

## REACHING VISION 2020

Student Affairs and Enrollment Management: Reaching Vision 2020

**Focus Area: Student Involvement and Civic Engagement**

**Leader(s): Robert Clay – Interim Director, Student Life and Intercultural Student Affairs**

**Implementation Year: 2018 - 2019**

**Goal 3:** Establish and expand involvement opportunities in student media that include sustained support of student newspaper and developing and sustaining new media organizations aligned with student interest and campus-wide collaborations.

<b>Objective 1:</b>	Expand and develop Phoenix online news platform to increase exposure of student accomplishments and engagement through partnerships.
<b>Action Items</b>	<ul style="list-style-type: none"> <li>• Hire knowledgeable students for Phoenix staff positions.</li> <li>• Develop online presence for newspaper.</li> <li>• Provide professional development for newspaper staff.</li> </ul>
<b>Indicators and Data Needed</b> (Measures that will appraise progress towards the strategic objective)	Survey participants. (Measure level of involvement and exposure to activities) Gather data based on readership
<b>Responsible Person and/or Unit</b> (Data collection, analysis reporting)	Robert Clay – Interim Director, Student Life and Intercultural Student Affairs
<b>Milestones</b> (Identify Timelines)	Hire additional phoenix staff Fall 2018 Online Phoenix – Late Fall/Early Spring 2019
<b>Desired Outcomes and Achievements</b> (Identify results expected)	Communicate effectively in writing and verbal platforms. Prioritize and manage resources effectively (time, money, etc.). Ability to manage and resolve conflict productively.