

## Texas Tech University Division of Student Affairs

**Mission:** Promotes Each Student's Learning Experience

**Vision:** The Division of Student Affairs will be a leader in advancing the Texas Tech college experience. The Division seeks to enrich the personal development of all students through creating exemplary activities, developing state-of-the-art facilities, implementing dynamic programs, and supporting quality services.

### Strategic Priorities, Goals, and Benchmarks

Strategic Priority: **INVEST IN THE PEOPLE OF TEXAS TECH UNIVERSITY**

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

Benchmarks	Responsible Party (Directors)	Target Date
<b>Recruit</b>		
Establish Freshmen Interest Groups (FIGS)	VPSA & Housing & Residence Life	FY08
Implement STAMATS DSA Communication Plan	VPSA	FY07
Identify & report department student employment	All DSA Departments	FY07
<b>Retain</b>		
Report % freshmen to sophomore retention rate	Residence Life & Dean of Students	FY08
Implement STAMATS DSA Communication Plan	VPSA	FY07
Establish Freshmen Interest Groups (FIGS)	VPSA & Housing & Residence Life	FY08
Research guaranteed Housing & Dining Plan rates	Housing & Dining & Residence	FY07
Identify & report student employment	All DSA Departments	FY08
<b>Graduation Rates:</b>		
Report (35%) 4-year graduation rate for undergraduate students	Student Disability Services, Upward Bound Programs, Housing & Residence Life	FY11
Report (53%) 5-year graduation rate for undergraduate students	Student Disability Services, Upward Bound Programs, Housing & Residence Life	FY08

**Goal: *Human Resources and Infrastructure*: Increase and use resources to recruit and retain quality staff to support an optimal work environment.**

<b>Benchmarks</b>	<b>Responsible Party (Directors)</b>	<b>Target Date</b>
<b>Human Resources:</b>		
Report annual benefits eligible staff turnover rate (12%-15%)	Planning & Assessment for Student Affairs	FY08
Report new benefits eligible staff 3 year retention rate (75%)	Planning & Assessment for Student Affairs	FY11
Identify and report professional staff development & training	All DSA Departments	FY08
Identify and report professional staff achievements	All DSA Departments	FY07
Increase staff diversity as measured by ethnicity and gender	All DSA Departments	FY11
<b>Infrastructure</b>		
Report facility renovation, maintenance, quality improvements	All DSA Departments	FY11
Master Planning Process	All DSA Departments	FY08
<b>Financial:</b>		
Identify and report the reduced amount expended for administrative costs as a percent of operating budget by 10%	VPSA	FY08
Biennial Budget Process w/fund balance responsibility	All Student Service Fee DSA Departments	FY08
Explore not-for-profit educational foundation for auxiliaries	VPSA and DSA Auxiliaries	FY08
Evaluate out-sourcing opportunities	VPSA	FY08
<b>Information Technology:</b>		
Align divisional website(s) with university internet branding model	Information Technology for SA	
Increase divisional use of technological communications	Information Technology for SA	
Create collaborative partnerships with university informational technology departments	Information Technology For SA	

Strategic Priority: ***ENRICH THE EDUCATIONAL EXPERIENCE***

**Goal: *Undergraduate Teaching and Learning:*** Enhance the Undergraduate, Graduate and Professional student learning experience by implementing nationally recognized standards in all departments, facilities, programs and services.

<b>Benchmarks</b>	<b>Responsible Party (Directors)</b>	<b>Target Date</b>
Identify DSA Programs that promote student learning	All DSA Departments	FY09
Establish Freshman Interest Groups (FIGS)	VPSA & Housing & Residence Life	FY08
Identify and report student employment activities	All DSA Departments	FY08
Implement CAS Review for DSA Departments (5 year rotation)	TBA (All DSA Departments in a 5 year rotation)	FY07

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

<b>Benchmarks</b>	<b>Responsible Party (Directors)</b>	<b>Target Date</b>
Identify and report funding for graduate student assistantships	VPSA	FY11
Report instructional participation in Higher Education Programs	VPSA and Directors in Student Affairs	FY07

**Goal: *Engagement:*** Provide scholarly outreach opportunities that contribute to student learning and benefit our local and campus communities.

<b>Benchmarks</b>	<b>Responsible Party (Directors)</b>	<b>Target Date</b>
Identify and report scholarly and educational outreach opportunities for the general public	Dean of Students	FY11
Identify and report student engagement programs, services or facilities	All DSA Departments	FY11

Strategic Priority: **STRENGTHEN PARTNERSHIPS**

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

<b>Benchmarks</b>	<b>Responsible Party ( Directors)</b>	<b>Target Date</b>
Identify and report the number of collaborative academic, research, and service partnerships <u>within</u> the university	All DSA Departments	FY11
Identify and report the number of collaborative academic, research, and service partnerships <u>outside</u> of the university	All DSA Departments	FY11
Identify and report student organizations' participation with community organizations and events	Vice President of Student Affairs, Student Government Association, & All DSA Departments	FY11
Meet or exceed Annual State Employee Charitable Campaign (SECC) goals.	All DSA Departments	FY11