

# The 2013-2015 Strategic Plan

Division of Student Affairs

San Diego State University

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## Introduction

The primary purpose of this document is to clarify the strategic themes, goals and plans for the Division of Student Affairs from 2013 to 2015. The Strategic Plan consists of three main sections. The first section includes the Mission, Vision and Values statements that form the foundation of this plan. Each statement was modified from an earlier version as a part of the strategic plan development process that took place during the months of July and August, and included planning sessions with senior leadership as well as the Assistant Deans and Directors. The planning process also included several individuals outside of Student Affairs:

- ▶ Dr Sandra Cook, Associate Vice President for Academic Affairs
- ▶ Dr. Geoffrey Chase, Dean of Undergraduate Studies
- ▶ Robert Schultz, Associate Vice President for Business and Financial Affairs
- ▶ Jim Herrick, Assistant Vice President, University Relations and Development

The second section includes the strategic themes and a list of the SMART goals that will represent the focus of the Division's activities over the next two years. The last section includes a comprehensive action plan that describes the specific steps, key participants and completion dates needed to achieve each goal.

## **DSA Mission Statement**

The Division of Student Affairs is a partner in the university learning community. Education is enhanced, both inside and outside of the classroom, through high-impact programs and services that advance student learning, development and success.

The Division facilitates the academic success, personal growth and well-being of all students. Student Affairs transitions and connects students to the university and to their future, building communities that foster progress toward degree completion and lifelong Aztec affinity.



## DSA Vision Statement

The Division of Student Affairs facilitates the personal growth, welfare, intellectual development, academic achievement and career success of each individual student by:

- **Fostering** a campus culture that encourages each student to pursue excellence and articulate his or her own goals;
- **Creating** environments that leverage our rich diversity to maximize the success of students, faculty, staff and administrators through intentional integrative experiences;
- **Enhancing** the learning environment and expanding learning opportunities for all students inside and outside the classroom;
- **Developing** leaders who believe in and lead others toward supporting civility, mutual respect and diversity in our society and workplaces;
- **Expanding** and connecting opportunities for students to participate in transformational experiences;
- **Building** and expanding the human, technological, fiscal and physical resources that support the growth and development of student affairs.

## 2013 DSA Values Statement

The primary purpose of the Division of Student Affairs is to facilitate the academic success, personal growth and well-being of all students. The desired outcomes of our work include (with a weighted ranking of the most important outcomes to DSA):

- Improved access for a diverse student population (37)
- Enhanced student retention and timely completion (36)
- Enhanced student leadership skills and knowledge (16)
- Increased student engagement (16)
- Enhanced multicultural awareness and communication skills (13)
- Enhanced identity development (7)
- Enhanced career development (6)
- Increased intellectual development (6)
- Increased sense of integrity (6)
- Increased understanding of the value of lifelong learning (6)
- Increased social responsibility (5)
- Improved moral reasoning (5)
- Enhanced sense of shared humanity (4)
- Creation of a culture of philanthropy (3)
- Enhanced spiritual development (3)
- Increased knowledge of health and wellness (3)
- More effective post graduate transition (3)
- Improved citizenship (2)
- Increased purposeful partnerships (2)
- Increased university affinity (1)

## The Strategic Themes and SMART Goals

Building on Excellence, the University's Strategic Plan provides the foundation for the Division of Student Affairs 2013-2015 Strategic Plan. SDSU's Strategic Plan provides three broad institutional goals focusing on Student Success, Undergraduate Research and Community Engagement. The Division of Student Affairs 2013-2015 strategic plan tactically aligns the work of Student Affairs with the University's Strategic Plan, as well as the University's mission. This plan will focus the work of Student Affairs over the next 18 to 24 months around three strategic themes:

- High Impact Practices
- Diversity and Targeted Populations
- Student Life Experiences of Our Students

The following SMART goals all fall under one or more of these themes.

1. By September 16, 2013, the Division of Student Affairs, in collaboration with Academic Affairs, will implement the plan for expanding the learning community for commuter, college and non-college ready freshmen students, as demonstrated by enrolling at least 300 local service area commuter students in learning community packages.
2. By October 1, 2013, the Division of Student Affairs, in collaboration with Academic Affairs, will develop a plan for the recruitment and retention of underrepresented students with a focus on African American and American Indian students, as demonstrated by the adoption of the plan by the Office of the VP for Student Affairs.

3. By October 31, 2013, the Office of Financial Aid and Scholarships will develop an operational plan to support the recruitment of high achieving prospective students, as demonstrated by the adoption of the plan by the Office of the VP for Student Affairs.
4. By November 15, 2013, the Division of Student Affairs will develop a plan for the implementation of student integrative diversity experiences, as demonstrated by the adoption of the plan by the Office of the VP for Student Affairs.
5. By December 1, 2013, the Division of Student Affairs, in collaboration with campus and community partners, will develop a plan for the establishment of an LGBT center, as demonstrated by the adoption of the plan by the Office of the VP for Student Affairs.
6. By December 8, 2013, the Division of Student Affairs and Associated Students, in collaboration with campus and community partners, will develop a plan for the establishment of a commuter center, as demonstrated by the adoption of the plan by the Office of the VP for Student Affairs.
7. By December 15, 2013, the Division of Student Affairs will create a multimedia communication plan that tells the story of the Aztec experience, as demonstrated by the adoption of the plan by the Office of the VP for Student Affairs.
8. By January 6, 2014, the Division of Student Affairs, in collaboration with the Office of International Programs, will develop a plan for a robust independent study abroad program review and approval process (as required by CO Executive Order 1081), as demonstrated by the adoption of the plan by the Office of the VP for Student Affairs.



9. By January 15, 2014, the Division of Student Affairs, in collaboration with campus and community partners, will develop a plan to provide a centralized resource for internship and mentoring opportunities, as demonstrated by the adoption of the plan by the Office of the VP for Student Affairs.

10. By March 1, 2014, the Division of Student Affairs will develop a strategy for institutionalizing the international emergency response plan with commitment and training from the various constituents across campus, as demonstrated by the adoption of the strategy by the Office of the VP for Student Affairs.

11. By April 15, 2014, the Division of Student Affairs will develop a plan to review, assess and implement additional support for programs addressing the negative academic and personal consequences of abuse of alcohol and other drugs, as demonstrated by the adoption of the plan by the Office of the VP for Student Affairs.

12. By July 1, 2014, the Division of Student Affairs will implement an automated service request system for students with disabilities and other members of the campus community.

13. By August 23, 2014, the International Student Center will develop a plan to increase the retention rate of international students attending SDSU degree programs, as demonstrated by the adoption of the plan by the Office of the VP for Student Affairs.

14. By August 23, 2014, the International Student Center will develop a plan to increase awareness that study abroad participation and international students are an essential component to enhance campus diversity at SDSU, as demonstrated by the adoption of the plan by the Office of the VP for Student Affairs.