



DIVISION VISION, MISSION,

OVERARCHING GOALS



May 2019: Graduate Assistant is hired as the Education and Prevention Coordinator for Title IX and Student Conduct.

Summer 2019: Based on the caseload and the education and prevention required to meet Title IX Compliance, a decision was made to refocus the goal to increase staffing by hiring a full-time Title IX Coordinator in lieu of it being a stipend role where the individual had other significant work responsibilities.

July 2019: Education and Prevention Coordinator resigned; position not replaced.

December 2019: Hired a full-time Title IX Coordinator.

Spring 2020: Discussions resumed about hiring a full-time Title IX Investigator; however, those conversations were halted due to the COVID-19 Pandemic.

Planned actions or improvements if goal partially met: With the new Federal Regulations put in place in 2020, there is still a need to have a full-time Title IX Investigator.

Rationale if goal unmet: Based on the numbers of reports, caseload, and education/training, the goal was revamped to have a full-time employee solely dedicated to Title IX compliance. Full-time Title IX Coordinator and Compliance Administrator was hired in December 2019.

Increase funding for SOAR (Student Orientation, Advisement, and Registration), Greek Life, and Student Media to remain competitive in recruiting and retaining students.

Goal Met (Yes, No, Partially): No

Assessments used to evaluate progress toward (include type of assessment and key data findings):

Evaluated the budget expenses compared to the budget income for SOAR.

Evaluated the Greek Life budget compared to other institutions.

Evaluated the student scholarships for Student Media compared to the tuition increases.

On average, 95-96% of SOAR attendees matriculate to UNA after attending SOAR. Data is pulled from Office of Institutional Research reports.

Briefly describe progress toward goal (include general information, pertinent milestones, dates, etc.):

SOAR budget requests were submitted in 2014 and again in 2017 through the University Strategic Planning and Budget Study Committee. Both requests were denied. Thus, the following SOAR fees were raised in 2018:

- o Freshman fee raised from \$85 to \$100.
- o Transfer fee raised from \$45 to \$50.
- o Transfer guest fee was raised from \$15 to \$20.

Implemented cost-saving measures for SOAR:

- o ROTC sponsored the purple backpacks for students.
- o Listerhill sponsored red backpacks for guests.
- o Listerhill sponsored name-badge holders for students and parents.
- o Fraternity and Sorority Life sponsored late-night dinner.

- Quality Enhancement Plan sponsored the afternoon snack mix and mingle with faculty and SOAR.
- University Program Council sponsors last-night programming.
- Discontinued attending NODA and sending students to the Southern Regional Orientation Workshop (SROW).
- Campus Departments pay \$100 for their page in Mane Book.
- Cut Freshman SOAR program to 1.5 days to remove a meal.

Greek Life budget requests were submitted in 2014, 2016, and 2017. All requests were denied.

Planned actions or improvements if goal partially met:

Continue to develop budget proposals for consideration for the Greek life area. Provide data on Greek population that supports the need for funding.

Rationale if goal unmet:

All budget requests for SOAR and Greek Life funding were denied.

Student Media was realigned with Academic Affairs under the College of Arts and Sciences in 2017; therefore, budget responsibilities transitioned.

### *Career Planning and Development*

- The Career Consultant for the College of Arts and Sciences and College of Education and Human Sciences will provide all services for those two colleges.
- A Career Advisor position was developed to serve first-year and undecided students and to assist with major and career decision-making.

Planned actions or improvements if goal partially met:

As enrollment continues to climb, so does the need for additional Career Advisors and Career Consultants, especially within the 19 departments of the College of Arts and Sciences. The Career Center is considering dividing COAS into three areas of service: Arts, Behavioral Sciences, STEM.

Rationale if goal unmet: N/A

Develop and implement a full-scale employer relations and on-campus recruiting program for UNA students and alumni that includes educational programming for upper-class students, learning outcomes, certification, and an increase of at least three co-op and/or intern offerings per year.

Goal Met (Yes, No) 000000912 0 612 792 reWB/F31 Tf1 0 0 1 493 5 494.9 11 Tf1 0 0 1 13.05 494.9 Tm00



hospitals) are willing to travel to UNA to interview students for employment opportunities.

Employer Event Participation				
Nursing Recruitment Day			Teacher Recruitment Day	
2016-2017	31		2016-2017	45
2017-2018	35		2017-2018	49
2018-2019	33		2018-2019	55
2019-2020	32		2019-2020	53

Planned actions or improvements if goal partially met: In addition to continually seeking new employers to recruit UNA students, employer efforts have also been focused on alumni as they are more likely to return to campus and recruit for their own companies.

Rationale if



Implement technological advances to assist students with disabilities, including but not limited to, electronic record keeping software; classroom accessibility; and JAWs, Zoom Text, and Voice Over applications.

Goal Met (Yes, No, Partially): Yes

Assessments used to evaluate progress toward (include type of assessment and key data findings):

DSS Student Survey (May 2018, December 2018, May 2019, December 2019)

Demo Sonocent software analysis/student survey (Fall 2018)

SWOT Internal/Student Office Analysis (Summer 2019)

Briefly describe progress toward goal (include general information, pertinent milestones, dates, etc.):

Electronic data system was initiated October 2018. Migration to new system completed over the next following year and a soft roll out for student use began in June 2020.

Accommodation requests completed electronically beginning in fall 2020. Expected full student use expected for 2022.

Read & Write and Claro Read originally purchased through AMAC in October 2017

Briefly describe progress toward goal (include general information, pertinent milestones, dates, etc.):



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game room.

Planned actions or improvements if goal partially met: N/A

Rationale if goal unmet: N/A

### Student Conduct and Student Affairs Assessment

Fully implement the reorganization of the Office of Student Conduct and Student Affairs into two separate offices and ensure appropriate staffing, salaries, space, and resources consistent with CAS Standards for each office.

Goal Met (Yes, No, Partially): Partially

Assessments used to evaluate progress toward (include type of assessment and key data  
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Data from UNA Office of Institutional Research

Briefly describe progress toward goal (include general information, pertinent milestones, dates, etc.):

Prior to August 1, 2017, all departments and functional areas of the division were held accountable by the SA Assessment Office for annual goals and ongoing assessment. Beginning August 1, 2018, assessment has continued in SA departments, with more accountability needed for overarching evaluation of assessment and application of findings.

Planned actions or improvements if goal partially met:

Assignment of assessment duties to designated staff member.  
Revision and implementation of three-year SA division assessment plan.

Rationale if goal unmet:

Forced restructure of department due to retirement.  
Assessment position was eliminated by foro



Goal Met (Yes, No, Partially): No

Assessments used to evaluate progress toward (include type of assessment and key data findings):

Comparison of SCS staffing patterns to student population  
IACS – V.C.1. minimum requirement standards

Briefly describe progress toward goal (include general information, pertinent milestones, dates, etc.):

For the period of this 5 year plan the staffing patterns were as follows:

2015

order to provide cutting-edge mental health programming and support for students, faculty, and staff of UNA and community resources.

Goal Met (Yes, No, Partially): Yes

general

Assessments used to evaluate progress toward (include type of assessment and key data findings):

Certifications and Licensure

Briefly describe progress toward goal (include general information, pertinent milestones,

August 2016: Realigned resources to create a

Goal Met





378 (48%) completed a waiver request or default waived for failure to provide proof of immunization.

Briefly describe progress toward goal (include general information, pertinent milestones, dates, etc.):

This is a multiyear goal to achieve herd immunity with a standard of 70% of students





Expand Public Safety Institute through partnership with agencies such as the Alabama Chiefs of Police Association, Alabama Peace Officers Standards and Training Commission, the Alabama Sheriffs Association, and the University of North Alabama Criminal Justice program.

Goal Met (Yes, No, Partially): Partially, continuous

Assessments used to evaluate progress toward (include type of assessment and key data findings):

- Direct observation
- Partnerships
- Course Offerings

Briefly describe progress toward goal (include general information, pertinent milestones, dates, etc.):

- Partnered with North Alabama Chiefs of Police Association for Senior Officer/Master Officer program.
- Began scheduling to host FBI-ILEEDA Leadership Trilogy classes in 2019 for 2020. Classes have been rescheduled for 2021 due to COVID-19 restrictions.
- Exported training through partnerships with various local agencies in the state.
- Have partnered with State of Alabama Attorney General's Office, Alabama Women in Law Enforcement, and other entities to present programs.

Planned actions or improvements if goal partially met:

- Due to COVID-19 pandemic and restrictions, opportunities for continued development of

Partnered with other departments and entities on campus to present safety programming. Increase in number of programs and attendance.

Planned actions or improvements if goal partially met:

Explore web-based safety programming options to reach more students.

Increase partnerships with other departments and entities at the University to reach more students with safety and crime prevention programs.

Rationale if goal unmet:

Although there has been an increase in safety programming and attendance, it has not been under the name of Lion 360\* program. Work still needs to be done to consolidate programs under the Lion 360\* umbrella.

Moving forward we will work to consolidate existing safety programming into a Lions 360\* program and develop a marketing plan for the Lion 360\* Program.

### University Residences (now Housing & Residence Life)

Increase staff to meet ACUHO-I staffing recommendations and occupancy to meet the needs of students, department, and university constituents while providing the highest level of customer and student services.

Goal Met (Yes, No, Partiairtially)

Rationale if goal unmet: N/A

Develop and implement a department marketing plan that includes a UNA-hosted department website, regular use of various social media platforms to positively engage students and visitors with the department, and use of assessment and evaluative data for decision-making.

Goal Met (Yes, No, Partially): Partially

Assessments used to evaluate progress toward (include type of assessment and key data findings):

- Analytics & Engagement
- Page Views
- Online Feedback
- Virtual Interactions

Briefly describe progress toward goal (include general information, pertinent milestones, dates, etc.):

HRL has a fully functional, updated, and interactive website. Housing & Residence Life functions were combined in Fall 2017.

Website is analyzed monthly for views and interactions. A yearly review is conducted with current students and staff to improve navigation and content.

HRL professional staff are assigned specific social media platforms to oversee and utilize regularly.

Overall marketing plan is regularly evaluated in conjunction with University Communication & Admissions. Photos, 360 tours, virtual content, print items, etc., are developed yearly.

Planned actions or improvements if goal partially met:

Continue developing and evaluating overall marketing plan.

Incorporate marketing components into the redesign of the Occupancy Coordinator position as it pertains to recruitment, room reclaim, and retention.

Create internship opportunity that allows HRL to directly market relatable and peer-created content.

Rationale if goal unmet: N/A

Improve training/programming/support resources for staff members by providing a staff programming resource room, comprehensive professional and student staff manuals, and a secure storage location for large equipment (department BBQ trailer, golf carts, etc.).






Goal Met (Yes, No, Partially): Partially

Assessments



## Appendix A

### *University Strategic Plan – Foundation of Excellence*

-  Build and Maintain a Student-Centered University
-  Build an Enriched Academic Experience
-  Enhance Programs that Distinguish the University
-  Promote an Inclusive Campus Environment
-  Support Regional Development and Outreach

## STUDENT AFFAIRS STRATEGIC PLAN 2015-2020 EXAMPLE 1

### CAREER CENTER

#### COAD First Destination Survey Explanation / Illustration

1 – What is the FDS? First Destination Survey captures outcomes for all degree levels and provides trends data.

NACE's First Destination Survey captures information regarding how new college graduates fare in their careers within six months of graduation. The annual initiative provides clear, concise, and consistent and

# Student Affairs Strategic Plan 2015-2020 Example 2



University of  
Alabama

of



General Population - 2020 Fall Semester



156 students  
20%

222 students  
28%

414 students  
52%