



**UNC
GREENSBORO**
Division of
Student Affairs

STRATEGIC PLAN 2018-2021

At UNC Greensboro, we proudly say our university creates remarkable real-world impact, every day. We have a welcoming environment for the most diverse student body in the UNC System, creating the **opportunity** for all to thrive. We have a collective focus on student success and commitment to **excellence**. We celebrate a spirit of service and encourage Spartans to make a positive **impact** on the Greensboro community and beyond.

Within our unique student enrollment, nearly a third of Spartans are the first in their family to attend a university. 51% are racial minorities. Over half are Pell grant eligible. Our 20,196 students bring a wide spectrum of backgrounds and experiences with them. Our responsibility in the Division of Student Affairs is to support our students by trying to remove all obstacles on their path towards graduation – to help position them to succeed, and to prepare them to transform the world around them.

A phrase commonly heard on our campus is “culture of care”. When talking to students and alumni, they will often say that they truly felt cared for during their time here at UNCG – by faculty, by staff, or by fellow students. We constantly work to show that we truly care by thoughtfully and intentionally creating opportunities, services, and programming that benefits all of our students – undergraduate, graduate, online, commuter, residential, and non-traditional. Our approach has to be as diverse as the students we serve.

In our strategic plan, you'll see our Division's major priorities through 2021 to engage, empower, and enrich our students and their co-curricular experience, and to also show that here at UNCG – **we care**. Thank you for your continued support.

Cathy Akens, Ed.D.
Vice Chancellor for Student Affairs





ENGAGE EMPOWER ENRICH

The Division of Student Affairs supports the mission of the University by providing high quality student services and developmental programs that promote student learning and student success and ultimately contribute to student retention and graduation at UNCG. This plan outlines major priorities for the Division for the years 2018 to 2021. Annual targets are developed that outline specific Divisional activities focused on the goals and strategies below.

1 STUDENT LEARNING AND STUDENT SUCCESS

GOAL Create initiatives that utilize evidence-based practices and data to develop programs that impact student success (measured by student learning, persistence and graduation).

STRATEGIES

1. Create a co-curricular plan that provides intentional pathways for student engagement with clearly articulated learning outcomes.
2. Employ an assessment plan that provides data for internal and external audiences, informs decision making, and improves programs.
3. Create strategies to connect student engagement experiences (employment, leadership roles, etc.) with their career readiness.

4. Facilitate graduate student development by strengthening our Division's partnership with the Student Affairs Administration in Higher Education Master's program and leveraging our professional expertise to improve their experiential learning.
5. Enhance collaboration with campus colleagues in Enrollment Management and Student Success, particularly around student success initiatives.
6. Develop new partnerships with Academic Affairs.



2

STUDENT ENGAGEMENT

GOAL Provide intentional and varied opportunities for students to engage on campus and in the community.

STRATEGIES

1. Increase utilization of SpartanConnect.
2. Create and implement Spartan BASE Camp, a program designed to build student affinity and connections to the University.
3. Position the Leadership Challenge program to be the primary means of developing campus leaders.
4. Create new strategies to engage the students who are traditionally unengaged.
5. Strengthen Greek Life on campus by implementing recommendations offered by the Fraternity and Sorority Life Taskforce.
6. Partner with the Student Government Association to help strengthen their mission-focus.
7. Further strengthen our focus on service and civic engagement.



3 CAMPUS CLIMATE AND INCLUSION



GOAL Promote a safe, affirming, and inclusive campus climate for students.

STRATEGIES

1. Develop strategies to obtain and utilize data related to campus climate.
2. Enhance the Spartans in Dialogue program.
3. Provide staff learning opportunities that will better equip the division to work with our diverse student population and to facilitate dialogue among those with different perspectives.
4. Incorporate accessibility design strategies into division programs and initiatives.



4

HEALTH AND WELLNESS

GOAL

Promote the comprehensive health, wellness, and safety of all students within the context of a culture of care.



STRATEGIES

1. Broaden the UNCG Cares narrative to encompass a campaign that reflects our comprehensive support of all students.
2. Strengthen sexual violence and interpersonal violence prevention and outreach efforts.
3. Strengthen alcohol and other drugs prevention and outreach efforts.
4. Seek ways to strengthen mental health support and services for students.
5. Develop a framework of an Integrative Health and Wellness Model.

5 ORGANIZATIONAL SUSTAINABILITY AND INFRASTRUCTURE

GOAL Promote responsible stewardship of human, fiscal, and physical resources to maximize our opportunity for organizational success.

STRATEGIES

1. Develop a comprehensive Division marketing plan that tells our story and our impact on students.
2. Develop a strategic student communication plan that provides a framework for consistent messaging and senior administrator interactions.
3. Conduct an analysis of all division funds to ensure responsible planning and management of our resources, and their best use in achieving our goals.

4. Create a fundraising plan for Student Affairs.
5. Engage in long-range planning to ensure upkeep and sustainability of buildings, resources, and services.
6. Implement a cycle of assessment that allows us to evaluate departmental units, receive feedback about divisional leadership, and gauge work culture and employee engagement.
7. Create a comprehensive staff development plan that includes a curriculum of required staff training and development opportunities; a standardized onboarding experience; and a consistent offering of sessions that inform staff of current student affairs issues.
8. Increase campus and national visibility of UNCG Student Affairs by encouraging staff members' professional engagement and highlighting staff and program successes.





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