Adams State University
Student Affairs Strategic Plan

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INTRODUCTION

The Division of Student Affairs at ASU has formulated a strategic plan with an emphasis on enhancing student success, student learning and the overall quality of campus- life for students. The Strategic Plan for the Division of Student Affairs at ASU is the product of many hours of contributions from Student Affairs professionals. It provides a "road map" for our continued development as a Division and is the culmination of our collective commitment to fostering the potential of each student at the University.

Student Affairs serves a critical role in ensuring the education of the whole student and achieving the academic mission of the institution. The Division of Student Affairs is committed to achieving this critical educational role and to providing a wide array of operationally efficient programs and services that support student’s academic endeavors, their personal growth and development and their quality of life.

The Division is comprised of the following services and programs:

• ASU Police Department
• Adventure Sports
• Bookstore
• Behavioral Intervention & Threat Assessment
• Counseling Center
• Campus ID’s and Passports
• Clubs and Organizations
• Co-curricular
• Campus Audio/Visual
• Career Center
• Disability Services
• Dining Services
• Event and Summer Operations
• Intramurals
• Judicial Affairs
• Leadership Development
• Outdoor Adventure Programs

• Prevention Services
• Parking Services
• Residential Life
• Recreational/Club Sports
• Rex Recreation Center
• Student Government (AS&F)
• Student Union Building
• Student Activities
• Study Away (NSE)
• Student Formal Complaint
• Suspension and Probation
• TRIO (Upward Bound)
• United Campus Ministry
• VP for Student Affairs Office
• Veterans Affairs
• Vistas Restaurant
• Veterans Services (Fellowships)
ASU Division of Student Affairs

VISION: To create the optimal student learning environment.

MISSION STATEMENT: The Adams State University Division of Student Affairs is committed to providing student-centered services and opportunities for personal development and campus engagement. We promote and model a supportive, inclusive, and civil environment where success, leadership, and learning are encouraged and celebrated throughout the ASU community.

S.W.O.T. Analysis

The Division of Student Affairs started the process with a SWOT analysis and highlighted our top Strengths, Weaknesses, Opportunities and Threats. Based on those findings we established our goals for each area and objectives to meet those goals.

Strengths:

• Engage students
• Student retention (trust)
• Leadership development
• BIT/Intervention/IMT (growing mental health issues)
• Greater understanding of campus as a whole
• Great staff members
• Financial assistance (value-do more with less)

Goals for our Strengths:

Goal: To maintain a welcoming, engaging, safe, and inclusive community that creates a sense of belonging for all students.

Goal: Foster student personal growth, coherent values, ethical standards, and civic responsibility.

Goal: Facilitate the enrollment and successful adjustment of students to enhance the retention and persistence to graduation of a successful student

Goal: Strengthen student connection to the University community through leadership courses and engagement opportunities i.e. work study jobs.

Weaknesses:

• Budget - cuts (reduce services), lack of, more students with same number of staff
• Often overlooked/staff stretched to limits
• Org chart issues/working with other offices
• Work study - reliant on work study/work study driven

Goals for Weaknesses:

Goal: Increase opportunities for student access and success

Goal: Provide resources wisely to strengthen our ability to meet emerging student needs

Opportunities:

• Branding – Student Affairs brochure, newsletter, orientation for new staff
• Career opportunities/post graduate
• Co-curricular training/opportunities
• Town & gown - supporting opening day, graduation, homecoming

Goals for Opportunities:

Goal: Create a brochure that includes all areas of Student Affairs to market to prospective and current students, parents and the ASU campus community.

Goal: Strengthen Staff Retention and Excellence by creating a stimulating professional climate that enables Student Affairs to recruit, hire and retain a talented and diverse administrative and support staff dedicated to excellence in Student Affairs.

Threats:

• Growing mental health issues
• Growing costs - SA, tuition/fees
• Org chart – need assignments that make sense to Student Affairs Division
• Lack of matrix for prioritizing budget decisions

Goals for Threats:

Goal: Ensure a supportive, safe, and caring community that is conducive to academic endeavors, and student-development.

Goal: Continue to educate staff in Mental Health and Behavioral Intervention tactics and trends to better manage possible threats on campus
Goal 1  Operate with a High Level of Efficiency and Effectiveness

Initiative 1.1.  Strengthen staff excellence by attracting, developing and retaining the best Student Affairs talent.

Objective 1.1.1.  Departments are staffed with appropriately trained and experienced personnel.

Objective 1.1.2.  Participate in professional development opportunities pertinent to current and innovative trends within departmental areas.

Objective 1.1.3.  Cultivate a growth oriented culture.

Initiative 1.2.  Identify and prioritize internal obstacles and opportunities and implement creative change.

Objective 1.2.1.  Collaborate effectively using personnel, fiscal, material resources, or other means available.

Objective 1.2.2.  Communicate effectively within the Division of Student Affairs.

Goal 2  Students are connected, engaged, and supported throughout their enrollment and into their futures.

Initiative 2.1.  Promote and increase early student engagement.

Objective 2.1.1.  First and second year students are involved in campus programs.

Objective 2.1.2.  Offer leadership development courses and co-curricular engagement opportunities.

Objective 2.1.3.  Promote wellness and mental health.

Objective 2.1.4.  Students are intentionally connected with their peer groups.

Initiative 2.2  Programming and services address the needs of the ASU student body.

Objective 2.2.1.  A variety of programs and services are offered.

Objective 2.2.2.  Diverse populations of students participate in the programs and services.

Objective 2.2.3.  Program and service effectiveness is appropriately tracked and reported.
Objective 2.2.4  Student learning outcomes are appropriately tracked and reported.

Goal 3.  Promote and market the Division of Student Affairs.

Initiative 3.1.  Effective communication about programs, services and events across campus.

Objective 3.1.1.  The Division uses a variety of channels to communicate programs, services and events.

Objective 3.1.2.  The Division assesses the effectiveness of communication strategies.

Initiative 3.2.  Strategic communication that illustrates the significant role and success of Student Affairs programs.

Objective 3.2.1.  Collect meaningful data.

Objective 3.2.2.  Report meaningful data.

Objective 3.2.3.  Make data driven decisions.

Objective 3.2.4.  Media and print based publication

Initiative 3.3.  Immerse and engage in campus planning and development opportunities.

Objective 3.3.1.  Staff will serve on variety of committees with a broad institutional reach.

Objective 3.3.2.  Represent institutional best practices to other campus constituents.

Objective 3.3.3.  Contribute Student Affairs expertise to institutional planning and practice.

IMPLEMENTATION PLAN

The plan outlined in this document is a big one; there is much to be accomplished in a short period of time. The success of such a strategic plan is highly dependent upon each unit within the Division being actively engaged and doing their strategic part. The Vice President for Student Affairs (VPSA) will assign oversight responsibilities for each initiative and each action item as appropriate. The Office of the VPSA will report progress toward the targeted milestones and/or changes in the plan deemed necessary on an annual basis.