**Housing and Residence Life Goals for 2013-2014**

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|  | **Completion Deadline** |
| **HRL: Develop and implement a comprehensive assessment and evaluation plan for the expanded living/learning communities in Laker Hall** | March 2014 |
| 1. Charge existing L/LC committee with assessment and evaluation goals for 2013-14 and determine initial scope and plan | August 2013 |
| 1. Administer surveys and other assessment tools | January 2014 |
| 1. Compile and analyze data and prepare assessment results and report | February 2014 |
| **HRL: Explore and establish one new group housing options for a targeted student population (veterans, married, gender neutral, family, individual/single unit faculty, etc.)** | June 2014 |
| 1. Analyze theme housing trends | January 2014 |
| 1. Evaluate needs for campus populations | January 2014 |
| 1. Determine appropriate facility for potential new group housing location | January 2014 |
| 1. Plan, fund, and implement any needed structural modifications | April 2014 |
| 1. Develop and implement a strategic marketing and assignment plan for grouping theme | May 2014 |
| **HRL: Review and evaluate HRL website structure and redesign for more user-friendly and efficient access** | February 2014 |
| 1. Review current content and menu organization | December 2013 |
| 1. Develop plan and schedule for menu and content revisions | January 2013 |
| 1. Enlist office of Marketing and Communications for assistance in completing changes per schedule | February 2013 |
| **HRL: Develop a 2-year cycle for enhancing marketing and advertising materials** | March 2014 |
| 1. Collaborate with office of Marketing and Communications to determine housing marketing needs and strategies | October 2013 |
| 1. Develop marketing “refresh” plan based on key contracting dates; include content and photos augmentation | December 2013 |
| 1. Implement plan for design and production of materials | March 2014 |
| **HRLCS: In collaboration with Public Safety, plan and coordinate an emergency response exercise (tabletop or actual drill) and with other appropriate campus units** | January 2014 |
| 1. Department heads develop initial scope and planned outcomes for exercise | September 2013 |
| 1. Key department staff convene to develop/plan response exercise logistics | November 2013 |
| 1. Implement response exercise and include debriefing and evaluation | January 2014 |