

Strategic Plan Objective	Actual or Expected Impact on Organization
Develop and maintain Student Center facilities.	The building is aging, there are significant expenses anticipated for replacement of equipment and/or building areas. University community members expect a high standard of care and service from the student center; it is our intent to continue to provide it. Annual evaluations indicate this is the highest level of satisfaction for users.
Develop quality services that address the needs of off campus students	More than 70% of our students live off campus. Our programs and services need to address their needs. Civic responsibility programs have been highly successful, specifically the ACT program, which includes the Good Neighbor Program.
Develop and improve programs that promote leadership, volunteerism and social responsibility	Leadership is an essential element of the Student Center program. It is a necessary element of the student experience. This area shows need for improvement in benchmarking surveys. Programs are evaluated and improved based on assessment. Volunteer programs enjoy high visibility with programs such as Bobcat Build and Bobcat Break (alternative spring break).
Provide quality events and programs that will enhance the co-curricular experience for the university community	This area is the focus for upcoming years. Accountability and planning tools are being developed to provide student and staff programmers with the tools that will create reporting, assessment and accountability communication lines. Fiscal responsibility is key. Meeting departmental goals and learning outcome information will also be incorporated in the reporting process.
Promote student involvement through programs and services in the Student Center	The ability to retain students through involvement is the focus of this objective. Services to student organizations and advisors are being enhanced as need indicates. Student organization numbers are close to 300 every semester.
Develop and secure new sources of funds	Fundraising, grant writing, and increased income-based services are necessary to meet the growing needs of the department. Our first grant writing effort was not successful, but has helped us to refine that skill and focus our efforts on areas where we may be more successful. Fundraising is a regular practice for some events sponsored by the student center (i.e. Bobcat Build).
Provide a clean, safe, attractive and comfortable	Facility improvements are a daily priority. While the building is aging, the cosmetic appearance is of a building much younger. The

environment for facility users.	infrastructure of equipment and machinery are the focus of our efforts to plan financially as well as to maintain effectively.
Provide a comprehensive leadership program	The leadership program grows each year, with collaborative efforts within the division and across the campus. A key element of benchmarking, improvement will assist in perceived success of department. The fall 2009 organizational change moving the coordinator of leadership to the Dean of Students office to assist in the design and implementation of a Leadership Institute will reduce the all-campus program offerings and allow more focused leadership development training for student employees and student organizations.
Promote and enhance student organizational experience.	Assists with the development of leadership, as well as off campus student experiences. Support for advisors, student leaders and members in the areas of recruitment fairs, standards of excellence accountability measures, advisor training, and leadership conferences provide the nucleus of the attention in this area.
Assess campus and community needs in regard to program development and satisfaction	Annual assessment program in place and functioning. Alternating user surveys with non user surveys, we are able to learn the satisfaction levels and interest areas of our students. Student leaders and Greek Organization leaders are surveyed alternating years for their learning and experience as leaders.
Create a marketing unit for the Student Center with responsibilities for marketing and promoting all Student Center programs, services and facilities	Marketing needs and efforts continue to grow, and to provide us with the principle branding effort of the department. We are consistently aware of the progress the university is making in the standardization of the university brand. Programs are promoted with high quality creative work. Designers have been consistently awarded by regional and national entities for the quality of their work. They are consistently requested to provide design work for student organization outside of the department, fitting them in where there is time.
Develop and improve use of web-based services and information for Student Center programs, facilities, and services	Work continues to provide the most updated, comprehensive amount of information for both the public and for our internal staff. It is a challenge to provide accurate information, but additional staff with CMS (website content program) access have helped in keeping the information current. An annual website audit is done to keep links and pages up to date. Additional methods have been employed to advertise programs and services, such as Facebook, Twitter and text messaging.

<p>Implement comprehensive staff training and development program.</p>	<p>Student and staff training programs are provided at the beginning of each semester, with in service opportunities throughout the year. Customer service and skill training is necessary to keep the level of service at the high quality we desire. A student employee handbook is also updated annually for distribution.</p>
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