

UNCW Student Affairs Division

Strategic Alignment Goals/Action Plans

FY19-21

The five goals identified for the Division arose from existing focus areas and concentrate on the ongoing efforts across the Division that align with the Goals of UNCW. Corresponding metrics (separately identified) provide evidence of progress and measurable change in affecting these Goals, and provide supporting evidence to the institution related to Student Affairs' contributions toward achieving UNCW's Strategic Plan. These are focused goals and are not inclusive of all goals in the Student Affairs division.

The genesis of many of the actions, methods and metrics in this Plan are supported by a range of research, literature and best practices. For example, Spady (1971), Tinto (1988 & 1993) and Pascarella and Terenzini (1980) have found that social integration in college is a positive predictor of persistence. Tinto (1993 & 1997) and Pascarella (1980) also found that the experiences of first year students are fundamental to academic success, satisfaction and graduation rates. Astin (1984) also found that institutional commitment is positively related to learning and personal development in college students.

Goal 1: Increase retention and graduation rates, ensuring student success by utilizing the following programs and services:

- 1.1 *Wavelink* involvement platform, in order to improve our understanding of new and returning student engagement (Campus Life).
- 1.2 *House Calls*, which connects new students living on campus to faculty and staff, and enables UNCW to welcome new students and inform them of campus resources (Housing & Residence Life and the Office of the Dean of Students).
- 1.3 *Campus Recreation Programs*, to track freshmen utilization of CR programs (with new initiatives to increase number of freshmen who use CR programs) (Campus Recreation).
- 1.4 *Housing* programs, focusing on first year students (Housing & Residence Life).
- 1.5 *Transition Programs*, focusing on number of freshmen who connect with other freshmen at orientation (Transition Programs).
- 1.6 *Transition Programs*, providing opportunities for freshmen and Seahawk Links to connect outside of the First Year Seminar Course (Transition Programs).
- 1.7 *Disability Support* services, including focus on first year and new transfer students (Disability Resource Center).
- 1.8 *Student Health Center* services, with improved marketing and outreach efforts based on research (Abrons Student Health Center).
- 1.9 *University Learning Center*, with increased outreach to first-year students; designed to increase overall usage (University Learning Center).
- 1.10 *Healthy Hawks* initiatives (Campus Rec, Abrons Student Health Center, Counseling Center), to increase student use of Campus Recreation, Student Health and Counseling Center services and programs.

- 1.11 *Community Standards Initiative* (Housing and Residence Life), by relaunching program in order to increase student-housing affinity and positively impact retention.
- 1.12 *Leadership and Service Programs*, focused on first year students (OSLE).
- 1.13 *Career Exploration* initiatives and programs, designed to increase freshmen focus on majors and career exploration (Career Center).
- 1.14 *CARE* (the Center for Assault Response and Education), to measure impact of CARE services on retention.
- 1.15 *Title IX & Clery Office*, to measure impact of Title IX services on retention.

Goal 2: Enhance and/or increase applied learning by...

- 2.1 further integrating the IOWA grow framework for Student Affairs student employees (designated Student Affairs units).
- 2.2 increasing the number of Certified Internship Opportunities available to students (Career Center).
- 2.3 increasing freshmen participation in UNCW Living & Learning Communities (Housing & Residence Life).
- 2.4 encouraging University Learning Center peer educators to pursue higher levels of certification.
- 2.5 modifying the training structure of the Campus Conduct/Honor Boards to include specific applied learning outcomes (Office of the Dean of Students).
- 2.6 increasing the percentage of students who have participated in at least one leadership experience in the Division of Student Affairs before graduation (designated Student Affairs units).
- 2.7 tracking the number of SA practical opportunities (on-campus student employment, internships, practica, assistantships) for undergraduates and graduate students (OSLE & Career Center).
- 2.8 focusing training and development of OSLE student leaders on various leadership and engagement programs (OSLE).
- 2.9 increasing the adoption of the Career Center's technology platforms (Career Center).
- 2.10 increasing training opportunities and mandates for CARE Student Peer Educators (CARE).

Goal 3: Foster collaborative campus partnerships to enhance advising and student support by...

- 3.1 increasing the number of collaborative programs from the *Healthy Hawks* initiative (Abrons Student Health Center, Campus Recreation, and Counseling Center).
- 3.2 increasing the levels of outreach to under-referring offices (CARE).
- 3.3 increasing the number of faculty collaborations and classroom presentations given by the CARE.
- 3.4 increasing the volume of outreach and education to campus about the impact of mental health on academic performance (Counseling Center).
- 3.5 initiating the Student Veteran Liaison program in collaboration with Military Affairs (Disability Resource Center).
- 3.6 outreaching to academic and non-academic departments to provide training presentations on students of concern, non-traditional/off-campus and graduate student resources, managing and reporting student conduct issues, as well as managing and reporting academic dishonesty (Office of the Dean of Students).

- 3.7 increasing faculty participation in programs across the Division of Student Affairs (designated Student Affairs units).
- 3.8 continuing to increase the number of Fortune 500 companies recruiting on campus (Career Center).

Goal 4: Promote a diverse and inclusive culture and a global mindset throughout the university by...

- 4.1 increasing the volume of cross-training and involvement opportunities with the Diversity Offices across the Division of Student Affairs (all Student Affairs units).
- 4.2 increase the number of students who participate in Community Engagement projects (i.e. Weekly Service, Dean's Days of Service, Immersive Service Trips) (OSLE)
- 4.3 decreasing the number of students with low level accommodations proctored by the Disability Resource Center (DRC).
- 4.4 selecting and implementing a new online sexual assault prevention program (Title IX and Clery Compliance, CARE and Transition Programs).
- 4.5 increasing the number of diversity and cultural competency-focused programs hosted by Housing & Residence Life.
- 4.6 increasing the number of collaborations with the Office of Institutional Diversity & Inclusion.

Goal 5: Maximize opportunities for fiscal sustainability and institutional efficiencies and reinvest strategically by...

- 5.1 emphasizing sustainability by encouraging reusable Assistive Technology (AT) for students in need of accommodations (Disability Resource Center).
- 5.2 demonstrating strategic reinvestment by constructing new housing facilities to accommodate strategic campus enrollment growth and help attract and retain the very best students to UNCW (Housing and Residence Life).
- 5.3 partnering with other departments and divisions across the university (i.e. Housing, Title IX, UPD) to maximize the use of Maxient (*Office of the Dean of Students & Title IX*).
- 5.4 collaborating with SA departments to increase adoption and efficient use of software (*Asst. VP SA*).
- 5.5 increasing efficiency by eliminating product use that duplicates available services/support and combining contracts across departments when possible (*Student Affairs Assessment & Planning*);
- 5.6 evaluating possible improvements to processes for budget requests across the division (*Assistant VC for SA*).