

REACHING VISION 2020

Student Affairs and Enrollment Management: Reaching Vision 2020

Focus Area: Student Involvement and Civic Engagement

Leader(s): Konya Sledge, Assistant Director for Student Involvement & Campus Programming

Implementation Year: 2018 - 2019

Goal 1: Develop, implement and assess co-curricular programs that promote student involvement, participation in annual events and campus traditions, build institutional pride and strengthens connections to the university community.

Objective 1:	Enhance programs, activities and experiences that enable students to actively engage in Campus Life.
Action Items	<ul style="list-style-type: none"> • Develop and implement traditional programming. i.e. Welcome Week, Spring Fest, Homecoming • Enhance evening and weekend program offerings • Encourage campus involvement through increased marketing efforts to create awareness of program offerings. i.e. Jaguar Connection, Social media
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	<ul style="list-style-type: none"> • Develop metrics based on expected v. actual participation • Staff Observation • Monthly metrics to determine student involvement • Jaguar Connection Assessment
Responsible Person and/or Unit (Data collection, analysis reporting)	Assistant Director of Student Involvement and Campus Programs
Milestones (Identify Timelines)	<p><u>FALL 2018</u></p> <ul style="list-style-type: none"> • Access traditional and innovative programming • Increase evening and weekend programs • Develop process to streamline promotional efforts with Marketing <p><u>SPRING 2019</u></p> <ul style="list-style-type: none"> • Student Activities Council members to contribute to student programming through empowerment, development, and leadership. • Plan 2019 – 2020 calendar by April
Desired Outcomes and Achievements (Identify results expected)	<p>To increase campus program offerings and activities that will enhance student experiences and encourage them to actively engage in Student Life.</p> <ul style="list-style-type: none"> • An increased sense of Jaguar pride amongst the campus community • Improved student participation at annual events and campus activities • GSU students recognize importance and correlation of involvement to college completion • Leadership skills are developed and sustained by student leaders and advisors

<p>Achieved Outcomes and Results</p>	<ul style="list-style-type: none"> ● President/Advisor Training ● Welcome Week activities (Fall and Spring) ● SAC Events ● Spirit Week ● Jaguar Treks ● Homecoming ● Spring Fest ● Grad Celebration <p>As a result of enhancing programs, activities and student experiences, student involvement experienced an increase and the outcomes were met. Student Life created numerous collaborations to 1) ensure delivery of programs and 2) create engagement across platforms. These efforts were forged by the Student Activities Council, clubs and organizations, Student Senate, and GSU departments. Student Life sponsored 310 programs and events during AY 2018-19. Results were provided via an <i>All Events</i> report on Jaguar Connection.</p> <p>By means of increased awareness via Jaguar Connection, club flyers, GSU MarComm department and a consistent social media campaign, students were presented with another year of stellar programming. Student Life developed new programs (Homecoming and enhanced traditional programming (Club/Org Resource Fair, now the Block Party), as well as ventured off-campus for evenings and weekends (Bowling Night). Students also supported thoughtful and meaningful fundraisers, blood drives and programs.</p>
<p>Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for FY20 Objectives.)</p>	<p>Student Life was able to exceed this goal due to a budget increase and funding. The objective was to develop programs utilizing limited revenue and to create depth within the programs. Student Life and Student Activities Council utilized the frame of creating depth in the existing programs and events and focused on developing new programming where engagement was possible. This will continue to be an ongoing goal.</p>