

Division of Student Affairs Office 2009-2014 Plan

Mission: The Office of the Vice President for Student Affairs is dedicated to serving students and enhancing their success at the University by coordinating programs, services, and operations of the Division of Student Affairs; representing the Division to the central administration, the UW community, and external publics; and providing information, counsel and direction to the units of the Division to assist them in carrying out their programs, services and operations.

Business Processes

Implement appropriate business processes for the Division of Student Affairs to streamline efforts and create efficiencies.

Action Item: Utilize electronic forms across the Division of Student Affairs wherever possible.

Action Item: Guide expansion of environmental sustainability efforts in the division in concert with the universities initiatives.

Action Item: Develop a system for documentation of student/parent inquiries to the VPSA office.

Action Item: Improve and better coordinate filing systems in VPSA office. Move to document imaging where possible.

Action Item: Formulate a Student Affairs Business Group to review accounting and businesses practices across the division. Centralize some accounting functions within the VPSA office.

Communications/Marketing

The Division of Student Affairs needs to appropriately market and communicate its programs and services to students, UW employees and other constituencies to increase awareness and optimize use. Events, publications, public relations, graphic design, web sites, photography, and media relations need to be well-coordinated.

Action Item: Streamline and develop an integrated look for publications and web sites for the Division of Student Affairs and its units and programs, in line with UW's overarching brand.

Action Item: Assess current events, e.g., Family Weekend to assure they are benefiting students and families, and effectively showcasing UW.

Action Item: Develop a Division of Student Affairs annual report to assist with fundraising and awareness of the division efforts.

Events and Recognition

Student Affairs host events for employee motivation and development along with recognition programs for students and staff. Some events are for Student Affairs employees and other events include guests outside the division.

Action Item: Review celebration and recognition events to determine best use of resources.

Facilities

Effective coordination is needed for facilities planning efforts in Student Affairs units in collaboration with university-wide efforts.

Action Item: Centralize space allocation efforts in the division office.

Action Item: Work closely with units as space is remodeled and expanded across the division.

Action Item: Support the preparation for apartment and residence hall renovations in concert with the Long Range Development Plan, Residence Life and Facilities Planning. Raze portions of Summit View in summer of 2009 and pursue request for information with private developers for housing facility in the same location. Complete razing of Summit View in summer of 2010. Secure funding for Downey and White hall renovations.

Action Item: Help guide Level 2 planning for Half Acre Gymnasium and Wellness Center. Secure funding.

Financial Resources

Support budgets have stayed constant within the division while demand for services and programs has expanded.

Action Item: Prepare an analysis to determine ways to fund Student Affairs support budgets for the future to sustain or modify current and future programming and services.

Action Item: Expand private fundraising under the leadership of the UW Foundation and identify and apply for grant funding opportunities.

- Continue to explore and research ways to effectively raise and increase funds for Cowboy Parents.

- Identify a donor base and fund-raising strategic plan for Student Affairs with the UW Foundation.

- Operate a Student Affairs and Cowboy Parents annual fund drive simultaneously.

-Enhance stewardship and donor recognition efforts.

-Coordinate with Student Affairs directors to develop case statements prioritizing areas of greatest needs for funding.

Human Resources

Support and oversee the human resources for the Division of Student Affairs and serve as a liaison to the Human Resources department in the Division of Administration.

Action Item: Coordinate with central salary management policies to best attract and retain employees.

Action Item: Enhance recruitment and retention of staff to front-line positions within the division.

Action Item: Increase the efforts to diversify the workforce in Student Affairs.

Parents Program - Cowboy Parents

Parents and families play a critical role in their student's academic achievement. Building positive relationships with parents and families of UW students not only assists the institution in gaining a perspective from parents and families of its functions, but also increases retention, recruitment and support of the University as well.

Action Item: Establish a brand for Cowboy Parents that speaks to today's UW family. Work with marketing director to ensure that the brand is in line with UW's marketing plan/brand.

Action Item: Develop committees within the Cowboy Parents' board to focus on particular initiatives.

Action Item: Explore ways for the parent program to collaborate with other units on campus to enhance student recruiting and success.

Action Item: Expand fundraising efforts to support the programs and functions of Cowboy Parents.

Research

As assessment, evaluation, and accountability become increasingly important to retaining and expanding support for student services, appropriate and efficient use of research tools and opportunities can benefit the Division.

Action Item: Expand research and assessment efforts on the Divisional level, related to student learning, recruiting and retention.

Training and Development

Ongoing training and development is important to Student Affairs staff and a current committee plans professional development opportunities.

Action Item: Evaluate the effectiveness of the current professional development opportunities and develop a 5-year training plan for division staff.

University Planning

The Division Office oversees the implementation of the planning and implementation of action items across the Division.

Action Item: Prepare reports for the President and Provost on progress with the implementation of action items from the University Plan and the Student Affairs Plan.

Action Item: Assist department directors with the implementation of action items within their area of responsibility.

Additional VPSA Initiatives:

Each year the VPSA coordinates selected initiatives pertinent to the role and mission of the division and University. Some of the key initiatives for 2009-2010 include:

Action Item: Lead efforts for expanding support services and financial support for non-traditional students.

Action Item: Lead efforts to review and expand support for service veterans.

Action Item: Expand relationship with Shanghai Normal University for student and staff exchanges.

Action Item: Coordinate UW Higher Education Opportunity Compliance updates and tracking.