Strategic Planning Process
Mission

We create engaging environments for student growth and success.
VISION

We will inspire learners and leaders to create positive change in the world through self-discovery, connection to community, commitment to action, and love of learning.

We will dedicate ourselves, individually and collectively, to student learning, community, citizenship, and success - through compassion, engagement, innovation, and action.
Goals

1. We will create environments that strengthen holistic personal development and well being of students.
2. We will cultivate a positive, inclusive and engaging campus community where multiple perspectives are openly shared and can thrive.
Goals

3. We will be a teaching and learning organization. We will enhance our own knowledge and the knowledge of others.

4. We will develop global citizens who are prepared and empowered to make meaningful contributions that are socially relevant.
Strategic Areas

1. Enrollment and Retention
2. Student Learning, Leadership, and Development
3. Facilities and Infrastructure
4. Budgets and Financial Resources
5. Communications/Marketing
6. Assessment and Research
Enrollment and Retention

Student Affairs will increase outreach, opportunity, and access to higher education, reflecting the University’s enrollment, retention, graduation, and student success goals.

1. Increase outreach, opportunity, and access to higher education.
2. Achieve OSU’s enrollment, retention, and graduation goals.
3. Increase student success in achieving academic and engagement goals.
Student Learning, Leadership, and Development

Student Affairs will foster compelling learning environments that promote student leadership and development, to enhance the academic experience.

1. Creating high quality and high impact learning experiences that enhance diversity, pluralism and inclusion.

2. Promoting an environment where the values of civic engagement, citizen leadership and sustainability are honored.

3. Engaging and teaching students' physical, social and psychological well-being.
Facilities and Infrastructure

Student Affairs will create and maintain sustainable, accessible facilities and infrastructures that inspire achievement, learning, health and wellness.

- As a future top 10 land grant institution our spaces will be inspirational and promotes achievement, success, learning, and health and wellness. Our environments will reflect:
  - connection
  - reflection
  - inclusion
  - welcomeness
Budgents and Financial Resources

Student Affairs will purposefully plan for the financial and human resources that enable success across Student Affairs.

1. Develop a long term financial and operating model for Student Affairs.

2. Develop gift-based financial support for Student Affairs in conjunction with the OSU Foundation.

3. Build a diverse, talented and effective faculty and support staff to meet the goals of this plan.
Communications /Marketing

Student Affairs will construct and communicate the principle elements of our values and services in order to inform, engage and energize the student experience.

1. Create comprehensive communication and marketing plans that address the needs of specific communities.

2. Align expertise and resources to support division-wide web presence, consistent messages in publications, and technology communication trends within Student Affairs.

3. Collaborate across campus to support students through technology (i.e. OSU portal, e-campus).

4. Create a lead Marketing & Communications specialist position within Student Affairs.
Assessment and Research

Student Affairs will embed research and evaluation into the culture to verify the degree to which Student Affairs influences the student experience.

1. Education and training around effective assessment
2. Rigor of planning process informs rigor of assessment, which feeds back into planning.
3. Focus efforts and inform decision-making
4. Foster data-based decision-making and action
Strategic Leadership Team

- Kate Peterson
- Tracy Bentley-Townlin
- Mamta Accapadi
- Phil Histand
- Jackie Alvarez
- Tom Kirch
- Rebecca Sanderson
- Eric Hansen

- Adry Clark
- Gabe Williams
- Gustavo Martinez-Padilla
- Larry Roper
- Diane Davis - Facilitator
Strategic Marketing Leadership Team

Will translate strategic planning decisions into appropriate messaging and create collateral materials to communicate the strategic plan.
Planning Process

• Do focus groups at unit level;
• Do focus groups and use feedback mechanisms for input from student stakeholders;
• Regularly gain input and to ensure integration across the Division;
• Complement with cluster initiatives to reflect breadth of effort in areas of emphasis;
• Convene working groups when necessary;
• Move to action by winter term.
How might success in the areas of the strategic plan positively affect your job, your role or your unit?

What conversation would you like to have with the Strategic Planning Leadership Team? What issues do you think would be important to discuss with this group?
Questions and Closure