

Auxiliary Services & University Housing: Strategic Focus Areas 2015-2016

GOAL #4: *Support Enrollment Management recruitment and retention goals*

OBJECTIVE #1: **Collaborate with Enrollment Management to recruit prospective students by assisting with initiatives such as Admission Open Houses, Admitted Students Nights, residential tours, orientation etc.**

Strategy #1: Participation in enrollment management activities							
ACTION ITEMS	Responsibility Party	Other Staff Involved	Target Implementation Date	Expected Outcome/Goal	Reported Progress to Goal (Deadline)	Budget Needs	Notes/Status
Open Houses	Betsy	All		Tours of Prairie Place; Resource Table for questions; Presentations about housing and dining	Participation in Oct 12 and November 10 Open houses; DDP orientation – Nov 6		
Conduct training for Student Ambassadors	Betsy	All					Training conducted on November 6, 2015
Establish protocol to hold space for new students (FY and transfer/graduate)	Betsy	Randi/Aurelio	Sept 15	Specific number of spaces held until June 1 for new FY students and new TR/GR students	110 FY spaces; 50 TR/GR spaces until June 1 st ; 126 returning student spaces		
Work with DLMD to create videos of student living units	Betsy	Josh	Dec 9 th	Videos of 4 well decorated rooms/apartments will be developed	Filming occurred Dec 9 th . Waiting on video from DLMD; also requested video of public areas to replace Architect fly through		

OBJECTIVE #2: Collaborate with the Office of International Services to conduct specific outreach and marketing to international students for housing

Strategy #1: Outreach/marketing to international students								
ACTION ITEMS	Responsibility Party	Other Staff Involved	Target Implementation Date	Expected Outcome/Goal	Reported Progress to Goal (Deadline)	Budget Needs	Notes/Status	
Participate in International Student orientation to provide information to prospective residents	Josh		August 24	Students provided info on Residential resources; different services available in area	Josh attended international orientation and talked with students about on-campus living and amenities	None	Complete	
Host focus group to find out reason for not working on campus	Mushtaq/Josh	Amy/Nell	February 1	Better understanding of why International students do or do not live on campus				

Strategy #2: Orient international residents								
ACTION ITEMS	Responsibility Party	Other Staff Involved	Target Implementation Date	Expected Outcome/Goal	Reported Progress to Goal (Deadline)	Budget Needs	Notes/Status	
Follow-up conversation with international students after opening semester floor meetings	Sharita		Spring: January 30 th	International students will be able to follow up directly regarding any questions or items that remain unclear.				

Communicate meetings/activities to Nell Hill & Amy for participation	Josh		On going	Any communication to RA staff and building residents also sent to Nell and Amy	On going	None	
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OBJECTIVE # 3: Assess need for additional housing with university stakeholders to support university enrollment and retention efforts

Strategy #: Engage in communication with university leaders on expansion plans							
ACTION ITEMS	Responsibility Party	Other Staff Involved	Target Implementation Date	Expected Outcome/Goal	Reported Progress to Goal (Deadline)	Budget Needs	Notes/Status
Engage in discussions with University Leadership regarding moving forward with Phase 2 of University Housing	Betsy	University leaders (Gebe, David, Aurelio, Financial Services, FDM, Procurement)	December 1, 2015	Resolution to Trustees identifying proposed plan	QBS released for Architectural and Planning Firm – Responses due 11/12/15; Cannon Design selected; Feasibility study to Occur Jan-Feb 2016		
Actively participate in developing plan and timetable	Betsy	Procurement, facilities, financial services	November 1		Kick off meeting set for January 11, 2016		