student Media



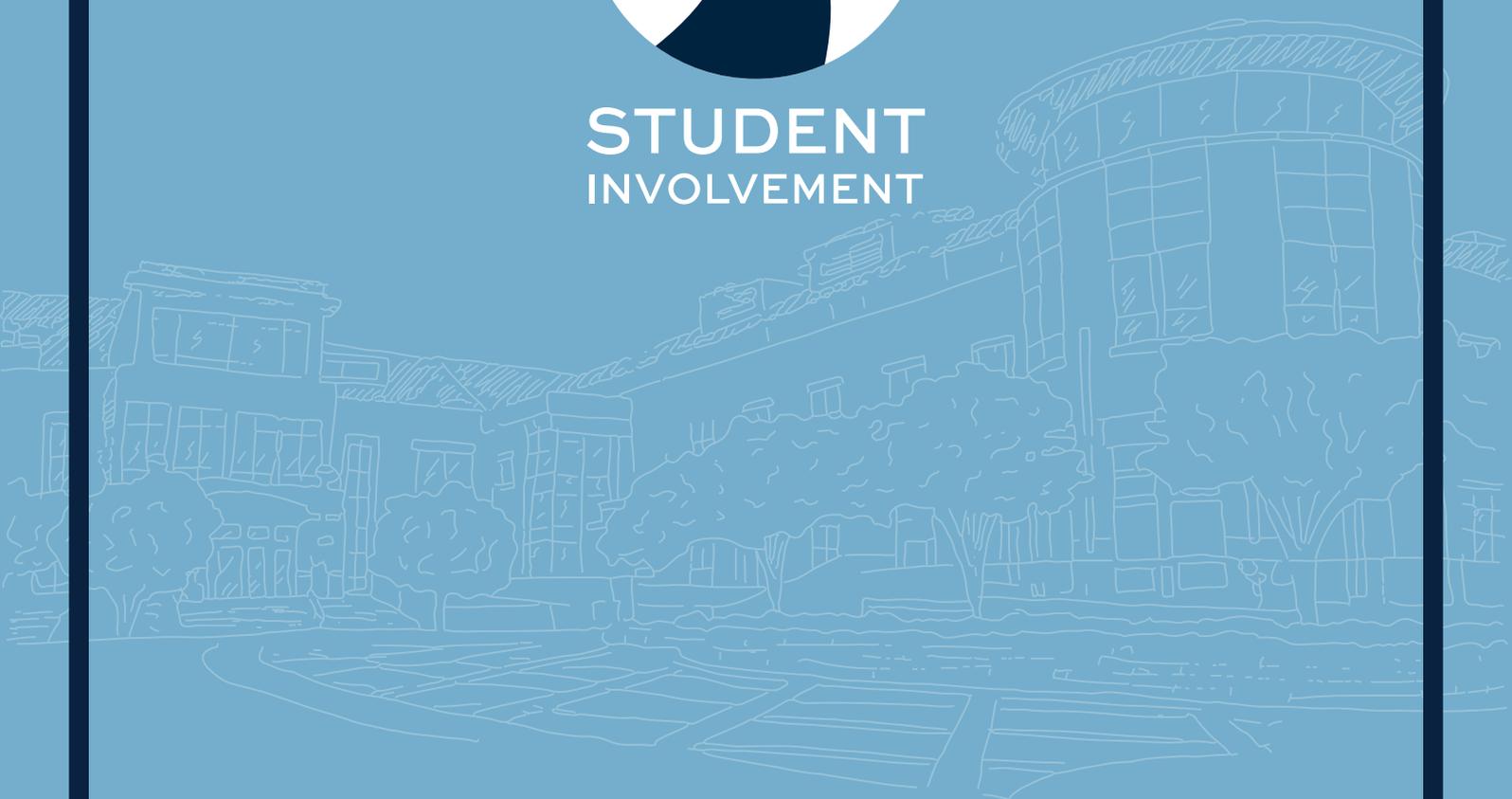
Dana Gramuglia
Coordinator,
Student Programming



Sarah Patterson
Coordinator,
Student Programming



STUDENT INVOLVEMENT



auburn.edu/auinvolve

   @AUinvolve





