

**Student Engagement & Success  
Strategic Planning & Assessment Committee  
September 9, 2014  
Rec Sports Conference Room**

**Present: Drum, Mcfarland, Gonzalez, Feitel, Yzaguirre, Berkich**

- I. Approval of Minutes
- II. Division Strategic Planning
  - A. Tagline Plan
    1. Leave Top Five Taglines before making a final choice.
  - B. SLO Themes Editing
    1. Ethical Decision Making and Social Responsibility- without changes.
    2. Globalization and Cultural Diversity- without changes.
    3. Communication- without changes.
    4. Critical Thinking – Following edits were made: “Students will be able to demonstrate critical thinking skills; including an ability to explain issues .... and make rational decisions.”  
“Construct and articulate rational for well informed decisions.”
    5. Specific Knowledge – Following edits were made: “Students will demonstrate the depth of knowledge and application in a specific subject matter.”
      - Demonstrate skills required for mastery in the subject matter.
    6. Integration of Broad Knowledge – Following edits were made:
      - Articulate the connection between knowledge gained in the co-curricular with other educational experiences.
  - C. Community Engagement
    1. Goal - Following edits were made: “Build and sustain mutually beneficial relationships with stakeholders in our community through engagement.”
    2. Objective 1 - Following edits were made: “*Encourage a campus outlook that every islander has a role in representing and promoting the university in our community.*”
    3. Strategy 1 - Following edits were made: “Communicate the role that every islander has in representing the university to the community through employee training and student interactions and provide up-to-date information to facilitate this role.”
    4. “Strategy 2: Create timely and effective tools” - was added.
    5. Objective 2 through 5 – Not Reviewed.
  - D. Student Success - Not Reviewed.
  - E. Campus Climate - Not Reviewed.
- III. Action Items
  - A. Submit your assignment prior to the meeting if you have not yet done so.
  - B. Review the following documents and come with suggested changes in hand:
    1. Community Engagement submission from Danny
    2. Student Success
    3. Campus Climate
    4. University Resources and Accountability
- IV. Other - Next meeting is September 16<sup>th</sup>, 3:30-5:00, Rec Sports Conference Room.

**Student Engagement & Success  
Strategic Planning & Assessment Committee  
September 16, 2014  
Rec Sports Conference Room**

**Present: Drum, Berkich, Mcfarland, Feitel, Yzaguirre**

- I. Approval of Minutes
- II. Division Strategic Planning
  - A. Tagline Plan
    1. The idea to leave Top Three to Five Taglines was approved by Dr. Albrecht.
  - B. SLO Themes Editing
    1. Ethical Decision Making and Social Responsibility- Approved.
    2. Globalization and Cultural Diversity- Approved.
    3. Communication- Approved.
    4. Critical Thinking – Approved.
    5. Specific Knowledge – Approved.
    6. Integration of Broad Knowledge – Approved.
  - C. Community Engagement
    1. Goal - Following edits were made: “Build and sustain mutually beneficial relationships with stakeholders through community engagement.”
    2. **Objective 1** - Following edits were made: “*Increase intentional and visible engagement in our community.*”
    3. Strategy 1 - Following edits were made: “Communicate the role that every islander has in representing the university to the community.”
    4. Strategy 2 - Following edits were made: “Provide timely and effective resources and information to facilitate community engagement.”
    5. “Strategy 3: Use technology to manage volunteer opportunities in our community” – was moved up from Objective 3.
    6. “Strategy 4: Encourage participation of university teams that are easily identifiable in community events” - was moved up from Objective 3.
    7. “Strategy 5: Expand the Big Event to include faculty, staff and alumni” - was moved up from Objective 3.
    8. “Strategy 6: Expand service learning and civic engagement opportunities for students” - was moved up from Objective 3.
    9. “Strategy 7: Promote opportunities and support employees to hold volunteer and leadership positions with the campus, the community and professional associations” - was moved up from Objective 3.
    10. **Objective 2** - Following edits were made: “Ensure our graduates meet the expectations of employers for work skills, critical thinking and communication skills.”
    11. Strategy 1 - Following edits were made: “Assess employer satisfaction and workforce needs”
    12. Strategy 2 - Following edits were made: “Partner with Academic Affairs to ensure that students are prepared to meet identified workforce needs.”
    13. Strategy 3 - Following edits were made: “Expand and improve internship programs to maximize participation and the quality of the experience.”
    14. **Objective 3** – was deleted and its strategies were moved up to Objective 1. Following edits to a new Objective 3 were made: “*Encourage community members to identify with the university as an integral part of the Coastal Bend.*”

15. Strategy 1 - Following edits were made: "Utilize targeted strategies for communicating relevant programs and activities to the community."
16. Strategy 2 - Following edits were made: "Invite and encourage community participation in campus events."
17. **Objective 4** – Without changes.
18. Strategy 1 - Following edits were made: "Engage international companies located in the area to provide global perspectives for programming."
19. "Strategy 2: Create international service learning experiences for students and staff" – was added.
20. "Strategy 3: Develop international cultural learning experiences for students and staff" – was added.

D. Student Success - Not Reviewed.

E. University Resources and Accountability - Not Reviewed.

F. Campus Climate

1. Goal - Following edits were made: "Enhance a supportive campus ..."
2. **Objective 1** - Following edits were made: "Develop an environment ..."
3. Strategy 1 - Following edits were made: "Ensure that programs provide learning experiences working within culturally diverse groups."
4. "Strategy 2: Create programs to educate the campus community on inclusion, compassion and respect" – was added.
5. "Strategy 3: Create a program to encourage and support inclusion" – was added.
6. **Objective 2** - Following edits were made: "Provide a supportive campus environment for learning and development."
7. Strategy 1 – Was replaced with: "Provide opportunities to support personal growth and develop student leadership skills for all students including students at a distance."
8. Strategy 2 - Without changes.
9. "Strategy 3: Increase support for mentoring, professional development and recognition programs to motivate, empower and retain staff" – was added.
10. "Strategy 4: Provide support and resources outside normal operating hours" – was added.
11. **Objective 3** - Without changes.
12. Strategy 1 – Following edits were made: "Provide friendly, effective and efficient service at all times."
13. Strategy 2 – Following edits were made: "Provide proactive training on customer service and job skills to staff and student employees."
14. "Strategy 3: Every member has responsibilities" – was added.
15. "Strategy 4: Recognize great performance" - was added.
16. **Objective 4** - Without changes.
17. Strategy 1 - Without changes.
18. "Strategy 2: Increase awareness of students about campus events and traditions" – was added.

III. Action Items

- A. Submit your assignment prior to the meeting if you have not yet done so.
- B. Review the following documents and come with suggested changes in hand:

1. Student Success
2. University Resources and Accountability

IV. Other - Next meeting is September 23<sup>rd</sup>, 3:30-5:00, Rec Sports Conference Room.

**Student Engagement & Success  
Strategic Planning & Assessment Committee  
September 23, 2014  
Rec Sports Conference Room**

**Present: Drum, Berkich, Mcfarland, Yzaguirre, Howe, Gonzalez, Shostak**

- I. Approval of Minutes
- II. Division Strategic Planning
  - A. Tagline Plan
    1. Narrowed down to the top five Taglines.
  - B. SLO Themes – Without changes.
  - C. Community Engagement – Without changes.
  - D. Student Success – Was merged into Campus Climate.
  - E. University Resources and Accountability:
    1. Goal - Following edits were made: “Develop and manage resources to efficiently and effectively achieve the mission of the division of Student Engagement & Success.”
    2. Objective 1 - Following edits were made: “Manage human resources to provide optimal staffing.”
    3. Strategy 1 - Following edits were made: “Increase the number of qualified staff ...”
    4. Strategy 2 - Without changes.
    5. Strategy 3 - Following edits were made: “Communicate effectively and provide staff ...”
    6. “Strategy 4: Review administrative structures as needed to ensure effectiveness and efficiency” – Was move up from Objective 2 (Strategy 1).
    7. Objective 2 – Was replaced with: “Maintain a safe, functional and aesthetically pleasing campus environment that supports a growing student population.”
    8. “Strategy 1: Expand programs and services to keep pace with university growth” – was added.
    9. “Strategy 2: Expand and improve facilities” – was added.
    10. “Strategy 3: Provide a safe and secure campus environment” – was added.
    11. Objective 3 - Following edits were made: “Manage financial, physical and technological resources efficiently, effectively and responsibly.”
    12. “Strategy 1: Identify and capture cost savings to maximize resources” – was added.
    13. “Strategy 2: Utilize technology to streamline processes (Orgsync, Qualtrics, etc.)” – was added.
    14. “Strategy 3: Implement additional green initiatives to create a sustainable environment” – was added.
  - F. Campus Climate
    - Following edits under Objective 2:
      1. “Strategy5: Enhance our services for active duty military and veterans and continue to be recognized as a military friendly campus” – was added.
      2. “Strategy 6: Increase programs and services to meet the needs of a growing and diverse student body” – was added.

3. “Strategy 7: Expand and enhance effective programs designed to improve student retention and graduation for undergraduate students, especially for those from under-represented and under-served populations” – was added.
4. “Strategy 8: Engage staff and community members as partners in student mentoring” – was added.

III. Action Items

- A. Qualtrics Survey of Taglines.
- B. Submit questions to Terri for a needs assessment by Monday
- C. Review all of the following documents and be prepared to go over all of them in the next meeting:
  1. Learning
  2. Climate
  3. Resources & Accountability
  4. Engagement

IV. Other - Next meeting is September 30<sup>th</sup>, 3:30-5:00, Rec Sports Conference Room.

**Student Engagement & Success  
Strategic Planning & Assessment Committee  
September 30, 2014  
Rec Sports Conference Room**

**Present: Drum, Berkich, Mcfarland, Howe, Walburn**

- I. Approval of Minutes
- II. Division Strategic Planning
  - A. Tagline Plan
    1. Received 46 responses by now.
  - B. SLO Themes – Without changes.
  - C. Community Engagement – Without changes.
  - D. University Resources and Accountability:

Following edits under Objective 1:

1. Strategy 3 - Following edits were made: “Provide staff with timely information and the...”
2. Strategy 5 – Was moved from Campus Climate (Objective 2, Strategy 3): “Increase support for mentoring, professional development and recognition programs to motivate, empower and retain staff.”
3. Strategy 6 – Was moved from Campus Climate (Objective 2, Strategy 4): “Provide support and resources outside normal operating hours.”
4. Objective 2 (Strategy 2) - Following edits were made:
  - “Recreational Sports Aquatics Facility”
  - “Dugan Wellness Center expansion” was replaced with “Recreational Sports Facility improvements”
  - “University Center improvements” – was added

Following edits under Objective 4:

5. Objective 4 - Was moved from Campus Climate (Objective 5): “Design and implement more robust and meaningful assessment programs”
6. Strategy 1 - Was moved from Campus Climate: “Improve evaluation of student learning outcomes and use the results to improve services and programming.”
7. Strategy 2 - Was moved from Campus Climate: “Use meaningful and data-driven assessment to increase the effectiveness of services and programming.”

E. Campus Climate

Following edits under Objective 2:

1. Strategy 3 – was moved to Resources and Accountability.
2. Strategy 4 – was moved to Resources and Accountability.
3. Strategy 9 – was moved from Learning (Objective 2): “Provide the support needed to establish and sustain student organizations in every discipline that has one available.”
4. Strategy 3 (Objective 3): was deleted.

Following edits under Objective 4:

5. Strategy 2: “Increase awareness of about campus events and traditions.”
6. Strategy 3 – was added: “Increase awareness of division achievements across the campus and to the community.”

## F. Learning

1. Goal - Following edits were made: "Provide a challenging ..."
2. Objective 1 – was added: "Facilitate learning-centered, co-curricular initiatives based on student learning outcomes."
3. Strategy 1 – was added: "Facilitate initiatives to learn ethical decision making and social responsibility."
4. Strategy 2 – was added: "Facilitate initiatives to learn globalization and cultural diversity."
5. Strategy 3 – was added: "Facilitate initiatives to learn communication skills."
6. Strategy 4 – was added: "Facilitate initiatives to learn critical thinking."
7. Strategy 5 – was added: "Facilitate initiatives to learn specific knowledge."
8. Strategy 6 – was added: "Facilitate initiatives to learn to integrate broad knowledge."
9. Objective 2 - Following edits were made: "Create a challenging and supportive educational environment for undergraduate and graduate students."

Following edits under Objective 2:

10. Strategy 1:
  - "First Year Seminars" – was removed
  - "Collaborative Projects"
  - "Community-Based Learning Service Learning"
11. Strategy 8 - Following edits were made: Re-numbered as Strategy 2 "Create new initiatives to enrich the learning environment through collaboration among faculty, staff, and students."
12. Strategy 9 – was removed.
13. Strategy 10 – was moved to Campus Climate (Objective 2, Strategy 7)
14. Strategy 12 - Following edits were made: re-numbered as Strategy 3 "Provide effective, learning-centered programs for students to develop leadership, career and professional skills."
15. Objective: "Create supportive educational environment for graduate students" – was removed.
16. Objective: "Achieve and sustain national and international prominence in targeted programs where the University's location and existing strengths provides special advantages" – was removed
17. Objective 5: "Design and implement more robust and meaningful assessment programs" – was moved to Resources and Accountability.

Following edits under Objective 5:

18. Strategy 1 – was removed
19. Strategy 2 – was moved to Resources and Accountability.
20. Strategy 3 – was edited and moved to Resources and Accountability: "Use meaningful and data-driven assessment to increase the effectiveness of services and programing."

## III. Action Items

- A. Make a short (48 hours) Survey of Taglines.
- B. Submit questions to Terri for a needs assessment.
- C. Review a merged document that includes:
  1. Mission
  2. Learning
  3. Campus Climate
  4. Community Engagement
  5. University Resources and Accountability

## IV. Other - Next meeting is October 7<sup>th</sup>, 3:30-5:00, Rec Sports Conference Room.

Meetings of Strategic Planning & Assessment Committee will go back to a regular structure beginning October 14<sup>th</sup>.