

**Division of Student Affairs Goals and Objectives
2019-2020**

I. Enhance student learning experiences by providing quality programs, services, and initiatives that promote overall development

- A. Increase the collaboration among units within the Division of Student Affairs and across Academic Affairs and Enrollment Management to create quality and engaging programming that gets students more engaged on campus and contributes to increased retention. We will measure the number of students engaged by collecting SSC Campus data from each event. We will also measure the academic success and retention of the students who participate in these programs. We will also challenge students to use these experiences to supplement their resumes.
- B. In order to measure the number of students served, we will continue to work on the on-going implementation of the campus-wide Student Success Collaborative Campus software to identify specific objectives as appropriate to increase student retention, graduation, and academic success. Nearly all of our departments are now using SSC Campus identify data collection points and develop consistent means to collect and use as appropriate to increase student retention, graduation, and success. We will be able to set baselines for new departments on SSC and we will be able to measure the number of students impacted this year versus past years for departments that have already been using the tool.

These goals fall under Strategic Priority 3. Build brand through community engagement and program development focused on career preparation and success.

II. Establish a fund raising and development culture within the Division of Student Affairs

- A. Elevation of the Manglitz student emergency fund to an endowment status (\$25,000) to better assist students with unanticipated urgent health and safety needs. Work closely with University Advancement to create a plan to designate contributions for both corpus endowment status while continuing to allocate ample funds for ongoing needs.
- B. The division will focus on raising funds for homeless and hungry students. Data shows that nationally there are an average of more than 10% of students on college campuses that are homeless or hungry. Our local data indicates that we are slightly above this average. Jeff Jacobs has taken the lead on this project and has applied for the Campus Care grant and the Embark Grant. We will also pursue partnerships with local food banks and social services to support our most vulnerable students and make them aware of resources.

| |
|---|
| <p>C. We will raise funds for leadership development initiatives and expanding the student leader pipeline beyond traditional student leaders. Historically we have focused much of our efforts on established student leaders. Our Living Learning Communities, the Barbershop Initiative and the EmpowHer Program are designed to cultivate student leaders who are civically engaged and academically successful. We have a range of leadership development programs for this group, including regular group conversations with faculty and staff, external speakers, and conferences.</p> |
| <p>These goals fall under Strategic Priority 2. Increase external funding.</p> |
| <p>III. Enhance communication efforts designed to increase awareness and opportunities for Division collaboration with University community to better support student retention and graduation efforts and the University strategic plan</p> |
| <p>Student Outreach. This will include face-to-face and online initiatives to increase communication and interaction with students and the community. We will establish a weekly newsletter to highlight campus and community wide activities and to highlight the Division of Student Affairs.</p> |
| <p>This falls under strategic priority 4. Promote the brand through an integrated marketing communication program.</p> |
| <p>IV. Implement strategies to enhance the assessment process(es) for continuous improvement throughout each department and the Division.</p> |
| <p>A. The Student Affairs Assessment Team will continue to sponsor division-wide professional development opportunities to focusing on improving our knowledge, skills, and awareness as it relates to Student Affairs. The goal will be to assist departments and all student affairs practitioners with incorporating best practices in their programming and student engagement. This will consist of bringing in outside trainers and speakers. Sharing articles and other resources on engaging and supporting students will help to achieve this goal. We will also focus on developing a growth mindset among our staff.</p> <p>B. The division will focus on improving our interactions with students and prioritizing ‘customer service.’ We will develop an evaluation for students who visit our offices. As we collect their SSC login information, we will be able to distribute these surveys electronically to identify areas of custom service improvement.</p> |
| <p>This falls under strategic priority 5. Advance innovation in experiential teaching styles, methods of delivery and research.</p> |