

# 2013 – 2018 STRATEGIC PLAN

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Division of Student Affairs  
Auburn University

March 26, 2013

# DoSA Strategic Plan Overview

## Vision

The vision of “Student Success” for the Division of Student Affairs is to empower students to be well-rounded and productive members of society who positively impact the world.

## Mission

The mission of the Division of Student Affairs is to cultivate a healthy and supportive campus environment that engages students, advances learning, encourages leadership, and prepares students for future success.

### Goal:

#### Student Learning:

The Division will enhance learning through intentional co-curricular experiences and opportunities.

### Goal:

#### Student Engagement:

The Division will create meaningful opportunities for students to be actively engaged with the campus community.

### Goal:

#### Health, Wellness, & Safety:

The Division will promote a healthy and safe campus community.

### Goal:

#### Professional Readiness:

The Division will prepare students for professional success.

### Objectives

### Outcomes

### Action Steps

### Objectives

### Outcomes

### Action Steps

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### Outcomes

### Action Steps

### Objectives

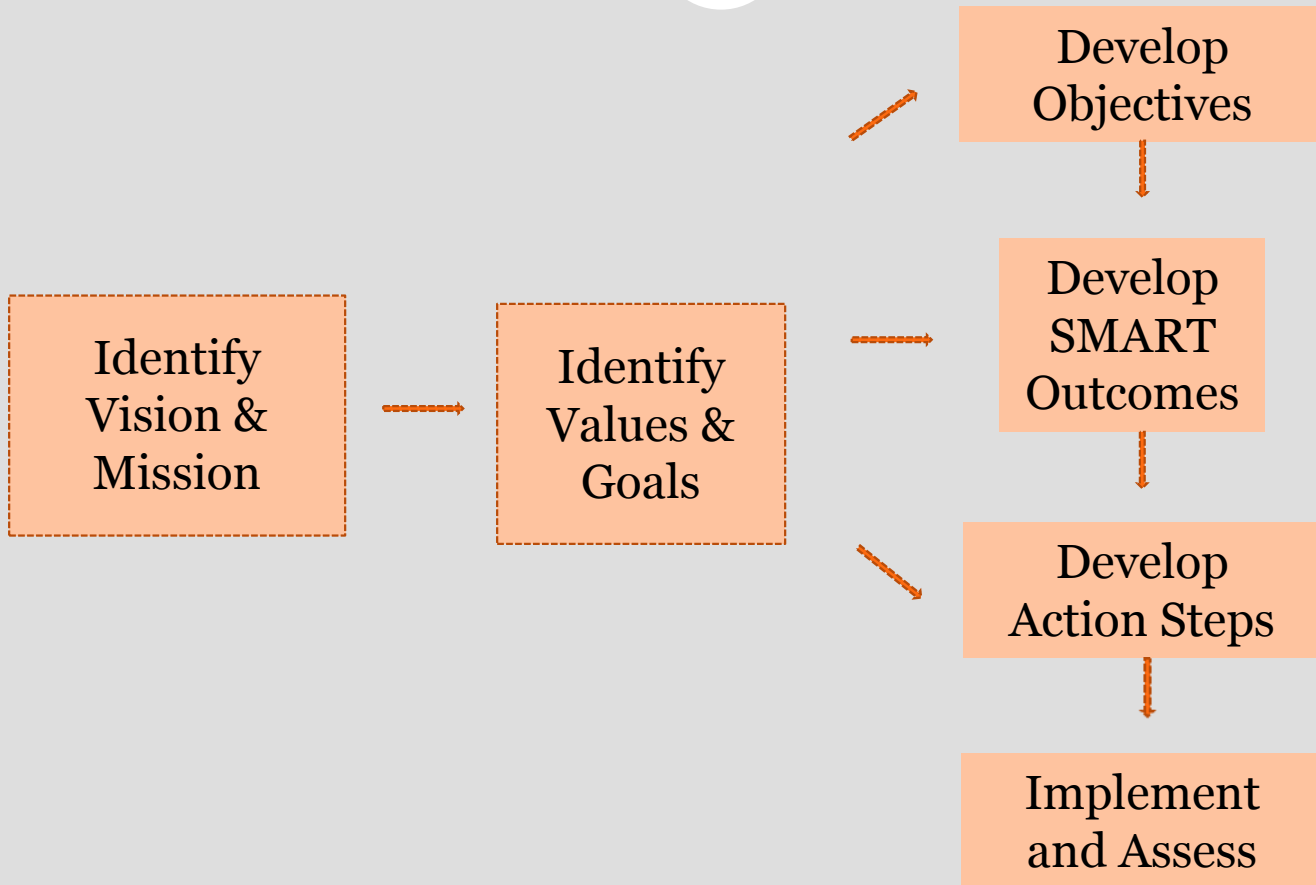
### Outcomes

### Action Steps

# Common Language

- Vision: A vivid purpose statement of aspiration for the future derived from the organization's values and mission
- Mission: A concise inspiring statement of purpose that defines the organization's prime functions
- Values: Traits or characteristics considered intrinsic to or necessary for the optimal functioning of an institution or culture
- Goals: Broad long-term aims for desired accomplishments
- Objectives: Specific programs or processes implemented to achieve goals
- Outcomes: Identifiable, measurable end-results of a program
- Action Steps: Incremental tasks necessary to achieve broader objectives
- Assessment: A three step process which includes the systematic collection, analysis, and use of information to make improvements

# Strategic Planning Process




**Collect Input From Stakeholders**

# Creating an Institutional and DoSA Link

## Five AU Strategic Plan Priorities

## DoSA Connections to AU Plan

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|--|--|---|
| <ol style="list-style-type: none"><li>1. Student Success<ol style="list-style-type: none"><li>a. Academic Success</li><li>b. Professional Success</li><li>c. Personal Health</li><li>d. Social Success</li><li>e. Campus Environment</li></ol></li><li>2. Faculty Enterprise</li><li>3. Research Enterprise</li><li>4. Business Operations/Revenue Enhancement</li><li>5. Outreach and Extension</li></ol> |  | <p>Vision: Student Success</p> <ol style="list-style-type: none"><li>a. Student Learning</li><li>b. Professional Readiness</li><li>c. Health &amp; Wellness</li><li>d. Student Engagement</li></ol> |
|--|--|---|

# What's the difference?

- **Vision** (source: Dr. Carry and Dr. Hecht - Compass presentation)
  - A broad statement used to communicate an ambitious aspiration for the future and inspire others
  - A forward-looking, ideal image of an organization's future
  - Something to be pursued that may never actually be accomplished
  - A dream or shared image of where we want to go
  - Driven by a common purpose
  - A challenge for everyone
- **Mission**
  - Compatible with mission statement of the university
  - Clearly states why the Division of Student Affairs exists
  - Explains what the DoSA does
  - Explains how the DoSA helps fulfill the institution's mission
- [Example 1: University of Texas at Austin, DoSA](#)
- [Example 2: University of Kentucky, DoSA](#)

# Vision

- The vision of “Student Success” for the Division of Student Affairs is to empower students to be well-rounded and productive members of society who positively impact the world.

Definition: Vision: A vivid purpose statement of aspiration for the future derived from the organization's values and mission

# Sample Vision Statements

- The Division of Student Affairs will be a national leader in creating a vibrant and diverse campus community in which all students are engaged, valued, challenged, and provided a platform to achieve their full potential. (University of Kentucky - Division of Student Affairs) <http://www.uky.edu/StudentAffairs/pdf/stratPlan.pdf>
- To be a leader in the creation of a campus culture that engages all students and inspires them to change the world. (University of Texas at Austin – Division of Student Affairs) <http://www.utexas.edu/student/studentaffairs/vmcv.html>
- The Division of Student Affairs actively engages students in world class experiences that prepare them for a life of service and leadership in a global society. (Texas A&M University – Division of Student Affairs) <https://studentaffairs.tamu.edu/sites/studentaffairs.tamu.edu/files/Strategic%20Plan%202011-2015.pdf>
- Creating the extraordinary student experience at The Ohio State University. (Ohio State – Student Life) <http://studentlife.osu.edu/pdfs/sl-vision-overview.pdf>
- Engage students along their transformational journey to develop self-confidence, a sense of purpose, resiliency and active citizenship. (Eastern Washington University – Division of Student Affairs) <http://www.ewu.edu/about/administration/student-affairs/mission.xml>
- Student Affairs at UNC-Chapel Hill believes that every student can achieve success through full access to and inclusion in a wide range of academic, student life and campus learning experiences. (University of North Carolina Chapel Hill – Student Affairs) <http://studentaffairs.unc.edu/about-us/mission-and-vision/mission-and-vision.html>



# Mission Statement

- The mission of the Division of Student Affairs is to cultivate a healthy and supportive campus environment that engages students, advances learning, encourages leadership, and prepares students for future success.

Definition: Mission: A concise inspiring statement of purpose that defines the organization's prime functions

# Goal: Student Learning

- **Student Learning:** The Division will enhance learning through intentional co-curricular experiences and opportunities.

Definition: Goals: Broad long-term aims for desired accomplishments

# Goal: Student Engagement

- **Student Engagement:** The Division will create meaningful opportunities for students to be actively engaged with the campus community.

Definition: Goals: Broad long-term aims for desired accomplishments

# Goal: Student Health, Wellness, and Safety

- **Student Health, Wellness, and Safety:** The Division will promote a healthy and safe campus community.

Definition: Goals: Broad long-term aims for desired accomplishments

# Goal: Student Professional Readiness

- **Student Professional Readiness:** The Division will prepare students for professional success.

Definition: Goals: Broad long-term aims for desired accomplishments

# 10 Tenets for Assessment Success

as discussed at NASPA Annual Conference, March 19, 2013 by

Emily Burris Hester, Coordinator, Office of Vice Chancellor for Student Life, Louisiana State University

Kurt Keppler, Vice Chancellor for Student Life and Enrollment Services, Louisiana State University

William Schafer, Vice President for Student Affairs, Georgia Institute of Technology

Amber Garrison Duncan, Doctoral Candidate, University of Oregon

Rosie Phillips Bingham, Vice President for Student Affairs, University of Memphis

- 1. Connect to the university strategic plan and gen Ed learning outcomes
- 2. Establish a format/template for divisional assessment plans/reports
- 3. Use mixed methods of assessment (not just surveys)
- 4. Educate directors about assessment. Deal with the fear of assessment at this level first. Create specific learning outcomes for directors about the assessment you are looking for.
- 5. Take assessment off the shelf! Summarize, publish, report results, recommend changes based on data.
- 6. Hold directors accountable for assessment (lack of time is not an excuse for not following up with assessment). Put accountability measures in place to ensure assessment is followed through with.
- 7. Make assessment understandable and presentable.
- 8. Leverage data to communicate impact.
- 9. Effectively manage varying degrees of assessment competency.
- 10. Publish and make data resonate with key decision makers.
- [Http://Vimeo.com/29684853](http://Vimeo.com/29684853)
- Bonus 11. Have assessment cheerleaders within your Division