Engaging Campus Partners: Fostering Relationships for Success

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First, Let’s Talk About Cats and Dogs!

Assume Athletics is a cat . . .

Also, assume that there also are dogs on your campus . . .

What is the relationship between cats and dogs?
Why Partner Up? What’s In It For You?

- Someone also cares about what you care about.
- You can’t always do it alone.
- Partnering builds long-term relationships.
- Someone has resources that you don’t have:
  - Expertise in a certain area
  - Facilities or equipment
  - Financial resources
  - Connections to others who have resources
But What’s In It For Them?

- Other offices and divisions also want students (including student athletes) to succeed.
- Collaboration looks good.
- Collaboration feels good. It’s nice to be needed.
- People all over your campus are excited by intercollegiate athletics, and they like having a chance to be “part of the team.”
Possible Barriers

- Limited time
- Limited money
- Limited resources
- Incorrect Misperceptions/Mistrust/No Relationship
  - Lack of understanding
  - Lack of communication
  - Historical factors

BUT . . . doing something in a small, strategized way (pilot projects) usually is better than doing nothing, and, in terms of human relationships, every day is a new day, and an opportunity to make a fresh start.
Possible Campus Partners

- Counseling center
- Health center
- Student activities office
- Student conduct office
- Housing office
- Diversity office/Multicultural student affairs
- Alumni relations/Athletic alumni relations
- University relations
- Academic services
- Teaching faculty liaisons
- Admissions office
- Others?
Small Group Brainstorm

- Identify three offices on your campus who might be able to support your action plan, or who might be able to support student athlete health in general.
- Who would you approach, and how?
- What is your “ask”? What is your “give”?
- As time permits, small groups can share their ideas with the larger group.

Thank you for your interest and participation, and good luck!