Student Affairs Strategic Plan Initiative 7 Report
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Initiative 7 The Division of Student Affairs will instill and deepen a sense of belonging, connectedness, affection/love of place and each other throughout the OSU community.

At Oregon State University we aspire to be a true community, a place where each person can feel cared for, supported, encouraged, nurtured, enriched, and energized. The community we envision will challenge each of us to perceive and engage with the world from a perspective broader than the narrow confines of our own personal experiences. Community, as we see it, can be magical – it can inspire, stimulate and sustain each of us. Through developing an ethos of care and an ethos of community we will foster a collective sense of place, where students, faculty, staff, alumni, and community partners will connect to our past, present, and future, and will be anchored to the values and high ideals of OSU. By building an enduring community, we will cultivate a deep and intense affection for Oregon State University, and sincere support for the hopes of our community members.

Reporting on progress and the I-7 plan

Initiative 7 has met throughout the academic year with the following goals:
- Discuss what speaks to individuals about Strategic Plan #7
- Identify gaps in OSU campus culture and practice that are creating barriers for the realization of #7
- Determine the pertinent stakeholders and target groups for action plans
- Develop 2-3 concrete action plans to begin the implementation of #7

The group met 5 times. Each meeting served to open the conversation, and move the group from thought/idea to action. Initial barriers included: the amorphous nature of the initiative; group participation in lieu of busy schedules; and determination of concrete goals. One way we sought to overcome barriers was to bring in Paul Axtell for one meeting in order to help the group channel thoughts and generate ideas for action. After meeting with Paul, we were able to develop a list of stakeholders, who we also identified as the target groups for the initiative:
- Incoming students, staff, and faculty
- Current students, staff and faculty
- Alumni
- The greater community (Corvallis and beyond)
- Youth who may attend OSU in the future

Utilizing these stakeholder groups as target populations, we developed a list of action plans that the I-7 team would like to begin with. We have selected 3 such plans, and are working to create leadership teams focused on their implementation.
Initiative 7 Action Plans

#1 – Internal Marketing Campaign  
Target groups: current faculty, staff, and students with overflow into the greater community

This action plan will consist of developing different ways to send messaging about what is amazing about OSU. It links to the language in the Strategic Plan that states, “Community, as we see it, can be magical – it can inspire, stimulate and sustain each of us.” Initially it will begin with the compilation of quotations/statements about what makes OSU great, along with photos of the campus, its people, and the community. These will be combined first in the form of a desktop application that can run on all computers on campus. This kind of campaign will be designed to:

- Send continual messaging about the beauty and richness of OSU
- Allow members of the OSU community to contribute by sending in quotes and photos
- Create something that students, faculty, and staff will find appealing to download for personal use
- Springboard into other projects such as calendars/books/phone apps etc.

Possible partners: University Marketing, ASOSU, MUPC,

Team: Michael Henthorne, Clare Cady

#2 – New Employee Welcome  
Target groups: incoming Faculty and Staff

This action plan is focused on making sure that those who begin their employment at OSU are welcomed into “an enduring community,” with, “a deep and intense affection for Oregon State University, and sincere support for the hopes of our community members.” We know that though students (and some Faculty/Staff) are transient, that employees are the consistent and constant members of our community. Creating programming that will welcome them and teach them about OSU community values and practices will begin a long-term culture shift towards an “ethos of care,” for everyone. This action plan will entail:

- The creation of a “welcome team” that connects with all new employees across campus as they arrive
- The pairing of one member of the OSU community (preferably another employee) with every new hire to welcome them to campus
- Welcome team members will set up a time to meet with the new employee for social and support purposes, and provide a local contact throughout the first 3-4 months of employment
- Every new employee will be given a “welcome bag” that includes OSU gear, messaging about the OSU community, and other important items

Possible partners: HR, Academic Colleges, Strategic Plan Initiative 5

Team: Jennifer Gossett, Maleah Harris, Diane Davis,
#3 – Student Outreach and Programming

Target groups: incoming and current students with crossover into Faculty/Staff

This action plan aims to create “a true community, a place where each person can feel cared for, supported, encouraged, nurtured, enriched, and energized.” By developing programs and messaging that targets students, we will seize the energy and innovation of the student body to further the “ethos of community,” and develop new traditions that will engender “a collective sense of place.” This action plan may entail:

- Creation of videos featuring students talking about what OSU means to them
- Development of a “street team” out at CONNECT and START sessions to capture students’ thoughts on video. This creates an immediate opportunity for incoming students to participate
- Potentially a t-shirt campaign to support the “school color Fridays” tradition

Possible partners: ASOSU, MUPC, University Marketing, Student Media

Team: Robin Ryan, Drew Hatlen, Leslee Mayers