

Mission Statement: Student Involvement creates and models inclusive environments where students find opportunities for personal and professional development. We integrate in-class and out-of-class learning to provide positive experiences through programs, services, and events.		Student Involvement Strategic Plan 2012-2017 finalized 7-17-12		Vision Statement: We are the vibrant hub for involvement, connecting and serving the UNL community.		UPDATED 9-16-14
Strategic Initiatives	Goals	Objectives	Action Steps	Performance Indicator (how assessed)	Who is Responsible	Projected Completion Date
Strategic Initiative #1 Increase the UNL community's awareness of Student Involvement.	Goal 1.1. Develop a brand that represents Student Involvement's Vision Statement and can be used in all SI communications.	Objective 1.1.1. Utilize SI Leadership team and all staff members to assist in the development of the SI brand.		The SI Leadership Team and student staff will provide feedback when the SI brand is being developed. Leadership Team will approve the SI brand through consensus.	Mike Jackson	COMPLETE
		Objective 1.1.2. Incorporate the SI brand in all promotional materials and other communications (including social media, email, etc).		100% of new promotional materials and communications will include the SI brand. 100% of existing promotional materials will be updated to include the SI brand.	Mike Jackson	COMPLETE
		Objective 1.1.3. Intentionally promote events and services for all SI areas at every opportunity.		Events and services of all SI areas will be publicized in a variety of ways at 75% of other SI events and services. The SI website will be on 100% of all new material printed and the SI print piece will displayed at 100% of the SI events. The SI website, along with the SI mission and vision statements, will be displayed in 100% of the SI offices.	Leadership Team	COMPLETE May 15 May 17
	Goal 1.2. Develop outreach materials and identify opportunities to increase faculty awareness of and engagement with Student Involvement.	Objective 1.2.1. Develop materials that emphasize the reasons why students benefit from faculty <u>encouraging</u> their participation in Student Involvement.	Faculty focus groups will review SI outreach materials annually and be able to identify why students benefit from participation in Student Involvement.	A majority of the focus group members will be able to identify benefits.	Mike Jackson, Saichand Palusa	May-15
		Objective 1.2.2. Host focus groups with faculty members who support Student Involvement's work to identify how to market SI to other faculty members.	Each Leadership Team member will invite 2 faculty members with whom they frequently collaborate to participate in a focus group.	A minimum of 16 faculty members will be invited to participate in groups of 8 or less, with representatives from as many colleges as possible.	Reshell Ray, Jan Deeds, Taylor Qualls	Dec-14
			Focus groups will be convened at the beginning of years 1, 3, and 5 of this plan.	A minimum of 6 focus groups will be convened, 2 at the beginning of years 1, 3, and 5. (2013, 2015, 2017)		Aug-17

			Focus group sessions will be tape-recorded and transcribed to insure that no comments will be overlooked. The data will be analyzed for themes related to what SI is doing that attracts faculty members and suggestions for new approaches.	Results of the data analysis will be shared with SI LT members at strategic planning update meetings.		
			Feedback from the focus groups will be incorporated into Student Involvement planning.	At least 30% of the new ideas generated will be documented, implemented, maintained and/or evaluated based on the results of the focus groups' input.		
				The number of faculty members engaged in Student Involvement's work will increase by 10% each year for 5 years.		
		Objective 1.2.3. Coordinate with Academic Affairs to provide materials and potential presentations for New Faculty Orientations and faculty groups.		Student Involvement materials are included in New Faculty Orientation packets and other faculty information sources.	Mike Jackson, Sam Martens	Aug-15
				The number of Student Involvement presentations to faculty will increase from the year 1 baseline by 25% each year.		
	Goal 1.3. Develop outreach materials and identify opportunities to increase staff awareness of and engagement with Student Involvement.	Objective 1.3.1. Develop materials that emphasize the reasons why students benefit from staff <u>encouraging</u> their participation in Student Involvement.	Start with Student Affairs Staff.	Staff focus groups will review SI outreach materials annually and be able to identify why students benefit from participation in Student Involvement. A majority of the focus group members will be able to identify benefits.	Reshell Ray, Jan Deeds, Sam Martens	Aug-15
		Objective 1.3.2. Identify and implement intentional collaborative opportunities with other departments within Student Affairs.		The SI Leadership Team and stakeholders will develop a list of current collaborative opportunities that exist with other Student Affairs departments to establish a baseline. From that baseline, increase intentional collaborative opportunities with other departments within Student Affairs by 10% each year for the next five years.		Aug-16

		Objective 1.3.3. Develop talking points about Student Involvement for Admissions staff (including NSE) and other campus ambassadors to use on campus tours or in presentations.		Ambassador focus groups will review SI talking points annually. Majority of the ambassador focus group participants should be able to identify and describe why and how student involvement is important to prospective students and parents. This performance indicator can be measured by SI staff randomly shadowing Ambassador tours.		Aug-16
		Objective 1.3.4. Develop and monitor Student Involvement descriptions for the MYPLAN services list on Blackboard.	The SI description is developed and a baseline of usage is established for the 2012-2013 academic year.	Monitor on a quarterly basis the number of hits, peak usage rates and increase in traffic flow to determine if MYPLAN is an effective information source for SI.	Veronica Riepe	Aug-15
		Objective 1.3.5. Increase awareness of SI and its services to Academic Advisors.	Host a minimum of two focus groups with Academic Advisors.	A majority of the focus group members will be able to identify SI resources and services appropriate to the students they advise.	Veronica Riepe, Taylor Qualls	Aug-15
	Goal 1.4. Develop outreach materials and identify opportunities to increase student awareness of and engagement with Student Involvement.	Objective 1.4.1. Expand Student Involvement outreach opportunities to reflect all SI areas.	Present SI services to living units and during organizational meetings.	Establish baseline from end of year reports and increase the number of presentations to residence halls, Greek units, and RSOs by 10%.	Karen Wills, Reshell Ray, Brock Rezny	May-15
		Objective 1.4.2. Establish an International Student Advisory Board to identify needs that SI can meet.		An International Student Advisory Board of 8-10 representatives from a variety of countries meets monthly.	Veronica Riepe, Claire Hauser, Taylor Gee	COMPLETE ONGOING
		Objective 1.4.3. Collaborate with other Student Affairs departments and Academic Advisors to identify unengaged students and understand their needs.	Request from college advisors a list of 5-10 unengaged students and develop interviews, focus groups and survey protocols to gather data. (Office of Judicial Affairs)	Data is collected, analyzed and shared with our Student Affairs colleagues and the Division prioritizes engagement strategies.		Dec-15
		Objective 1.4.4. Collaborate with the UNL Student Veterans Task Force to understand their needs and enhance their awareness of Student Involvement.		Participate with the Task Force to develop and adapt our programs and services to serve student veterans.	Jan Deeds, Taylor Gee	COMPLETE ONGOING
	Goal 1.5. Intentionally reflect the diversity of the campus in SI marketing materials and artifacts in our facilities.		Continually review the photos and language used in SI marketing outlets.	100% of SI marketing outlets reflect the diversity of campus.	Mike Jackson	COMPLETE ONGOING

Strategic Initiative #2 Create a positive and collaborative campus climate by strengthening ties with UNL departments and organizations.	Goal 2.1. Develop a stronger working relationship with ASUN.	Objective 2.1.1. Establish a working relationship with the officers of ASUN.	Improve communication by getting to know newly elected ASUN officers each year and acquaint them with our programs and services.	Increase by 10% the number of collaborative projects with ASUN.	Veronica Riepe	COMPLETE ONGOING
		Objective 2.1.2. Establish a working relationship with the ASUN Student Services committee and determine how we can work together to better serve RSOs.	Introduce Community to expedite the recognition and organizational updates (ARFs) processes.	Increase by 10% the number of collaborative projects with ASUN Special Topics Committee.	Veronica Riepe	COMPLETE ONGOING
		Objective 2.1.3. Enhance the working relationship with the staff of ASUN.	Co-develop training for the Community software to ensure all ASUN and SI information is covered.	SI and ASUN will have access to necessary information and be able to respond to RSO members using the same language. Invite the ASUN staff to a SI Leadership Team meeting if an issue arises.	Val Anderson, Reshell Ray	COMPLETE
	Goal 2.2. Identify and offer programs designed to assist faculty with out-of-classroom experiences that support student learning.	Objective 2.2.1. Collaborate with faculty to identify SI programs that complement their curriculum.	Invite faculty to assist with SI programming.	Increase by 10% the number of SI programs that are promoted by faculty.		May-16
		Objective 2.2.2. Meet with college deans to identify collaborative opportunities with SI that complement the classroom experience.	Invite college deans to SI to learn more about SI programs and services and to brainstorm ideas that may enhance the learning experience outside the classroom.	Increase by 10% the number of college deans who recognize and promote SI programs and services.		May-16
	Goal 2.3. Collaborate with staff and RSOs on programs and services based within the JGMC.	Objective 2.3.1. Plan monthly meetings with JGMC staff and SI Leadership Team.		Increased communication leads to greater program offering efficiencies.	Veronica Riepe	COMPLETE
		Objective 2.3.2. Coordinate shared professional development opportunities.		Have at least one shared professional development opportunity per year. Reciprocal invitations to each other's professional development opportunities.	Jan Deeds	COMPLETE
		Objective 2.3.3. Continue to offer programming at the JGMC.		Increase by 10% the number of SI programs held at the JGMC.	Jan Deeds	COMPLETE

	Goal 2.4. Collaborate with the Center for Civic Engagement (CCE) on programs that increase community involvement and servant leadership.	Objective 2.4.1. Collaborate on the development of an internship for students to work within rural communities.		Establish six student internships within three rural communities.	Reshell Ray	Dec-15
		Objective 2.4.2. Intentionally connect RSOs with the opportunities in CCE.	Invite CCE to have a presence at RSO Fairs; SI will promote CCE events and presentations; and SI will track marketing of CCE projects to RSOs (newsletter/emails).	Increase number of RSOs referred to CCE and number of CCE projects marketed to RSOs.		May-16
		Objective 2.4.3. Identify opportunities in which SI can assist in the Civic Engagement Certificate (CEC).	Track number of students utilizing opportunities provided by SI for the cocurricular component of the CEC.	Number of participants will be included in annual CSAD report.		May-16
Strategic Initiative #3 Increase student engagement and retention through involvement in campus activities.	Goal 3.1. Identify opportunities in Student Involvement services.	Objective 3.1.1. Identify the needs of our Sports Clubs.	Establish an orientation program for Sports Clubs.	Provide three leadership/training presentations to the Sports Club Council during the course of the academic year.	Reshell Ray, Asst Dir Stud Orgs, Saichand Palusa, Brock Rezny	COMPLETE ONGOING
		Objective 3.1.2. Strengthen and equip RSO leaders and members with necessary resources to effectively manage organizations.	Expand and increase knowledge of resources to the RSO general membership population.	Have at least one additional training session a month that is open to general RSO members.	AD Student Orgs, Reshell Ray, Brock Rezny	May-15
		Objective 3.1.3. Increase the relationship with the Greek Community.	Establish an orientation for the Quad Council (IFC, NPHC, Panhellenic and Multicultural Greek Council).	Provide one interaction and have at least one additional training session per semester that is open to general Greek members.	Veronica Riepe, AD Student Orgs	Dec-15
		Objective 3.1.4. Identify the needs of transfer, nontraditional, commuter, and unconnected students.	Work with Student Affairs Engagement working group to identify the needs of the listed student populations.	Develop outreach and marketing materials and events with specific student populations in mind.		May-17
	Goal 3.2. Incorporate the transformational leadership approach that is central to our work into all our interactions with students.	Objective 3.2.1. Consistently and intentionally involve students in the development of new initiatives and the evaluation of existing programs and services.		Continue to identify students that are not SI staff to serve on planning teams for all SI initiatives, programs and services.	Karen Wills, Reshell Ray	COMPLETE ONGOING

		Objective 3.2.2. Consistently and intentionally seek to understand the individual needs of the students we serve and assist them in finding their niche at UNL.	Work with Campus Labs to develop student interest assessment.	Collect data from 500 students that attend SI events or programs every two years.	Coord Training & Assessment, Taylor Gee	May-15 and May-17
		Objective 3.2.3. Train all Student Involvement staff members to serve as positive role models who encourage others to use SI resources and become actively engaged in the UNL community.		100% of staff will be able to do this following fall staff training and orientation as measured by staff performance evaluations and feedback from stakeholders.	Coord Training & Assessment, Brian Donahue	May-15
	Goal 3.3. Enhance current programs that promote social activity outside the classroom.	Objective 3.3.1. Identify programs that need a social component through which students can intentionally meet other students and develop those components.		Survey participants at these programs to determine the effectiveness of the social component.		May-16
		Objective 3.3.2. Develop additional programs that teach and facilitate social interaction.		Develop two to three additional programs.		May-16
Strategic Initiative #4	Goal 4.1. Determine if current resources are being managed effectively and efficiently.	Objective 4.1.1. Complete a line item review of all budgets.		Every three years 100% of the LT will complete a review of their budget with the NE Union Business Manager. Then the LT will discuss and make recommendations for changes.	Veronica Riepe	COMPLETE Aug-15
		Objective 4.1.2. Collaborate on various services and programs offered by each area.	LT members will work to develop awareness & consistency within the department.	Through training, professional development activities and discussions on topics/situations.	Veronica Riepe	ANNUALLY
		Objective 4.1.3. Evaluate and assess efficiency and effectiveness of services and programs.		Every three years, to coincide with our departmental review every six years, SI and each program area will conduct a CAS Standard Review.	Coord Training & Assessment, Brian Donahue	CAS COMPLETE-ONGOING, complete goals identified in CAS process May-17
	Goal 4.2. Determine if current technology is sufficient and effective.	Objective 4.2.1. Evaluate current technological uses.	LT members should determine if their current technology is what they need to accomplish their jobs.	LT members will determine annually what technology is needed.	Veronica Riepe	Dec-14
		Objective 4.2.2. Determine technological priorities.		LT members will create an annual list of technology priorities based on needs and funding.	Veronica Riepe	Dec-14

	Goal 4.3. Secure financial support to achieve our departmental vision.	Objective 4.3.1. Continue to use student fees efficiently.	Annually review budgets for costs, needs and outcomes to determine alignment with the Strategic Plan.	LT members will determine budget adjustments based on the review.		May-17
		Objective 4.3.2. Seek additional financial resources (i.e. grants, sponsorships, individual donors, foundation accounts).		Identified and applied for additional financial resources.		May-17
Strategic Initiative #5 Set the standard for diversity and inclusion on UNL's campus.	Goal 5.1. Increase opportunities for collaboration with other organizations and departments to develop resources, programs and services for students with diverse needs.	Objective 5.1.1. Identify departments and organizations on campus that are serving students with diverse needs and develop a collaborative relationship with them.	Create a resource list that will be used to develop and maintain working relationships with organizations and departments on campus.	Create list by August 2013 to increase collaborative opportunities with those identified on the list.	Pat Tetreault	COMPLETE ONGOING (review annually)
		Objective 5.1.2. Identify departments and organizations on campus that need support in developing an inclusive approach and offer our partnership and resources.	Invite two departments to join us in existing collaborative relationships.	Two departments will have engaged in new collaborative relationships with SI and another department that serves diverse students.	Pat Tetreault, Jan Deeds	COMPLETE ONGOING
	Goal 5.2. Increase inclusiveness within all aspects of Student Involvement (staffing, programs, and services).	Objective 5.2.1. Cultivate an inclusive campus climate through SI staff participation in Task Forces and Committees dedicated to serving diverse populations.	Identify what campus-wide groups exist on campus that deal with diversity.	The SI LT will maintain contact with campus-wide diversity groups and exchange relevant information. When possible, SI LT members will serve as a member of or liaison to these groups.	Jan Deeds, Pat Tetreault	COMPLETE ONGOING
		Objective 5.2.2. Actively seek diverse candidates for all levels of Student Involvement employment.	Review recruitment process to encourage a diverse applicant pool.	Increase in diversity of the applicant pool and SI staff.	Karen Wills	COMPLETE ONGOING (review each semester)
		Objective 5.2.3. Identify and address climate issues that may affect employee retention.	Survey SI staff members in January to identify climate issues that may affect employee retention.	Accumulate and share aggregate data with SI LT to assess and address climate issues.	Jan Deeds, Reshell Ray, Coord of Training & Assessment, Sam Martens	COMPLETE ONGOING (address climate issues)

		Objective 5.2.4. Maintain existing efforts and develop new outreach opportunities to build cultural competency awareness and skills for student organizations and individual students.	Provide professional development opportunities as part of the Student Affairs Inclusive Excellence and Engagement Diversity Plan.	Provide a minimum of two presentations or workshops each semester that help build awareness and competency.		May-17
		Objective 5.2.5. Continually plan and evaluate staffing, programs and services in regards to inclusiveness.	Invite SI LT colleagues to participate in our area planning throughout the year to bring different perspectives to our work.	SI staff will reflect the diversity of campus community. SI Program Areas will present/provide one program per semester that intentionally addresses or includes a marginalized or underrepresented group.		May-17
			SI Student Organizations Program Area will review services annually for inclusiveness.	Student Organizations Program Area will provide outreach presentations to marginalized or underrepresented student organizations.		
		Objective 5.2.6. Utilize the Student Affairs Inclusive Excellence and Engagement framework to develop our activities.	Review SI programming and services offered and adjust as needed to reflect the Diversity Plan's goals.	SI programming and services will reflect the Diversity Plan's goals and contribute to inclusive excellence and engagement division-wide.		May-17
	Goal 5.3. Increase cultural sensitivity about gender, sexual orientation, gender identity and expression within Student Involvement and throughout the University.	Objective 5.3.1. Provide opportunities and resources for personal and professional development regarding diversity, inclusiveness, cultural sensitivity and social justice education.	Market Gender Programs and LGBTQTA Resource Center educational programs to faculty and staff as well as students to increase cultural sensitivity at all levels of the University. Increase faculty and staff awareness of and referral to SI resources. Develop Pre and post test assessment for relevant programming.	Evaluation/assessment of program participants' personal and professional development on cultural sensitivity and social justice education will show an increase. Faculty and staff participating in focus groups will identify Women's and Gender Programs & LGBTQTA Resource Center as resources for increasing cultural sensitivity.		May-16
			Develop an award for inclusive excellence for Recognized Student Organizations bestowed by Student Involvement at the Student Impact Awards.	An award will be bestowed annually starting in the Spring 2014.	AD Student Orgs, Brock Rezny	COMPLETE ONGOING