STUDENT AFFAIRS STRATEGIC PLAN
2018-19

Objective	Strategy	2018-2019 Initiatives	Measures
ACCESS			
Ensure students have access to and receive support in transitioning to WSU.	Enhance support services to better prepare & retain underrepresented students in high school.	Provide additional training, support, and observations of tutoring support services in the high schools including AVID support.	Specialist hired.
		Expand Summer Bridge transition program.	Student enrollment will grow from 50 to 75 participants.
	Expand interest groups that students can connect with when registering for orientation & provide intentional communication through the fall semester.	Interest groups will increase in numbers. Participation in associated programs, clubs, etc. will increase due to additional follow up.
	Engage with students during the time between being admitted to WSU through the first semester.	Strategically structure programs and activities during the first six weeks of each semester to ensure that, as a division, we are engaging a broad range of students.	E-calendar established for 2019-2020.
LEARNING			
Engage students in meaningful learning opportunities.	Develop and provide training on advising strategies between Academic and Student Affairs (e.g., making referrals, Starfish utilization.)	Continue to develop and enhance use of the Starfish platform including increasing referrals made, utilizing the prospective students function, and allowing students to schedule online appointments (where possible).	All departments with one on one meetings with students will be utilizing Starfish. Individual departments will develop success plans where necessary, & departments will contact users from their department who appear to not be returning the following semester.
	Enhance the Division Peer Mentoring efforts.	Expand division mentoring efforts by connecting with interested students through orientation registration.	create a baseline of students served, increase the overall number of students served through mentoring.
		Create a baseline of the number of freshman students served through (Student Affairs) mentoring programs.	Create a baseline for first year retention of students participating in mentoring
		Enhance Student Affairs services provided through online mediums.	Student learning outcomes created.
	Refine the intentional ways through which we connect students with engagement opportunities.	Launch the Weber Connect engagement platform and the SafeUT app university wide	Weber Connect program successfully launched. 2000 students will download the application.
		Identify signature events in each department in order to cohesively and intentionally market to campus and other stakeholders.	Signature programs established for each department.
	Enhance the student employment experience.	Intentionally design and measure student learning through on-campus student employee training program.	Student learning outcomes created.
		Increase visibility of and the number of on-campus student employment positions.	Increase in the number of 50/50 positions at WSU.
Assist in university efforts to increase student retention and graduation.	Increase semester to semester enrollment.	Assist in the university wide initiative to contact unaccounted for students by contacting individuals directly tied to our depts. (e.g., student leaders, employees).	Baseline created for first year retention of students participating in transition and mentoring programs.
COMMUNITY			
Enhance division communication and marketing.	Unify Division marketing approach.	Move student affairs Marketing to report centrally. Create overall marketing strategy through Weber Connect, social media, and for signature programs.	Marketing strategy created. Signature programs identified.
	Enhanced referral services provided by the Shepherd Union Information Desk.	Train Information Desk employees to serve as a one stop referral location.	Students trained to make referrals across the university.
	Research extension space.	Work with key individuals to identify and prepare long-term space for CCEL's research extension.	Space occupied by end of academic year.