

UNC Chapel Hill - Student Affairs 2010-15 Strategic Plan

Fostering Student Learning and Success

Goals

Provide quality learning experiences
Promote a safe, supportive and inclusive campus environment
Engage with students and other internal and external constituents
Develop and manage human, financial, physical and technological resources to provide efficient and effective delivery of student support services

Core Values

- Leadership and Service
- Health, Wellness, Safety and Resiliency
- Inclusion and Accessibility
- Culture of Learning
- Ethics and integrity (i.e. responsible, respectful, ethical)

Organizational Support

(Keys to Success)

- Financial Planning
- Facilities & Environment
- Communication
- Technology
- HR Management
- Assessment
- Development

Strategic Goals and Objectives

Goal 1. Provide quality learning experiences	
1.1 Establish and assess a set of common learning outcomes/competencies for students (Theme 1 Academic Plan)	<p>1.1.1 Identify best practices related to common learning outcomes/competencies in Student Affairs and Higher Education</p> <p>1.1.2 Provide opportunities for input across student affairs via an open forum</p> <p>1.1.3 Identify core group to refine the list of common learning outcomes/competencies in Student Affairs at UNC</p> <p>1.1.4 Develop an implementation plan for launching the initiative</p> <p>1.1.5 Promote awareness about the model across SA and the University</p> <p>1.1.6 Provide professional development workshops for implementation at the unit level</p> <p>1.1.7 Develop an assessment plan to evaluate the effectiveness of the competency model</p>
1.2 Ensure that Student Affairs programs are addressing identified learning outcomes/competencies	<p>1.2.1 Inventory existing programs against identified learning outcomes/competencies</p> <p>1.2.2 Implement assessment strategies to measure identified learning outcomes/competencies</p>
1.3 Create an accessible and inclusive campus for students (Theme 4 Academic Plan)	<p>1.3.1 Provide educational opportunities to develop multicultural competency (Diversity Goal 3)</p> <p>1.3.2 Fully Implement the diversity goals from the SA diversity plan (See Appendix A)</p> <p>1.3.3 Incorporate universal design concepts in physical spaces, policy and program development and implementation. (Diversity Goal 3)</p> <p>1.3.4 Ensure that images, materials, and art are representative of the diverse populations of the campus (Diversity Goal 2)</p>

<p>1.4 Promote intentional student engagement (Theme 5 Academic Plan)</p>	<p>1.4.1 Provide ongoing opportunities for involvement for all students</p> <p>1.4.2 Provide ongoing opportunities for increasing levels of responsibility in informal and formal leadership development</p> <p>1.4.3 Promote and use Collegiate Link/designated technology platform as a portfolio for student involvement</p> <p>1.4.4 Provide opportunities for self-reflection and feedback</p>
<p>1.5 Develop responsible, respectful and ethical citizens (Theme 4 Academic Plan)</p>	<p>1.5.1 Emphasize the qualities of respect, civility, inclusion, and engagement (Diversity Goal 4)</p> <p>1.5.2 Create opportunities for students to discuss core values, beliefs, and personal identity development (Diversity Goal 4)</p> <p>1.5.3 Educate and promote adherence to the Honor Code including academic integrity</p>
<p>1.6 Prepare students to be competent in life skills necessary for success</p>	<p>1.6.1 Continue career development programming</p> <p>1.6.2 Expand financial literacy programming</p> <p>1.6.3 Expand student employee professional development</p>
<p>Goal 2. Promote a safe, inclusive and sustainable environment</p>	
<p>2.1. Promote personal and property safety in and around campus and the community</p>	<p>2.1.1 Conduct a review and assessment of current emergency response protocols and policies with a focus on communication mechanisms and response awareness</p> <p>2.1.2. Develop a comprehensive set of protocols and policies based on best practices for campus safety and security</p> <p>2.1.3. Educate the community about personal and property safety</p> <p>2.1.3.1. Increase awareness of emergency response protocols</p> <p>2.1.3.2. Provide trainings on personal safety and prevention strategies</p> <p>2.1.3.3. Promote and support campus transportation options</p> <p>2.1.3.4. Develop a campus safety and security marketing campaign including appropriate signage</p>

<p>2.2. Promote an ethic of environmental responsibility and facility sustainability</p>	<p>2.2.1. Develop an environmental responsibility and space use philosophy and statement of space utilization to insure sustainable, efficient, transparent, and consistent space use</p> <p>2.2.2. Conduct an assessment of current environmental sustainability practices and an inventory of existing space utilization to include an evaluation of current and future needs</p> <p>2.2.3. Incorporate universal design principles, inclusive aesthetics, and energy saving practices in construction projects and programmatic endeavors</p> <p>2.2.4. Identify the potential for strategic synergistic opportunities through physical space connections</p> <p>2.2.5. Promote energy efficiency practices within SA offices and facilities</p> <p>2.2.5.1. Develop marketing strategy and campaign around sustainable practices</p> <p>2.2.5.2. Educate departments about Green Event guidelines and encourage the use of these in event planning</p> <p>2.2.5.3. Provide incentives for energy efficiency (i.e. recycling) in all SA offices and facilities</p> <p>2.2.5.4. Educate departments about incentivization opportunities (i.e. Green Fee)_</p>
<p>Goal 3. Engage with student and other internal and external constituents</p>	
<p>3.1. Promote communication and collaboration with undergraduate, graduate, and professional student body.</p>	<p>3.1.1. Utilize maximally effective communication mediums for targeted constituency groups (Diversity Goal 1, Theme 5 Academic Plan)</p> <p>3.1.2. Collaborate with academic and student services colleagues in graduate and professional programs to maximize communication with students</p>
<p>3.2. Increase communication within Student Affairs and identify opportunities for collaboration across departments.</p>	<p>3.2.1. Identify communication mediums used within Student Affairs</p> <p>3.2.2. Create a master Student Affairs calendar</p> <p>3.2.3. Share information throughout Student Affairs</p>

<p>3.3. Increase student, faculty, senior administration (including Board of Trustees) and staff awareness of Student Affairs as a vital, integral component of the student experience at Carolina.</p>	<p>3.3.1. Presentations from SA offices and student organizations at BOT meetings</p> <p>3.3.2. Increase partnerships among departments in SA and with other campus units on University initiatives</p> <p>3.3.3. Include presentations from Student Affairs departments and committees at SAC meetings or other Student Affairs gatherings</p> <p>3.3.4. Develop and distribute materials to market the value of Student Affairs to internal constituents</p>
<p>3.4. Enhance communication with parents, families, and alumni and increase their participation in, and support of Student Affairs initiatives. (Diversity Goal 1)</p>	<p>3.4.1. Support initiatives around communication with families</p> <p>3.4.2. Increase visibility of initiatives and accomplishments in SA across campus and externally</p> <p>3.4.3. Develop and distribute materials to market the value of Student Affairs to external constituents</p>
<p>3.5. Create sustainable and successful community relationships.</p>	<p>3.5.1. Support community outreach initiatives of SA units</p> <p>3.5.2. Maintain engagement with local community initiatives (e.g., Chapel Hill 2020)</p> <p>3.5.3. Target and cultivate development opportunities</p>
<p>Goal 4. Develop and manage human, financial, physical and technological resources to provide efficient and effective delivery of student support services. (First Working Group)</p>	
<p>4.1 Create long-term fiscal plan to support strategic initiatives and ongoing operations</p>	<p>4.1.1. Develop a specific and comprehensive plan to secure new funding sources (i.e., alternatives to dependence upon state budget and auxiliary units)</p> <p>4.1.2. Determine sustainable funding strategies for core functional areas</p> <p>4.1.3. Develop a long term plan for all facilities to include new facilities and renovation of existing facilities</p>
<p>4.2. Cultivate and sustain a positive work environment for all staff. (Theme 2 Academic Plan)</p>	<p>4.2.1. Conduct and report department self-audits of SA working environment. (Diversity Goal 2; Unit Director)</p> <p>4.2.2. Provide opportunities for ongoing employee feedback (e.g., employee satisfaction surveys, focus groups) (Diversity Goal 2; OVC/Unit Director)</p>

	<p>4.2.3 Advocate for equitable benefits and policies for all employees (SET)</p> <p>4.2.4 Create and communicate SA employee compensation philosophy and process. (SET)</p> <p>4.2.5 Implement the Equity and Inclusion Development Plan recommendation from the Inclusion and Accessibility Team (Diversity Goal 3; Supervisors at unit level with support from the Inclusion and Accessibility Theme team)</p> <p>4.2.6 Expand recognition categories at the End of the Year Celebration (e.g. new professionals, mid-managers; OVC)</p> <p>4.2.7. Continue to recognize staff accomplishments in the SA Newsletter and other University marketing mediums (SA Marketing and Communications Committee)</p>
4.3. Emphasize and support work/life balance.	<p>4.3.1 Evaluate / improve effectiveness of SA committees and balance of committee assignments</p> <p>4.3.2. Flextime review (SET)</p> <p>4.3.3 Evaluate leveraging resources; use of student workers, flex time, space, reduce duplications</p> <p>4.3.4 Promote opportunities for stress reduction, exercise, etc.</p>
4.4. Increase and encourage employee participation in staff development opportunities. (Diversity Goals 3 & 4)	<p>4.4.1. Provide professional development workshops for implementation at the unit level</p> <p>4.4.2. Actively promote and encourage participation in professional development opportunities internal and external to the University community</p>
4.5 Improve technology operations and use technology strategically to meet the business needs of departments and Student Affairs	<p>4.5.1 Improve SAIT project management</p> <p>4.5.2Develop long term funding strategy for resources</p>

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