

Student Affairs and Enrollment Management: Reaching Vision 2020

**Focus Area: Student Involvement and Campus Programs**

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

**Implementation Year: 2017-2018**

**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.

<b>Objective 1:</b>	Enhance programs, activities and experiences that enable students to actively engage in Campus Life.
<b>Action Items</b>	<ul style="list-style-type: none"> <li>• Develop and implement traditional programming. i.e. Welcome Week, Spring Fest, Club Resource Fair, Family and Friends Weekend, etc.</li> <li>• Enhance evening and weekend program offerings, i.e., Halloween Bash, Glow Party, Campus Movie series</li> <li>• Encourage campus involvement through increased marketing efforts to create awareness of program offerings. i.e. Jaguar Connection, Social media</li> </ul>
<b>Indicators and Data Needed</b> (Measures that will appraise progress towards the strategic objective)	<ul style="list-style-type: none"> <li>• Develop metrics based on expected v. actual participation</li> <li>• Staff Observation</li> <li>• Monthly metrics to determine student involvement</li> <li>• Jaguar Connection Assessment</li> </ul>
<b>Responsible Person and/or Unit</b> (Data collection, analysis reporting)	Assistant Director of Student Involvement and Campus Programs
<b>Milestones</b> (Identify Timelines)	<ul style="list-style-type: none"> <li>• Fall 2017-Student Evaluation distributed at Clubs/Orgs Training</li> <li>• Market Student Life – begins Fall 2017</li> <li>• Student Activities Council E-board promote events verbally as street team (marketing) duties</li> <li>• Increase club Financial Module literacy</li> <li>• Maintain club/org self-help videos to train as needed on Jaguar Connection</li> </ul>

<b>Objective 2 :</b>	Program Council members will contribute to student programming through empowerment, development, and leadership.
<b>Action Items</b>	<ul style="list-style-type: none"> <li>• Rebrand title of student programming organization in an effort to recruit/represent diversified student organization. Effective AY18, new title - Student Activities Council.</li> <li>• Develop strategies to implement, recruit, retain, and continually motivate contributing members to the organization.</li> <li>• Deliver student centered, co-curricular programming to enhance the academic experience: lectures, promotion of the arts, diversity, career exploration, leadership development and collaboration.</li> <li>• Develop and implement a thorough understanding of and adherence to GSU State policies and procedures</li> <li>• Coordinate major student-led event to where to obtain and how to utilize information and resources available to them</li> <li>• Create a “suggest a program” and “submit an event idea” button on SAC Jaguar Connection webpage.</li> </ul>
<b>Indicators and Data Needed</b> (Measures that will appraise progress towards the strategic objective)	<ul style="list-style-type: none"> <li>• Develop programming metrics based on SAC member expectations</li> <li>• Advisor Observation</li> <li>• Track events to determine student involvement</li> <li>• Create survey to track end of year member involvement and level of satisfaction.</li> </ul>
<b>Responsible Person and/or Unit</b> (Data collection, analysis reporting)	Assistant Director of Student Involvement and Campus Programs
<b>Milestones</b> (Identify Timelines)	<ul style="list-style-type: none"> <li>• Develop student participant survey</li> <li>• SAC events tracked monthly via Jaguar Connection</li> <li>• April 2018</li> </ul>