Pursuing a Possibility-Rich Future

A Strategic Plan for the Division of Student Affairs at Oregon State University

Division of Student Affairs
Fall Meeting
10/11/2011
Why a Strategic Plan?

► **OPPORTUNITY**
  ► To energize the vision and direction of student affairs.
  ► To meet or exceed the high expectations we hope students and staff have for their experiences at OSU.
  ► To enhance the focus of the Division of Student Affairs, our leadership, our responsibilities, and our alignments.

► **POTENTIAL**
  ► For better advancing student learning and success.

► **SYNERGY**
  ► With our university’s strategic plan and climate of innovation.
A road map to lead the Division from where we are now to where we would like to be in five+ years from now.
What Makes a Good Strategic Plan?

► It **INSPIRES** change and development while still being grounded in the life of the organization;

► It **UNITES** the real work of the organization with the aspirations of its members and stakeholders;

► It **INTEGRATES** the visions of individuals and the community through strategic priorities, goals and success measures;

► It **GUIDES** the organization to responsible use of financial and human resources.
Our Path to the Plan

► Student Affairs Leadership Team created a framework for the strategic plan and identified areas of focus;

► Convened Student Affairs Strategic Leadership Team;

► Strategic Leadership Team held focus groups with all student affairs units to garner input;

► Strategic Leadership Team distilled input into dominant themes.
Our Path to the Plan

➤ Strategic Leadership Team and SALT held a two-day retreat to:

➤ Identify and refine strategic initiatives to guide the Division of Student Affairs for the next 3-5+ years;

➤ Define why each strategic initiative is important to the success of the Division of Student Affairs and Oregon State University;

➤ Identify potential activities for each initiative.
Core Elements of the Plan
STUDENT AFFAIRS
Mission and Vision

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.
Four Goals

The Division of Student Affairs will focus our energy and resources on the following aspects of community development:

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.

10/11/2011  
Division of Student Affairs Fall Meeting
Four Goals

The Division of Student Affairs will focus our energy and resources on the following aspects of community development:

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.
Seven Strategic Initiatives

Initiative 1: The Division of Student Affairs will ensure a high level of support to address the needs of OSU students and their families.

Initiative 2: The Division of Student Affairs will construct best practices in engagement and outreach to enhance student learning outcomes.

Initiative 3: The Division of Student Affairs will establish and sustain necessary resources to advance Division priorities.

10/11/2011 Division of Student Affairs Fall Meeting
Seven Strategic Initiatives

Initiative 4: The Division of Student Affairs will develop communication strategies and infrastructures to engage and inform stakeholders.

Initiative 5: Division of Student Affairs employees will have the knowledge, awareness and skills to advance our mission and that of Oregon State University.

Initiative 6: The Division of Student Affairs will build and sustain a robust culture of data-based decision-making and planning.
Seven Strategic Initiatives

**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.
## Strategic Activities for Each Strategic Initiative

### Potential Strategic Activities

<table>
<thead>
<tr>
<th>Strategic Initiative</th>
<th>Potential Strategic Activity</th>
</tr>
</thead>
</table>
| 1. High level of support for students and families        | - Comprehensive testing center  
|                                                           |   - Mentoring program                                                                       |
| 2. Best practices in engagement & outreach               | - Develop a service-learning/experiential learning center  
|                                                           |   - Develop curriculum related to multiculturalism                                           |
| 3. Establish & sustain necessary resources                | - Establish a SA Development Council  
|                                                           |   - Establish a SA Development position to lead fundraising                                 |

10/11/2011

Division of Student Affairs Fall Meeting
NEXT STEPS
Convene Initiative Groups

► Initiative Groups will develop processes and assemble resources that will enable them to:

1. Determine primary strategic activities, rationale, outcomes and metrics to define success for strategic outcomes;

2. Identify priority steps to pursue;

3. Identify resources and infrastructure needed to support the achievement of strategic activities;

4. Develop timeline for implementation.
Eight Key Planning Steps for Initiative Groups

1. Specify the strategic activity(s) to be achieved;

2. Identify approaches to accomplish the activity;

3. Identify the intended/expected outcomes for students when the activity is accomplished;

4. Define how progress will be monitored;

10/11/2011  Division of Student Affairs Fall Meeting
Eight Key Planning Steps for Initiative Groups

5. Specify key people/groups to be involved;

6. Identify what resources/structures need to be in place;

7. Define key milestones and when reviews, follow-up will occur – timeline;

8. Report progress across all initiatives;

10/11/2011 Division of Student Affairs Fall Meeting
What We Need From You?

► Belief in the possibility-rich future that our leadership will produce
► Support and encouragement
► Engagement and leadership to implement the plan
► Creativity, energy, inspiration, and good will

10/11/2011
Division of Student Affairs Fall Meeting
For More Information . . .

► Student Affairs Website:
   http://oregonstate.edu/studentaffairs/student-affairs-strategic-plan

► Contact:
   Rebecca Sanderson
   Director, Student Affairs Research, Evaluation, and Planning
   Rebecca.sanderson@oregonstate.edu
   541-737-8738

► Call for volunteers will come as a STUAFF email right after this meeting

10/11/2011 Division of Student Affairs Fall Meeting