

### Student Affairs Strategic Plan 2012-2013

**PILLAR I: Student Success** – To provide support for student academic success and to help ensure students, particularly those in targeted populations, are retained from freshman to sophomore year at a rate of 90% in fiscal years 2012-2013, the same rate as the overall student population and achieve a graduation rate no lower than the overall student population.

**As such, the Division of Student Affairs will:**

Objective 1: Improve Student Awareness of Campus Support Services.

- a. **Target:** 100% of Student Affairs departments will utilize a marketing plan that promotes to students the programs and services they provide in support of student retention.

Objective 2: Provide experiences that allow a connection with SMU through a program and/or person.

- a. **Target:** 2012-13:80% ; 2013-14: 90%; 2014-15: 100% of Student Affairs departments will offer either through programming, experiences or services an opportunity for students to connect with the department or person within the department.
- b. **Target:** 2012-13:80%; 2013-14: 90%; 2014-15: 100% of Student Affairs departments will identify programs and/or services offered that are intended to promote the retention of ethnic minorities.

**PILLAR II: Learning Happens Everywhere** – To support the University’s academic mission through the provision of student learning experiences which enrich student scholarship, engagement and development.

**As such, the Division of Student Affairs will:**

Objective 1: Offer curricular and co-curricular activities, in conjunction with academic partners, through which experiences outside the classroom are connected to learning inside the classroom.

- a. **Target:** 93% [13 out of 14]\* of departments will develop and implement an intentional approach to address university life issues that contribute to students’ intellectual, spiritual, physical, social, cultural, moral, and emotional growth (e.g. living-learning communities, a program connected to the University curriculum, community service and advocacy programs, etc.).

**PILLAR III: Exemplary Division of Student Affairs** – To pursue excellence in program delivery by regularly benchmarking with national standards our respective programs and ensuring the Division’s infrastructure and human capital allows us to meet and exceed those benchmarking standards.

**As such, the Division of Student Affairs will:**

Objective 1: Create and maintain accessible facilities, technology and infrastructures that support the operationalization of the Student Affairs Mission.

- a. **Target:** 100% of departments will create a plan that addresses facilities, technology and/or infrastructure to assess current conditions and identify areas that need to be improved.
- b. **Target:** Residence Life (Residential Commons Project), the Band Hall, the Memorial Health Center, and the Hughes-Trigg Student Center will identify funding needs for expanding and or updating their respective facilities. They will also develop a fundraising plan toward achieving their fundraising (development) goals.

Objective 2: To provide on-going professional development and training for staff.

- a. **Target:** 100% of departments will develop a plan that demonstrates support for professional development and training for staff.

*\*The Student Affairs Development Office does not directly interact with students in a curricular or co-curricular manner, however they do procure financial support for said programming.*