

Student Affairs Strategic Plan 2015-16 Implementation

Initiative	Strategic Action Items	Sr. Sponsor	Contact Owner
1	Build a Culture of Excellence and Innovation		
1.7	Develop learning outcomes for all Student Affairs departments and programs	Clare O'Brien	Tim Archie 6-1522
1.8	Create awards to encourage and recognize staff for ideas, solutions and improvements to Student Affairs programming and service delivery	Joette Eisengart	Debi Hill 6-1395
1.9	Expand the efforts of Career Services to utilize technology and innovative models of student career development	Eileen Buecher	Charlotte Rinaldi 6-5978
1.10	To research, create, market and execute a UU referendum for February, 2016.	Marcy Maloney	Keith Humphrey 6-1521
2	Enhance Campus Life and Student Success		
2.7	Develop a campus-wide approach to student leadership development that complements what exists in segmented areas around campus	Kathleen McMahan	Jason Mockford 6-5457
2.8	Create programs to engage students their first year to help promote retention and achieve career goals, clarify major selection, develop career objectives, and create career development plans to help improve graduation rates	Eileen Buecher	Charlotte Rinaldi 6-5978
2.11	Expand learning support services through our Academic Skills Center to deliver cutting-edge academic support and retention programs to more students	Nelda Olvera	Bill Sydnor 6-1256
2.12	Design and implement a dynamic speaker series to spark dialogue, challenge assumptions, and open new ways of thinking for students	Kathleen McMahan	Jason Mockford & Ruth Cortes de Jesus 6-7153
2.13	Build student leadership opportunities where students discover their strengths	Kathleen McMahan	Jason Mockford 6-5457

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3	Engage Partners to Ensure our Future Success		
3.4	Collaborate across the campus to develop and execute a targeted engagement strategy for parents and family supporters from orientation through graduation	Clare O'Brien	Tessa Espinoza 6-7301
3.5	Expand Student Affairs Marketing & Communications infrastructure in collaboration with University Communications	Clare O'Brien	Yukie Murphy 6-7413
3.6	Develop and execute a Student Affairs Marketing and Communications strategy and branding campaign to include all departments and programs within Student Affairs	Clare O'Brien	Yukie Murphy 6-7413
3.7	Demonstrate the value of Student Affairs to key stakeholders, especially faculty and parents, to achieve Cal Poly's retention and graduation goals	Clare O'Brien	Yukie Murphy 6-7413
3.8	Expand partnerships with Academic Affairs through faculty involvement on task forces, selection committees, and program development	Joette Eisengart	Joette Esingart 6-7193
3.9	Expand the Student Affairs Advancement infrastructure to target the priorities in the comprehensive campaign	Clare O'Brien	Heidi Lee 6-5921
3.10	Promote a culture of support, philanthropy and community engagement with parents, alumni, employers, students and the greater community	Clare O'Brien	Heidi Lee 6-5921
3.11	Partner with key employers to grow internship and career opportunities for Cal Poly graduates and support the university's goal to produce more graduates for California	Eileen Buecher	Charlotte Rinaldi 6-5978