

Division of Student Affairs and Enrollment Management

2015 – 16 Strategic Plan

Access, Opportunity, and Success

Vision

To be known for our ability to promote student success and support academic goals, facilitate student engagement, learning and leadership, and provide quality student-centered services and programs with integrity and professionalism.

Mission

To foster student success, provide exceptional quality programs and services, facilitate student engagement, learning, leadership, sense of belonging, support academic and career goals.

Core Values

- Discovery.
- Diversity.
- Distinction.

Essential Responsibilities

The following responsibilities form the core work of each division office:

- Promote the mission of the University and the division
- Promote student success and serve as student advocates
- Commit to social justice, diversity and inclusion
- Deliver quality programs and services which facilitate student engagement, learning, leadership and support academic goals
- Develop and cultivate collaborations and partnerships with campus community and local partners

Service Principles

- Serve greater good
- Provide outstanding service and exceed expectations
- Solicit feedback and continually improve
- Align financial resources

Strategic Themes

Access, Opportunity, and Success

- Theme #1** Student Success, Promoting Student Transformation
- Theme #2** Developing our Campus Community for Student Affairs Division Staff/Faculty
- Theme #3** Recruiting and Enrolling a Diverse Student Body
- Theme #4** Creating a Culture of Quality Service
- Theme #5** Engaging and Involving Students in the Campus Community
- Theme #6** Demonstrating a Commitment to Diversity and Cultural Competence
- Theme #7** Safety and Wellness

Theme 1: Student Success, Promoting Transformation

Implement strategies that will foster student success and result in an effective transition to college, retention and timely graduation.

- G-1.1 Strengthen campuswide academic advising through collaborations and partnerships with the Provost Office and colleges
- G-1.2 Enhance student support services by providing online options
- G-1.3 Expand internship and employment opportunities for students
- G-1.4 Deliver support services to raise student achievement, retention and degree completion through enhanced programs, such as, Dream Center, Renaissance Program and Student Support Veterans Programs
- G-1.5 Deliver a robust new student welcome experience which facilitates a successful transition and enhances a sense of belonging
- G-1.6 Offer academic support and retention services to low-income students with disabilities in order to enhance retention and increase graduation rates
- G-1.7 Enhance money management skills by providing financial literacy resources to students
- G-1.8 Provide enhanced programs, services and events for diverse students, men and women, through Cross Cultural and Gender Center
- G-1.9 Explore establishment of learning outcomes for Division of Student Affairs and Enrollment Management
- G-1.10 Seek and establish new relationships with community and business leaders to partner in resource development, funding scholarships, student programming, food security initiatives, and future capital projects, eliminating barriers and fostering student success

Strategic Themes

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Theme 2: Developing our Campus Community for Student Affairs Division Staff/Faculty

The ability of our division to achieve its aspirations is dependent upon our ability to recruit and retain diverse faculty, staff, and administrators by developing a program that provides opportunities for both personal and professional development.

- G-2.1 Establish a foundation of knowledge by enhancing the professional development opportunities for division staff, faculty, student assistants and administrators
- G-2.2 Increase staff/faculty participation in Fresno State National Coalition Building Institute (NCBI) Campus Team's "Welcoming Diversity: A Prejudice Reduction Workshop"

Theme 3: Recruiting and Enrolling a Diverse Student Body

Cultivate a supportive campus atmosphere based on respect and understanding that embraces individuals from diverse backgrounds and prepares them for a global world.

- G-3.1 Support International Student Services and Programs (ISSP) efforts to recruit and enroll our international students
- G-3.2 Recruit, admit and enroll a diverse student population that reflects our region
- G-3.3 Enhance the Dream Center Outreach Services
- G-3.4 Increase awareness and implement the new campus impaction plan
- G-3.5 Increase the number of diverse applicants to the various honors programs at Fresno State
- G-3.6 Increase the number of students who submit their financial aid applications during the priority filing period
- G-3.7 Utilize technology to increase campus accessibility to primary, secondary, and out-of-state markets
- G-3.8 Strengthen outreach partnerships to enhance pipelines to Fresno State

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Theme 4: Creating a Culture of Quality Service

Make service, to students and colleagues across the Division a top priority. Utilize our service principles in our interactions with stakeholders.

- G-4.1 Implement division and department restructuring and operational procedures to better serve campus community
- G-4.2 Ensure accessibility and quality of customer service experience by implementing new division-wide comment form
- G-4.3 Implement various state of the art technical systems to enhance service delivery
- G-4.4 Ensure positive, high quality and culturally appropriate interactions through newly enhanced Cross Cultural and Gender Center
- G-4.5 Staff, faculty, and student assistants will provide quality service through implementation of our division's Service Principles
- G-4.6 Utilize Council for the Advancement of Standards (CAS) in higher education standards to review department action plans

Theme 5: Engaging and Involving Students in the Campus Community

Engage students in intentional active learning opportunities outside the classroom.

- G-5.1 Connect and encourage all students through our programs, services and events including those living off-campus to participate in involvement experiences beyond the classroom
- G-5.2 Produce and assess a more robust array of signature student activity events to support social and intellectual development
- G-5.3 Initiate open dialogue around racial, ethnic and gender roles through Cross Cultural and Gender Center
- G-5.4 Explore co-curricular opportunities such as a new Student Union and Faculty Center, multi-use turf fields, Off-Campus Bulldogs, and a Leadership Center to further enhance the experiences for our students
- G-5.5 Provide enhanced student development and leadership experiences

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Theme 6: Demonstrating a Commitment to Diversity and Cultural Competence

The division will demonstrate a commitment to diversity and cultural competence by examining hiring practices, engaging in training and raising awareness and acceptance of diversity in all its forms.

- G-6.1 Emphasize accessibility and universal design principles while maintaining ongoing efforts on disability awareness
- G-6.2 Provide opportunities and programming for intergroup dialogue and awareness training related to diversity and inclusion through Cross Cultural and Gender Center
- G-6.3 Provide programming and services which foster a sense of involvement, inclusion and belonging for our diverse campus community
- G-6.4 Recognize and celebrate diverse cultures through Student Involvement programs and events

Theme 7: Promoting Safety and Wellness

Provide educational programs and services that promote student safety and foster student physical, emotional, and personal wellness.

- G-7.1 Improve campus knowledge and competency on managing student crisis situations through the Behavioral Intervention Team
- G-7.2 Improve our immunization and screening process to improve student wellness
- G-7.3 Enhance and improve alcohol and substance abuse education and programming
- G-7.4 Enhance health and wellness programming and services to develop a culture of fitness and wellness
- G-7.5 Enhance the safety of the campus community through outreach programs provided by Office of Student Conduct, Behavioral Intervention Team, and Sexual Assault Advocate
- G-7.6 Increase campus awareness of available health care resources and enhance service delivery
- G-7.7 Provide opportunities for students and implement various programs to address food security for students
- G-7.8 Establish wellness outreach relationships and partnerships with colleges, faculty and staff