

Bowie State University

Student Affairs Goals and Objectives

(Submitted as a partial requirement for Presidential goals and objectives)

FY 2011

Goal 1. Provide high-quality support services for all students.

Objective 1: *Evaluate Counseling Services.*

Metric: Provide student satisfaction survey results each semester to assist in evaluating counseling and other services provided by counselors and to aid in improvement of services.

Outcome: Data will be compiled by January 2011 and April 2011.

Metric: Provide workshop evaluations to demonstrate effectiveness, plan for the upcoming year, and to improve services.

Outcome: Data will be compiled by January 2011 and April 2011.

Objective 2: *Evaluate Residence Life Programs.*

Metric: Provide student satisfaction survey results each semester to assist in evaluating operations and programming provided by central office staff, resident directors and resident assistants to aid in improvement of services.

Outcome: Data will be reviewed in December 2010 and a final report prepared in April 2011

At mid-point in this academic year, data from ORL student surveys and feedback shared during our Advisory Board meeting indicates overall satisfaction with services provided in the Central Office.

We continue to receive feedback at the building level regarding residents' desire to have more interaction with their Resident Director. They indicate that the RDs are not accessible enough and do not always keep to the office hours schedule posted on their office door.

The number one piece of feedback that we continue to get from RA applicants appears on the essay portion of the application. When asked what they would do to improved Residence Life, many reply that RAs need to plan more programs that will facilitate more interaction with residents living on different floors, building pride and ways to get more involved in the building activities. During our mid-year selection process, candidates provided some great ideas on how to address these concerns. Some are already in the planning stages for implementation spring 2011.

Objective 3: *Develop policy/guidelines for faculty and students on Academic Dishonesty.*

Metric: Collaborate with Deans and Academic Colleges to develop academic dishonesty policy and guidelines for faculty and students by December 2010.

Outcome: Policy and guidelines will be completed by April 2011.

Objective 4: *Conduct workshops on healthy living and health awareness, domestic violence, safe sex, alcohol, substance use, and HIV/AIDS prevention.*

Metric: Hold seminars, classes, and workshops in residence halls and throughout the campus reaching at least 5,000 students and community members during the academic year.

Outcome: Provide results and actions during FY 2011 wrap up session.

Objective 5: *Provide more opportunities to increase personal safety for the BSU Community.*

Metric: Hold monthly crime prevention talks and meetings with student groups and organizations.

Outcome: Provide a monthly report on activities.

Objective 6: *Utilize technologically-based career resources that today's students are more inclined to interact with.*

Metric: Enhance the Career Services Facebook group to communicate job announcements and relevant career information.

Outcome: Provide a report on those activities in December 2010 and April 2011.

CCIS Update: CCIS Clerk Carolyn Dennis has been assigned the responsibility for posting received vacancy announcements and job postings to the CCIS Facebook page. Ms. Dennis has received and continues to receive career data to be posted on Facebook from the office's three professional staff members. Facebook updates are done on a continuing basis.

Metric: Conduct Career Service workshops via web-based video media such U- Tube.

Outcome: Provide a report on activities in December 2010 and April 2011.

CCIS Update: This Metric is still being worked on by CCIS as this office and the university's DIT division have been unable to meet to date in order for CCIS to receive technical instruction on how to access and efficiently use this web-based media tool. CCIS will continue to try to schedule a time to meet with an appropriate DIT staff member in order to receive the necessary technical instruction.

Goal 2. Support growth by enhancing retention efforts University-wide.

Objective 7: *Enhance university-wide retention efforts.*

Metric: Provide monthly reports to the President on plans and activities to improve the safety, security, and health of the campus; provide guidance and direction on priorities and areas of emphasis.

Outcome: Conduct at least one table top exercise per quarter beginning in September and review results.

Metric: Implement the newly developed plan to enhance commuter student life on campus after assessment of the available resources to do so.

Outcome: Prepare report on activities in December 2010 and April 2011.

Metric: Monitor and support activities of the Bowie Male Initiative program.

Outcome: Receive reports on activities in October 2010, January 2011 and April 2011

Objective 8: *Assist the University in retention through the Four-Year Experience Counseling Program.*

Metric: Provide data on Four-Year Counseling Experience Program by January, 2011 and a partial report in April 2011.

Outcome: To provide retention data on a cohort of students by Fall, 2010 and Spring, 2011.

Objective 9: *Enhance retention efforts by facilitating student and community development and ethical growth opportunities by promoting Bowie State University's Core Values: Excellence, Civility, Integrity, Accountability, and Diversity.*

Metric: Conduct presentations to all freshman seminar classes, small group chats in the residence halls, as well as small group chats with commuter students.

Outcome: Monitor progress with a report on activities in December 2010 and a final report in April 2011.

Objective 10: *Enhance the current surveillance cameras system.*

Metric: Reposition cameras to ensure maximum coverage of the university community.
Outcome: Complete by April 2011

Objective 11: *Enhance university-wide retention efforts in the Residence Halls.*

Metric: Provide an opportunity for residence students to meet with their Resident Director after mid-term grades are available during the fall and spring terms. The RD will use a coaching program to assist students that may need additional support.
Outcome: Report activities in December 2010 and April 2011

We are still compiling information regarding our fall 2010 academic intervention.

On Friday, September 16, 2010, we sent out a resource packet to the 162 residents with less than a 2.03 GPA. The packet contained a cover letter that outlined what Residence Life expected of them as per page 8 of the ORL Contract, and what we would be doing to assist them in improving their GPA. The packet also included 2 forms that residents had to have signed anytime they attended a program on academic performance or a tutoring session.

Along with sponsoring programs to with the focus of improving academically, RDs were given a list of the students who had less than the required 2.3 GPA. They were expected to meet with those residents at least 3 times during the fall semester to chart progress and to discuss any challenges that may be impeding their academic and personal success.

Since there are grades still missing, I have not been able to thoroughly draw a “before” and “after” picture to measure success rate. We will request an updated report next week. That, along with written reports from each RD, will allow us to see if we were able to make a difference with students on this issue.

Goal 3. Promote regional economic and workforce development.

Objective 12: *Continue Career Services presence on the Maryland Workforce Exchange, Business and Advisory Council (MWEBAC).*

Metric: MWEBAC initiatives will be communicated to BSU students, faculty, alumni and the world-wide community via career services web-based career and media outlets such as eRecruiting and Facebook.
Outcome: Report on activities in December 2010 and April 2011.

CCIS Update: CCIS staffer Dorothy Wigglesworth continues to attend MWEBAC meetings and programs in order to gather current data from the Prince George's office of the Maryland Department of Labor, Licensing and Regulations on state employment situations, workforce initiatives, local career fairs and other hiring events. During the spring 2011 semester, the collected data will be forwarded to the office's newly hired Administrative Assistant for inclusion in the appropriate electronic career based media outlets.

Goal 4. Increase the university's external funding.

Objective 13: *Write proposals to secure additional funding for programs and activities.*

Metric: Each student Affairs Department will research and identify sources for the respective departments and apply for at least one external funding source to support student life on campus.

Outcome: Report on activities will be due in November 2010, February 2011 and April 2011.

Objective 14: *Solicit employer sponsorship of Career Services programs and activities.*

Metric: Use current employer database to solicit sponsorship of programs, activities and workshops

Outcome: Increase sponsorship by 10% by April 2011.

Metric: Work with Institutional Advancement to begin process of identifying employers that may be interested in sponsorship of interview rooms in New Student Centre'.

CCIS Update: This metric has not been addressed to date. During the spring 2011 semester, CCIS will utilize the connections/relationships that our new Administrative Assistant has with her former office of Institutional Advancement (IA) to assist professional staff with strategizing a sponsorship recruitment policy. In developing a sponsorship strategy, it will assist CCIS and IA staff to now know the layout of CCIS office in the new Student Union.

The OIA advancement team is identifying prospects for the new student center. We have thus far focused our prospecting on:

- o Financial Institutions (2 interested institutions)*
- o Construction Companies (2 prospects)*
- o Developers/Property management companies where members of our community reside (Looking at 2)*
- o Foundations that support capital improvements with an emphasis on theaters (in response to your interest in possibly putting this feature back into the building) (A foundation search identified nearly 100.)*

As soon as the building plans are drawn, we will work with you to determine which spaces can be used recognize gifts of varying levels. We will likely need to have a discussion about the intended use of the dollars. Usually dollars raised in association with structures flow toward enhancement/maintenance of the structure and programming closely associated with the structure.

Outcome: Provide activity report in December 2010 and April 2011.

Goal 5. Promote effective and efficient use of institutional resources.

Objective 15: *To effectively and efficiently manage each Student Affairs Department during the FY2011.*

Metric: Complete a monthly review of expenditures for each department

Objective 16: *To effectively and efficiently manage the Title III grant.*

Metric: To effectively manage Counseling Services and the Title III grant as demonstrated by the end-of-year report.

Outcome: Ask for a report from Title III coordinator in March 2011.

Objective 17: *To effectively and efficiently manage the SGA/GSA student fee based agency accounts.*

Metric: To provide appropriate oversight for funds and request a review of agency activities through cooperation with the Division of Administration and Finance.

Outcome: Provide review of activities in November 2010 and April 2011.

Goal 6. Enhance the university's image.

Objective 18: *Participate in professional activities and/or other forums that educate the public about Bowie State University and the Division of Student Affairs by Spring 2011.*

Metric: Provide, when and where possible, for staff to attend professional conferences and other forums during FY2011.

Outcome: Provide report on activities in April 2011.

Respectfully resubmitted by
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Vice President for Student Affairs
November 16, 2010