



Auburn University

Division of Student Affairs

Strategic Plan

2010-2013

The student is...

The most important person on campus.

Not dependent on us. We are dependent on him or her.

Not an interruption of our work. He or she is the purpose of our work.

Does us a favor when he or she becomes a member of our campus. We are not doing the student a favor by serving him or her.

The student is...

A part of our work—not an outsider.

Not just a statistic. He or she is a flesh and blood human being with feelings and emotions like us.

A person who comes to us with his or her needs or wants. It is our job to fill those needs and wants.

Deserving of the most courteous and attentive treatment we can give.

The life blood of our community.

Auburn University

Division of Student Affairs

Strategic Plan 2010-2013

Message to the Division

The Division of Student Affairs Strategic Plan 2013 is a promise to the Auburn community—students, faculty, staff, parents, and friends of Auburn. Our promise is to be the best we can be for Auburn students. It is an effort to transform the Division of Student Affairs from good to great with a relentless focus on students. In the following document we outline four goals and 10 ambitious objectives aimed at one thing—*empowering Auburn students to change the world.*

We believe:

- These goals and objectives give us the best chance to be the best Student Affairs program in the nation.
- We can build an outstanding student-life experience that Auburn students deserve.
- Students are the center of our plans to improve.
- We cannot accomplish these goals without the support of our partners—students, parents, alum, faculty, staff, and corporations.

The following Division of Student Affairs Strategic Plan is our blueprint for the next three years. The document includes:

- The Student Affairs Mission Statement
- The Division Goals and Objectives
- Partners and Tools

Thank you in advance for your hard work and effort to help us make Auburn University the best.

War Eagle!

Ainsley Carry, Vice President for Student Affairs

MISSION STATEMENT

The mission of the Division of Student Affairs is to cultivate a supportive and diverse campus environment that engages students, advances learning, encourages leadership, and empowers students to impact the world.

GOALS

Student Learning - The Division of Student Affairs, through collaboration with university and community partners, will enhance co-curricular opportunities that result in student learning with positive educational outcomes. These opportunities will be intentional, measurable, and connected to the academic mission of the university.

Student Engagement - The Division of Student Affairs will provide opportunities for all students to actively engage in socially fulfilling and educationally purposeful experiences both inside and outside the classroom, encouraging individual development, meaningful relationships, and personal responsibility.

Student Retention - The Division of Student Affairs is committed to advancing the university's retention efforts through a welcoming, supportive environment that encourages academic success and social integration, leading to graduation.

Health, Wellness, & Safety - The Division of Student Affairs is committed to the health, wellness, and safety of all students. We will empower students to make safe and healthy decisions in their personal lives, enhancing academic success through a comprehensive wellness model that supports a sustained, balanced lifestyle.

STUDENT LEARNING

The Division of Student Affairs, through collaboration with university and community partners, will enhance co-curricular opportunities that result in student learning with positive educational outcomes. These opportunities will be intentional, measurable, and connected to the academic mission of the university.

OBJECTIVES—

1. Identify ***STUDENT LEARNING OUTCOMES*** for the Student Affairs Curriculum. Since the early 1980s the Student Affairs profession has recognized the need to articulate learning outcomes. Institutions of higher education are focused on learning; therefore student affairs must be clear about learning outcomes intended for students. In every department, program, or service there are learning outcomes we hope students will attain. These outcomes need to be identified, articulated, and assessed. The purpose of this objective is to advance student learning and program development by being intentional and strategic about learning outcomes. Every department will articulate learning outcomes for primary programs or services.
2. Build a ***CO-CURRICULAR TRANSCRIPT*** system. Thousands of students get involved in outside-the-classroom activities—leadership, service, and employment. These activities are valuable to students’ career success and learning. The purpose of this objective is to develop a system to document meaningful outside-the-classroom activities and help students articulate their learning. The co-curricular transcript system will capture outside-the-classroom activities and produce a record of these experiences.
3. Establish the ***STUDENT LEARNING COLLABORATIVE***. The Learning Collaborative is a strategic effort to advance classroom learning through outside-the-classroom opportunities. Students retain more when they learn something in the classroom and have an opportunity to practice that learning outside the classroom. Every department in the Division has an academic counterpart—a school, college, or academic program that is closely related. The Learning Collaborative is a joint effort between student affairs and academic affairs to develop seamless learning experiences where students apply what they learn in the classroom to the real world.

STUDENT ENGAGEMENT

The Division of Student Affairs will provide opportunities for all students to actively engage in socially fulfilling and educationally purposeful experiences both inside and outside the classroom, encouraging individual development, meaningful relationships, and personal responsibility.

OBJECTIVES—

1. Implement a **STRATEGIC PLAN FOR STUDENT ENGAGEMENT**. In comparison to peer institutions, Auburn students (first-year and seniors) rate the University high on level of engagement according to the National Survey of Student Engagement; they feel Auburn provides a supportive campus environment. The purpose of this objective is to be more intentional and strategic about efforts to provide a supportive campus environment for all students. Special attention must be paid to the needs of under-represented and marginalized (e.g., minority, veterans, international, and students with disabilities) student populations.
2. Establish all programs within the **STUDENT INVOLVEMENT PORTFOLIO** (e.g., Leadership, Community Service, Student Government Association, University Program Council, International Student Affairs, Greek Life, Student Media) among the top five in the nation. Student engagement is directly tied to the quality of those programs and services. Through a rigorous program review process and benchmarking of best practices, all student involvement programs will establish themselves as a nationally recognized program by 2013.

“It is our dream that students will...experience their University as invigorating, even inspiring environments—places they look forward to going to and places they hate to leave. It is our dream that they will come to know themselves as masters of various crafts...It is our dream that...they will come to love the process of learning itself... by making it their own.” —Adapted from Paideia Schools

STUDENT RETENTION

The Division of Student Affairs is committed to advancing the university's retention efforts through a welcoming, supportive environment that encourages academic success and social integration, leading to graduation.

OBJECTIVES—

1. Establish a series of multi-year studies on **STUDENT RETENTION FACTORS** to determine best practices for student retention. Student retention is a highly complex phenomenon. Students leave college for a variety of reasons—social fit, academic challenges, finances, health, and to advance other opportunities. Too often decisions about retention initiatives are launched with minimal regard to relevant data. The purpose of this objective is to: (1) establish Student Affairs among the campus authorities on student retention and (2) position the Division to make data driven decisions about retention efforts.
2. Develop a comprehensive **FIRST YEAR EXPERIENCE** program. The first year of enrollment is the most critical year for student success. Approximately 13 percent of students that withdraw from Auburn do so within the first year. For more than 25 years institutions around the country have developed comprehensive first-year programs. The purpose of this objective is to: (1) expand current first-year programs to the entire first year, (2) spread opportunities for involvement throughout the first year, (3) collaborate with existing first-year programs, and (4) identify additional programs and services needed to fill gaps in the first-year experience.
3. Implement a Division-wide **PLAN FOR PARENT AND FAMILY INVOLVEMENT**. Research shows that this generation of parents is much more involved with their students' collegiate experience than previous generations. In addition, today's college students involve their parents in decision making more than in the past. Thus, it is within our interest to maximize the potential for parents and families to be involved in student retention. Every department in the Division has a responsibility to identify resources and information to assist parents and families.

HEALTH, WELLNESS, & SAFETY

The Division of Student Affairs is committed to the health, wellness, and safety of all students. We will empower students to make safe and healthy decisions in their personal lives, enhancing academic success through a comprehensive wellness model that supports a sustained, balanced lifestyle.

OBJECTIVES—

1. Implement a comprehensive **HEALTH AND WELLNESS PROGRAM** focused on prevention and treatment. Today, health and wellness activities—Medical Clinic, Student Counseling Services, Campus Recreation—occur largely independent of one another. The purpose of this objective is to produce greater synergy between health and wellness programs by building intentional collaborative efforts among health and wellness providers on campus.
2. Build a comprehensive **PLAN FOR STUDENT SAFETY** in collaboration with Auburn Police Department, Public Safety, Risk Management, and all academic schools and colleges. Student safety is our most important responsibility. Vigilance about student safety involves being proactive about identifying potential risks, working toward minimizing those risks and working collectively to maximize our efforts.

“Wellness is an integrated method of functioning which is oriented toward maximizing the potential of which the individual is capable.” —Halbert L. Dunn, M.D.

PARTNERS

Our goals cannot be accomplished without the help of our partners. The Division will be intentional in fostering relationships and building collaborations.

Parents and families. Parents are increasingly involved in their college student's lives and decisions. Today's students consult with their parents on many decisions. As such, parents and family members become an important ally in fostering students' success and growth toward independence.

Professional staff. Developing our people is essential to accomplishing our individual and organizational missions. Our people provide services directly to students, parents, and stakeholders. The more competent they are at their jobs, the better they perform.

Alumni and friends. Auburn alumni hold a wealth of information and access to resources. They play an important role in helping students achieve their goals.

Corporations. The Division's fundraising plans will require engagement with multiple corporations to sponsor and support ambitious plans for national leadership.

TOOLS

A number of tools will be required to advance Division goals. The Division will expand our knowledge and/or use of the following tools:

Technology. Technology offers opportunities to improve the delivery of programs and services. Technology will never become the primary delivery method; however, it can offer opportunities for improvement.

Assessment. In order to continuously improve the Division we must be relentless about measuring performance and making data driven decisions. Assessment plans with semester targets must be embedded in all objectives.

Fiscal planning. We must be good stewards of our financial resources and constantly seek opportunities to increase efficiency and quality.

Workgroups. Every objective in the strategic plan will require the effort of many individuals working together—across departments, throughout the University. Individuals from every component of the Division are welcome to serve.

FUNDRAISING CAMPAIGN \$19 Million

Wellness and Sustainability Center

\$10,000,000

Exercise, proper nutrition, and recreational activities are habits that promote life-long wellness. To make this happen, students need access to programs and facilities that give them opportunities to develop healthy life-style habits. The Wellness and Sustainability Center will provide opportunities for students to participate in a variety of activities and programs.

Center for Leadership

\$6,000,000

Now, more than ever, there is a need for colleges and universities to prepare young adults for responsible, ethical, and principle-centered leadership. Auburn students have the potential to change the world. Through education, training, discovery, and outreach, the Center for Leadership will stand as the most comprehensive program to prepare leaders for the future.

Global Service Initiative

\$1,000,000

Because college students enthusiastically participate in community service and civic engagement projects, their energy and enthusiasm needs to be reinforced with institutional support. The Global Service Initiative will provide assistance to students who are looking for service opportunities domestically and internationally. The initiative will provide opportunities that develop critical thinking skills, foster cultural awareness, and create exceptional global citizens.

Memorial Endowment Fund

\$1,000,000

The Memorial Endowment Fund is a way for families to memorialize loved ones who passed away while enrolled at Auburn. Student Affairs will use funds raised through these memorial opportunities to support safety-related educational programs, such as drug and alcohol awareness and to create student-centered memorial tradition.

Emergency Student Aid

\$1,000,000

Every year a number of students are struck by unforeseen tragedies or family emergencies. The Emergency Student Aid Fund is a retention tool for students. The fund is intended to provide financial support to students in the event of an unforeseen emergency.



AUBURN UNIVERSITY

DIVISION OF STUDENT AFFAIRS

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