

STRATEGIC PLANNING AND INSTITUTIONAL EFFECTIVENESS
2013 - 2014 Unit Action Plan – Year Four

Unit Name: Student Activities

Unit Mission

The mission of Rogers State University Student Activities is to create opportunities for cultural, intellectual, and personal enrichment for the campus community.

Goal 1, 5 and 6: Advance Academic Excellence; Enhance Institutional Accountability; Promote community engagement.
This Unit Action Plan Specifically Supports Commitment(s) 1.1; 1.2; 5.2; and 6.2.

Plan for 2013-2014 This section due by May 17, 2013.				Report for 2013-2014 This section due by May 1, 2014.	
Objective	Action or Activity	Evaluation Measure	Performance Standard	Data/Findings	Status*
1.2 Strengthen curricular and co-curricular programs to enrich the overall student learning experience	Survey all students, faculty, and staff who attend Campus Activities events.	Data Analysis	Students, Faculty, and Staff members attending events hosted by Student Activities and the Campus Activities Team will rate satisfaction as an average of 4 on a scale of 5.	Surveys have been utilized to improve events such as the MLK Week of Service and Hillcamp; however, a generic surveying program has not been implemented department-wide and through the Campus Activities Team.	Rescheduled for next year
5.2 Evaluate continuously university processes, structures, activities and outcomes; modifying as appropriate.	Additionally, utilize past surveys and event evaluations to improve reoccurring campus events.				
6.2 Establish curricular and co-curricular opportunities for students to cultivate civic skills and strengthen social	Develop an incentive program for student organizations that pursue community engagement.	Data Analysis	Increase the number of community service hours and philanthropic funds raised by student organizations by 15%.	A clear incentive program has not yet been completed for student organizations and this is a goal that will be tasked to the Student Government Association for the upcoming year. Fifteen student organizations reported a total of 741 community service hours, down from 947 reported in the 2012-2013 academic year.	Modified for the upcoming year

STRATEGIC PLANNING AND INSTITUTIONAL EFFECTIVENESS
2013 - 2014 Unit Action Plan – Year Four

Plan for 2013-2014 This section due by May 17, 2013.				Report for 2013-2014 This section due by May 1, 2014.	
Objective	Action or Activity	Evaluation Measure	Performance Standard	Data/Findings	Status*
responsibility				This goal will be modified in order to develop clear reporting and incentive guidelines for student organizations to get involved on campus and in the community.	
1.2 Strengthen curricular and co-curricular programs to enrich the overall student learning experience	Utilize a committee of Fraternity and Sorority students to develop a required checklist for fraternities and sororities to complete each year.	Policy Analysis	Promote academic, personal growth and development of students who affiliate with fraternities and sororities; and promote the fraternity and sorority community as an integral and productive part of the institution.	<p>A team of students through the local Panhellenic Association has been assembled to begin this project.</p> <p>Unfortunately, our two fraternity colonies closed, so the upcoming year will focus again on Fraternity expansion.</p>	Modified for upcoming year
1.1 Provide creative and innovative learning environments. 1.2 Strengthen curricular and co-curricular programs to enrich the overall student learning experience 5.2 Evaluate continuously university processes, structures, activities	Utilize a committee of Students and Staff to plan and execute a two-day Hillcamp. Conduct surveys of participants and attendees with an overall satisfaction of at least 4.0 on a 5.0 scale. Check enrollment of past attendees to attendees in order to evaluate the institution's retention of those students.	Policy Analysis	Improve orientation programs to educate students about the academic, social, and behavioral expectations of college life, foster relationships between incoming students and current students, and increase overall freshman retention.	<p>Hillcamp 2013 was successfully completed as a 2-day program through a committee of staff and students.</p> <p>95% of survey respondents agreed or strongly agreed that Hillcamp was beneficial, putting the overall satisfaction at 4.6 on a 5.0 scale.</p> <p>Overall, students who attended Hillcamp have shown a greater rate of retention than those who don't. 71 out of 82 participants (87.6%) enrolled in spring 2014 courses. As of 5/22/2014, 48 out of 82 (59%) of participants are enrolled in fall 2014 courses. Campus-wide statistics showed 778 out of 1111 new and transfer students (70%) enrolled in spring 2014 courses. As of 5/28/2014, 414 out of 1111 new and transfer students (37%) are enrolled in fall 2014 courses.</p>	Complete

STRATEGIC PLANNING AND INSTITUTIONAL EFFECTIVENESS
2013 - 2014 Unit Action Plan – Year Four

Plan for 2013-2014 This section due by May 17, 2013.				Report for 2013-2014 This section due by May 1, 2014.	
Objective	Action or Activity	Evaluation Measure	Performance Standard	Data/Findings	Status*
and outcomes; modifying as appropriate.					

*Appropriate **Status** descriptors include the following: Completed, Ongoing, In Progress, Rescheduled for next year, Action/Activity withdrawn, or Other. If Other, please briefly describe whether the action or activity is completed, will continue, or has been modified for the coming year.

STRATEGIC PLANNING AND INSTITUTIONAL EFFECTIVENESS
2013 - 2014 Unit Action Plan – Year Four

Budget Request Supplement for Academic Year 2013-2014
Year Three – Strategic Planning Cycle

This section due by May 17, 2013.							This section due by May 1, 2014
University Objective	Action for 2013-2014	Requested Resources				Estimated Cost	Was the Budget Request Approved?
		Human	Financial	(Enter Amount Approved)	Other (e.g., Technology		(Enter Amount Approved)
1.1 Provide creative and innovative learning environments. 1.2 Strengthen curricular and co-curricular programs to enrich the overall student learning experience 5.2 Evaluate continuously university processes, structures, activities and outcomes; modifying as appropriate.	Utilize a committee of Students and Staff to plan and execute a two-day Hillcamp.		<p>\$14500</p> <p>\$4500 generally used for Hillcamp will be will be moved from the Student Activity budget to develop a orientation budget.</p> <p>Incoming students will pay \$60 each (up from \$30 each last year) to assist in covering the cost of the program.</p> <p>The total increase in cost for the university to host the program is \$7,000.</p>	15000			Yes \$11000

STRATEGIC PLANNING AND INSTITUTIONAL EFFECTIVENESS
2013 - 2014 Unit Action Plan – Year Four

--	--	--	--	--	--	--	--