

**TAMU-CC Student Activities  
Strategic Plan 20/20**

**Mission**

The Student Activities office encourages, supports and commits to providing leadership, development and involvement opportunities for the campus to inspire people to be their best self. We are dedicated to enhancing the student experience by fostering community in an inclusive environment where our campus can engage, learn, and laugh with one another.

*Excellence \* Integrity \* Leadership \* Sustainability \* Inclusion*

**Guiding Principles: Respect, Teamwork, Growth, Support & Fun**

**Learning**

**Goal: Provide programs which encourage learning, growth, and leadership.**

*Objective 1: Provide quality programs, activities, and services for diverse populations based on student learning outcomes.*

SLO 1: Student employees will be able to effectively demonstrate reflective thought and analysis in decision making after one year of employment.

SLO 2: Students participating in UCSA programs will be able to understand others whose backgrounds differ from their own.

SLO 3: Student employees will demonstrate effective communications skills after one year of employment.

SLO 4: Students participating in UCSA programs will be able to demonstrate effective analysis of the value of service and its impact on social issues.

SLO 5: Students will identify risk management practices to implement and justify why it is an applicable solution after training.

SLO 6: Student employees, upon completion of one semester of employment, will demonstrate their ability to integrate knowledge learned in training with experiences to complete their job responsibilities

## Campus Climate

### Goal: Enhance student experiences outside of the academic classroom.

#### *Objective 1: Provide quality programs, activities, and services for diverse populations*

Strategy 1: Expand Greek Life programming to meet the needs of a growing student population.

- Explore and invite other NPHC, IFC, Panhellenic and multicultural Greek organizations
- Hire a graduate assistant.

Strategy 2: Expand Leadership programming to meet the needs of a growing student population.

- Establish Leadershape program (or similar week long institute)
- Hire a graduate assistant
- Develop and implement and co-curricular transcript

Strategy 3: Expand Aloha Days programming to meet the needs of a growing student population.

- Offer more than 1 camp
- Explore integrating a service learning component into camp
- Increase participation of students attending to 50% of the incoming freshman class

Strategy 4: Expand Multicultural programming to meet the needs of a growing student population.

- Increase programs that reach out to more cultures that are represented on campus
- Create and implement a social media campaign to increase cultural sensitivity
- Increase student employment opportunities
- Hire a graduate assistant

Strategy 5: Expand the Campus Activities program to meet the needs of a growing student population.

- Increase event proposals from general membership to increase amount of events offered
- Increase collaboration with other student organizations
- Hire a graduate assistant.

Strategy 6: Expand the Service Learning program to meet the needs of a growing student population

- Integrate OrgSync fully to enhance reporting statistics
- Offer Presidential service awards
- Offer multiple Winter/Alternative Spring Break options

Strategy 7: Expand the Special Event programming to meet the needs of a growing student population

- Increase participation numbers within the spirit competition
- Increase participation numbers within the homecoming parade

- Increase campus participation in homecoming spirit competition with colleges and departments
- Increase the number of buildings decorated in Islander Lights each year
- Increase the amount of toys donated during Islander Lights
- Increase the number of participants at Waves of Welcome major events
- Implement a 24 hour Study Center program

***Objective 2: Promote involvement in programs, activities, and other services to campus community***

Strategy 1: Develop and implement Marketing and Social Media Street Team

Strategy 2: Increase the number of social media outlets by at least 2

Strategy 3: Increase the number of programs/activities offered online

Strategy 4: Integrate OrgSync fully to assist with publicity purposes.

**Resources and Accountability**

**Goal: Develop and manage resources to efficiently and effectively achieve the mission of the department.**

***Objective 1: Manage resources effectively, efficiently and responsibly.***

Strategy 1: Review administrative structures, as positions are added and vacancies occur, to ensure effectiveness and efficiency.

Strategy 2: Use appropriate assessments to improve the effectiveness of programs.

- Gather and report retention statistics for each programming area

Strategy 3: Create and implement a training module for administrative competencies to assist with staff development