



---

---

# THE AXE GAZETTE

Your Snapshot of Student Involvement at NAU

---

---

ISSUE NO. 2024-25

DATE MAY 11, 2025



## Mission in motion: growing leaders, building belonging

FLAGSTAFF—This year, the Leadership & Engagement (L&E) team charged forward with a clear purpose: boost student involvement, foster a deeper sense of belonging, and elevate leadership across campus. With a focus on club engagement, Greek life, and leadership programs like Hispanic/Latine Leadership Program (HLLP) and Black Leadership Summit (BLS), the team worked to ensure every Lumberjack could find their place and their voice.

### Tracking the pulse

*How we assessed progress*

To measure impact, L&E implemented a layered assessment strategy that offered both breadth and depth:

- Semester-by-semester tracking of student involvement trends and demographics
- Visitor counts in the new Get Involved Lounge
- Targeted surveys to capture the student experience
- Pre/post program assessments for leadership development cohorts

These tools provided ongoing insights into what's working—and where there's room to grow.

### Celebrating standouts in student engagement

This year's successes were powered by people who went above and beyond. Congratulations to:

- Marissa Griffin – North American Interfraternity Conference (NIC) Advisor of the Year
- Salvador Lopez – President's Achievement Award
- Angie Brady – Student Affairs Career Purpose Award
- Eddie Zazueta – Louie Award, recognizes “unsung heroes” on campus who exemplify the True Blue spirit. Eddie is student worker with L&E and Greek Leader.
- Omega Delta Phi – awarded Chapter, President & Advisor of the Year at regional conference

# AY 2024–2025: A YEAR OF MOMENTUM

Student engagement surged this year, fueled by intentional outreach and new spaces for connection.

- Undergraduate student involvement at the Flagstaff Mountain climbed from 31.1% in Fall 2023 to 36.8% in Spring 2025—steady, significant growth across both terms.
- Students visited the Get Involved Lounge 1,905 times in its debut year, solidifying it as the go-to spot for club support and leadership resources.
- Greek Life grew stronger, welcoming three new chapters and increasing council-wide membership. Chapters collectively raised \$337,165 for philanthropy and donated over 15,000 service hours.
- Leadership programs made an impact:
  - EDGE guided 79 first-year students through their college transition.
  - Hispanic/Latine Leadership Program (HLLP) and Black Leadership Summit (BLS) assessments showed measurable gains in belonging and confidence—two key indicators of student retention.

*“The keynote speaker was incredible, and the sessions on Protecting your peace, “The Hidden Burdens of Black leadership” and Black hair history.”*  
- BLS Participant

## BY THE NUMBERS: WHO’S GETTING INVOLVED?

*“[Getting involved] really helped me find a community within my major and pushed me to continue to become more involved in the department. I was able to meet so many new people and being able to help create a welcoming and inclusive community was really rewarding.” - Club member*



**Timeline:** Fall 2023 – Spring 2025

**Population:** Undergraduate students enrolled at the Flagstaff Mountain campus

A deeper dive into the data reveals key trends:

- First-Gen Students: Involvement held steady around 30%, with a slight dip from 31.6% to 29.7%.
- Male Students: Participation increased from 36.8% to 38.7%.
- Students of Color: Engagement rose from 35.5% to 38.0%.

**Standout stat:** The 5.7-point overall increase in involvement is a clear indicator that L&E’s strategic efforts are working.

**What we’re learning:** While overall numbers are up, subgroup trends highlight opportunities for more targeted outreach—especially among first-gen students, whose involvement has plateaued.

## NEXT UP: AY 2025–2026 AND BEYOND

As numbers rise, so does the need for thoughtful structure. The challenge ahead: grow without losing connection. Drawing from the “Rule of 150,” L&E is working to preserve close-knit group dynamics as programs scale.

Planned improvements and new efforts include:

- Launching a Leadership Workshop Series for a wider range of students
- Developing Leading with Excellence program to broaden student reach
- Deepening investment in Welcome Week, Club Fairs, and targeted outreach to underrepresented populations

