



Ignite the Possibilities...
Ignite the Imagination...
Ignite the Future

STUDENT AFFAIRS UNIT – 2007-2010

UNIT GOALS

Quality Education

Develop student learning outcomes for each student affairs unit that supports effective, innovative and flexible delivery of high quality learning experiences for all students.

Student Success

Contribute to the recruitment, retention, and success of students through identification, supportive programming, and activities that are designed to increase student persistence and success.

Faculty and Staff

Promote and encourage professional development opportunities for all employees.

Communication

Investigate, develop, and effectively implement multiple means of communicating with prospective and current constituencies of the university.

Sustainable Future

Develop and implement targeted campaigns that are student oriented and inclusive.

Diversity and Globalization

Promote institutional diversity initiatives through the development and implementation of training for students, faculty, and staff.

Partnerships

Promote an ethic of partnership using existing educational, community, and regional contacts to leverage new partnerships.



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STUDENT AFFAIRS / Admissions- 2007-2010

Division GOALS

Student Success

- ✚ Position Eastern Oregon University as the primary postsecondary choice of eastern Oregon and out-of-state regional (Alaska, Colorado, Montana, Nevada, Washington and Wyoming) rural students.
 - A.Re-allocate resources for greater concentration in regional areas similar to the La Ronde Valley.
 - B.Focus on rural areas similar to ours.
 - C.Use existing community contacts in areas
 - D.Embrace the university identity in our publications, web site and recruitment programs.

- ✚ Increase applications by 10% (and the number of admits will also rise)
 - A. Expand market area
 1. Actively market Distance Education
 2. Purchase a reduced number of more strategically defined student names (contacts)
 3. Expand recruitment area to include greater areas in Washington and Montana
 4. Expand recruitment area to include Colorado and Wyoming
 5. Develop student/parent/alumni recruitment programs
 6. Develop a college prep program for high school students
 - B. Implement newly designed and implemented yield activities to convert application to admitted students

Communication

- ✚ Revise and redesign a comprehensive marketing plan

- Work with University Advancement on a streamlined and complimentary marketing campaign
- Develop alumni recruitment plan
- Work closer with community programs and high schools
- Establish a campus wide recruitment effort (include training of all personnel involved in recruitment)

✚ Increase communication with prospective students

- Implement the new mail flow
- Expand the telecounseling campaigns
- Use DDE advisors in regional areas

Sustainable Future

✚ Analyze existing office procedures to improve effectiveness

- A. **Keep accurate recruiting statistics and analyze them**
- B. Make all data available to VP or other administrators
- C. Analyze recruitment procedures
- D. Redesign Preview day programs
 - Add entertainment
 - Add an Advising component
 - Add panel discussions
- E. Revisit Campus Visit program
 - Add a welcome by the Director
 - Offer meals to students

Partnerships

- Develop partnership with scholarship-granting organizations to grow the number of fee remission/scholarships available to new incoming students.
 - A. Investigate existing scholarship programs that target students of similar characteristics to those of the EOU student
 - B. Partner with scholarship-granting organizations to increase amount of money available to students.
 - C. Develop 1-2 agreements for the 2007-08 class.

STUDENT AFFAIRS / Admissions – 2007-2010

Three-Year Work Plan

<i>Division Goals</i> (Outcome statement that defines what a division is trying to accomplish programmatically and organizationally)	<i>Objectives</i> (Precise, measurable, time-phased results that support the achievement of a goal)	<i>Actions</i> (Specific actions/activities required to produce objectives)	<i>07-08</i>	<i>08-09</i>	<i>09-10</i>	<i>Resources Needed</i> (e.g., Human, support, space, other)	<i>Who Responsible</i>
Student Success	Increased number of first-choice student applicants and a greater presence in the region.	Reassignment of recruitment areas; new publications; and a firm identity. Department restructuring & reallocation; meet with community representatives; and planning meetings.	Begin to see shift to a greater number of applicants from expanded and new areas of recruitment	Increased number of regional fairs and feeder high schools	Overall increase and awareness of EOU identity	Staff time to travel; financial resources to pay for travel; staff planning time; collaboration with University Advancement; and community partnerships.	Admissions Director
	Review, restructure and Implement the departmental plan; meet to develop a presentation plan; implement the approved new mail flow, coordinate with DDE	Increased number of applications from market niche, new recruitment areas, new recruitment programs; and more efficient mail flow,	Larger recruitment area ; increased regional presence; and a strategic approach to recruitment	Increase in the DDE number of applications; a higher yield rate; increase in EOU recruitment coverage area; a new mail flow plan; and an EOU presence at a larger number of cc transfer fairs	A higher yield rate; a new parent-student focused initiative; and a sustained number of community college transfer fairs An increase visibility in college prep presentation sector	Staff time, training of staff, new publications and DDE support	Admissions Director

Communication	New publications, web pages ; unified campus-wide recruitment plan; and an alumni recruitment network	Collaborate with University units who assign staff to recruit; meet with University Advancement and IT; meet with community and high school representatives; set spring 2007 dates for final plans; and restructuring of marketing plan and financial commitments	Training for all EOU staff who recruit; a larger staff available to recruit; and a new marketing plan	New publications, web page and an increase in the number of high schools visited and college fairs attended	Alumni recruiters will be in the field Evaluate the plan	Staff time to plan and review new ads and publications; support and collaboration with University Advancement; and	Admissions Director
Sustainable Future	Review all data keeping systems; identify if there is a need for new software; meet with IT; meet with faculty of visual and performing arts programs; and contact deans for assistance from faculty	An increase in data availability; a n increased knowledge of trends; a better response form preview day attendees and greater campus awareness, support and participation the preview day programs	Expand data gathering; restructure data resource aspect of office staff; restructure Preview day program activities; a new Admissions video; and a more efficient processing of recruitment	Implement new Preview Day program; offer meals to more student visitors; have application processing data available; and an overview of application flow	Have an admissions video Have all aspects of processing data available	Staff time for training; review and redesign Preview Day program; increased financial need to cover meals and other related expenses; and meet with IT to plan new Admissions video	Admissions Director
Partnerships	The number of scholarships received by incoming new students	Research existing scholarship-granting organizations; and meet with	Increased knowledge of scholarship-granting process and a greater	At least 1-2 new scholarships/fee remission offers available to new incoming	Double the number of partnered scholarships; and 1-2 renewals	Staff time to develop and cement partnerships, university	Admissions Director

		representatives from the Financial Aid Office	number of fee remission offers	students		financial buy-in to cover some of the scholarship costs; and support from Student affairs VP and Financial Aid Office.	
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STUDENT AFFAIRS / Intercollegiate Athletics – 2007-2010

Division GOALS

Quality Education and Student Success

- ✚ Recruit, retain, educate and graduate student-athletes

Faculty and Staff and Communication

- ✚ Promote and encourage competitive excellence

Student Success and Partnerships

- ✚ Integrate and engage student athletes in the campus community
- ✚ Promote good citizenship via responsible and reflective action in community affairs

Diversity and Globalization

- ✚ Support, appreciate, and promote gender equity and diversity

STUDENT AFFAIRS / Intercollegiate Athletics – 2007-2010

Three-Year Work Plan

<i>Division Goals</i> (Outcome statement that defines what a division is trying to accomplish programmatically and organizationally)	<i>Objectives</i> (Precise, measurable, time-phased results that support the achievement of a goal)	<i>Actions</i> (Specific actions/activities required to produce objectives)	<i>07-08</i>	<i>08-09</i>	<i>09-10</i>	<i>Resources Needed</i> (e.g., Human, support, space, other)	<i>Who Responsible</i>
Recruit, retain, educate, and graduate student athletes						Appropriate level of funding. Staffing to better monitor ability to be successful, retention and progress towards degree.	
Integrate and engage student athletes in the campus community						Education of campus community regarding influence of intercollegiate athletics.	
Support, appreciate, and promote gender equity and diversity						Continued Title IX monitoring. Athletic Aid targeting minorities (housing waivers etc.)	

Promote good citizenship via responsible and reflective action in community affairs						Continued accountability through code of conduct.	
Promote and encourage competitive excellence						Monitor coaching salaries to keep qualified individuals. Increased support to improve teams (financial, marketing, branding) better media coverage to promote university athletics.	



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STUDENT AFFAIRS / Career Services– 2007-2010

Division GOALS

Quality Education and Student Success

- ✚ Collaborate with the FYE program to help first year students learn about potential careers

Sustainable Future

- ✚ Develop Student Learning Outcomes for each Career Services activity
- ✚ Prepare for NWASC October 2008 Accreditation visit with self study and supporting documentation
- ✚ Conduct assessment of Career Services activities to better meet the needs of students



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STUDENT AFFAIRS / Counseling Services– 2007-2010

Division GOALS

Student Success

- ✚ Provide high quality psychological counseling to EOU students

Faculty and Staff

- ✚ Provide high quality psychological consultation to faculty and staff
- ✚ Provide high quality outreach programming and learning experiences to various campus units to enhance mental hygiene.



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STUDENT AFFAIRS /Disability Services– 2007-2010

Division GOALS

Quality Education

- ✚ Improve the delivery, format, and quality of recorded text books for students who need auditory accommodations
- ✚ Establish procedures and policies that address the Division of Distance Education's needs for students who qualify for medical withdrawals and/or accommodations

Student Success

Evaluate and revamp program information and forms to eliminate duplication, educate and train both program participants and student employees and simplify procedures for delivering accommodations

Faculty and Staff

Submit a proposal to upgrade the Disability Specialist I position to an Accommodations Specialist (Office Specialist II) which also includes hiring an Office Specialist I as a receptionist for the Learning Center and the Disability Services Program.

STUDENT AFFAIRS / Disability Services – 2007-2010

Three-Year Work Plan

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Quality Education ✚ Quality of accommodations						Technology Fee Committee funding for replacing and updating technical equipment Securing free texts from publishers when possible and securing a funded text book budget to purchase texts that publishers do not supply.	
✚ DDE student needs						Time to collaborate with DDE Director of Student Relations and DDE Center Directors.	
Student Success ✚ Simplify procedures						Staff time to contact other institutions for examples of the forms that they are using. Budgeted funds to cover duplicating and student employee training costs.	
Faculty and Staff ✚ New position						Budget for additional classified staff position	



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STUDENT AFFAIRS /Division- 2007-2010

Division GOALS

Faculty and Staff

- ✚ Conduct annual performance evaluations for all Administrative Faculty and classified staff
- ✚ Promote and encourage professional development for all staff
- ✚ Promote and role model professional standards of behavior, including (but not limited to) integrity, civility, conflict resolution

Sustainable Future

Develop Student Learning Outcomes for each department/program/activity

STUDENT AFFAIRS /Division– 2007-2010

Three-Year Work Plan

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Faculty and Staff ✚ Annual performance evaluations						Staff/Tech support; Staff time to distribute, coordinate reports; Staff time to complete evaluations	
✚ Professional development						Financial resources (level of support would determine level at which accomplished)	
✚ Professional standards						Time and resources for training	
Sustainable Future ✚ Develop learning outcomes for each division						Salary, office space, support, supplies for the Assessment Coordinator; Staff time (directors & assigned staff)	



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STUDENT AFFAIRS /Financial Aid- 2007-2010

Division GOALS

Student Success

- ✚ Develop better customer service strategies to respond to the confluence of phone and email requests, in addition to walk-in traffic, associated with the beginning of each academic term.
- ✚ Increase the number of students who complete their FAFSA earlier in the year (early defined as before the end of Spring quarter) and thereby decrease the number of students who complete the FAFSA form later in the year.

Communication

To pursue enhancements to electronic services, such as increased use of email, enhancements to the Financial Aid homepage, and Webster.



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STUDENT AFFAIRS /Learning Center- 2007-2010

Division GOALS

Student Success

- ✚ Increase academic success of first year students through CORE 101 and CORE 102 seminars.
- ✚ Provide education and ongoing support for undergraduate tutors and peers study session leaders through appropriate training and professional certification opportunities.
- ✚ Identify and utilize high visibility venues for promoting academic support programs for the purpose of informing students about and encouraging them to use available resources.

STUDENT AFFAIRS /Learning Center- 2007-2010

Three-Year Work Plan

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Student Success ✚ FYE						Commitment on the part of both Academic and Student Affairs' leadership, resources and shared vision. Adoption and incorporation of values outlined in <i>Learning Reconsidered II</i> .	
✚ Tutor training						Restore professional position on the Learning Center staff to assist Director with teaching the Foundations of Tutoring class and with ongoing training and supervision of undergraduate tutoring staff.	
✚ Promote academic support programs						Additional staff , time and funding to conduct effective outreach programming and explore topics, media & technology most relevant to current student population	



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STUDENT AFFAIRS /Residence Life- 2007-2010

Division GOALS

Student Success

Integrate the First-Year Experience program and other living/learning programs into the Residence Life Program.

Communication

Increase availability of resources and information through electronic means.

Sustainable Future

Conduct yearly assessments to guide needed changes and to assess progress

STUDENT AFFAIRS /Residence Life- 2007-2010

Three-Year Work Plan

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Student Success ✚ FYE and Living/Learning programs						Institutional support for additional staff, continuing support from Academic Affairs for the FYE program, additional student staff.	
Communication ✚ Enhance access to electronic information						Institutional IT support, staff support and training	
Sustainable Future ✚ Annual assessment to guide change						Financial resources, staff time to appropriately interpret results.	