MISSION

The Center for Campus Life promotes each student’s learning experience by facilitating extra-curricular and co-curricular opportunities, which enrich the University experience and infuse “Life” into the campus population.

VISION

The Center for Campus Life is and will be a flexible and resourceful leader in advancing the Texas Tech college experience. We seek to enrich the personal development of all students through creative activities, dynamic programs, and quality services that will be recognized as exemplary and utilized as benchmarks throughout the state, Big XII, and nation.

VALUES

The Center for Campus Life supports the Texas Tech University’s Statement of Ethical Principles by valuing:

- Leadership Development
- Social Responsibility
- Personal & Educational Goals
- Collaboration
- Meaningful Interpersonal Relationships

In addition, we support the value statements outlined by our professional associations and partners:

American College Personnel Association (ACPA)
www.myacpa.org

National Association of Student Personnel Administrators (NASPA)
www.naspa.org

American Association of Cheerleading Coaches and Advisors (AACCA)
www.aacca.com

Association of Fraternity Advisors (AFA)
www.fraternityadvisors.org

Texas Association of College and University Student Personnel Administrators (TACUSPA)
www.tacuspa.net

StrengthsQuest
www.depts.ttu.edu/strengthsquest

The Foundation for a Better Life
www.forbetterlife.org

DEPARTMENT DESCRIPTION:
The Center for Campus Life offers programs and services that positively enrich your Red Raider experience by focusing on student transitions and involvement, connecting you to the University and campus traditions, establishing positive relationships with students and families, and maintaining collaborative partnerships.

Services related to the following areas are offered:

- First Year Raider Experience
- Transfer Connection
- Red Raider Orientation
- Greek Life
- Sophomore Year Experience
- Raiders Off Campus Student Services
- Texas Tech Spirit Squads and Traditions
- Community Engagement
- Leadership Development
- Student Emergency and Crisis
- General Student Services

LEARNING OUTCOMES

A learning outcome is what the student will “know, be, and do” as a result of their interaction with Campus Life. The following Council for the Advancement of Standards (CAS) Self-Assessment Guide learning outcomes were selected by Campus Life staff as domains of impact for students participating in programs, clubs, and/or organizations with the Center for Campus Life:

- **Leadership Development**
  - Gain knowledge of personal leadership strengths and abilities
  - Identify critical leadership values, goals, and characteristics
  - Develop personal leadership strengths and abilities

- **Social Responsibility**
  - Define what it means to be a representative of Texas Tech University
  - Identify strategies to promote social responsibility
  - Demonstrate civic awareness

- **Personal & Educational Goals**
  - Recognize personal & educational goals
  - Establish an action plan to reach personal & educational goals
  - Achieve personal & educational goals

- **Collaboration**
  - Understand the importance of working collaboratively with others
  - Identify & develop skills needed to achieve group goals
  - Contribute to the achievement of group goals

- **Meaningful Interpersonal Relationships**
  - Recognize characteristics of a mutually rewarding relationship
✓ Develop & maintain satisfying interpersonal relationships
✓ Exhibit characteristics of a mutually rewarding relationship.

**Goal 1:** Access & Diversity: Recruit, retain, and graduate a larger, more academically prepared and diverse student body.

Benchmark 1.1: Increase number of students participating in freshman year experience.

Benchmark 1.2: Report increased % freshman to sophomore retention rate and report increased 4-year and 5-year graduation rate for undergraduate student participants.

Benchmark 1.3: Support the implementation of STAMATS Division of Student Affairs Communication Plan.

Benchmark 1.4: Increase number of non-freshman students participating in transition programs, activities, and services.

Benchmark 1.5 Increase the number of activities supporting the recruitment of an academically prepared, diverse student body.

**Goal 2:** Human Resources & Infrastructure: Increase and use resources to recruit and retain quality staff and to support an optimal work environment (human resources, financial, and information technology).

Benchmark 2.1: Identify and report professional staff development and training.

Benchmark 2.2: Report increased quality and technology improvements.

Benchmark 2.3: Report increase in degree-completion by professional and student staff, decrease safety/risk management incidents, and decrease in employee attrition.

Benchmark 2.4:

Benchmark 2.5: Identify and report student employee activities.

Benchmark 2.6: Meet or exceed the annual State Employee Charitable Campaign (SECC) goals.

**Goal 3:** Undergraduate Teaching & Learning: Enhance the undergraduate, graduate, and professional student learning experience by implementing nationally recognized standards in all departments, facilities, programs, and services.

Benchmark 3.1: Identify DSA programs that promote student learning.

**Goal 4:** Graduate and Professional Education: Enhance graduate and professional education opportunities.

No current benchmarks identified.

**Goal 5:** Engagement: Provide scholarly outreach opportunities that contribute to student learning and benefit our local and campus communities.
Benchmark 5.1: Increase number of programs and services that increase student engagement and involvement at Texas Tech University and in the Lubbock community.

Benchmark 5.2: Increase number of participants in programs and services that increase student engagement and involvement at Texas Tech University and in the Lubbock community.

Benchmark 5.3: Increase number of programs and services that enhance the academic success of students at Texas Tech University.

Benchmark 5.4: Increase number of participants in programs and services that enhance the academic success of students at Texas Tech University.

Benchmark 5.5: Increase number of programs and services that promote Tech traditions and spirit.

Benchmark 5.6: Increase number of participants in programs and services that promote Tech traditions and spirit.

**Goal 6: Partnerships:** Build strategic partnerships and alliances with the local and campus community, including K-12, community colleges, and universities.

Benchmark 6.1: Increase number of CCL internal academic, research, and service partnerships.

Benchmark 6.2: Increase number of campus department and student organization academic, research, and service partnerships.

Benchmark 6.3: Increase number of external entity academic, research, and service partnerships.