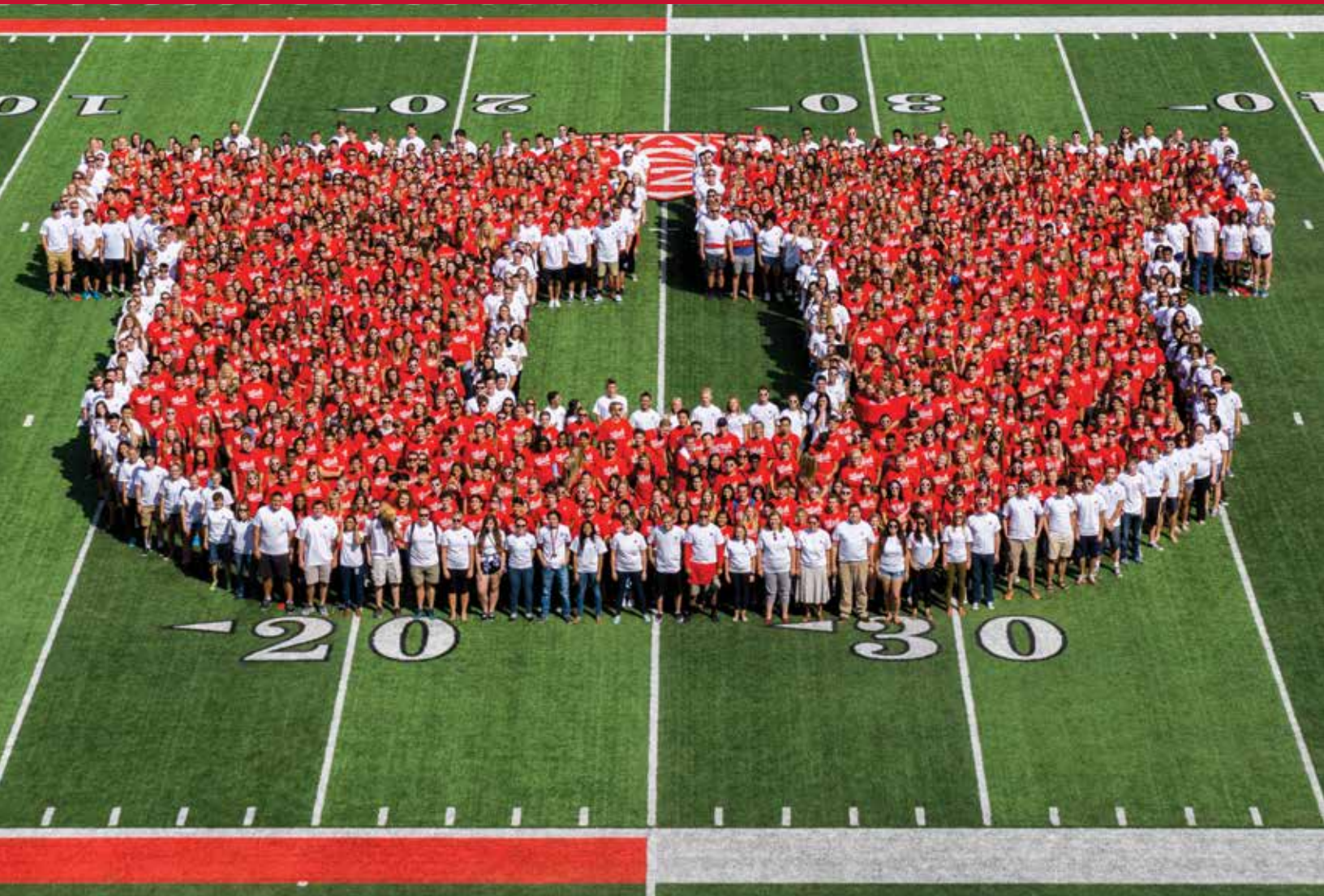


ADAPTING ^{TO} STUDENT NEEDS

A STRATEGIC PLAN FOR STUDENT
AFFAIRS AT THE UNIVERSITY OF UTAH



MISSION:

We support student well-being and success.

VISION:

For students to discover their passion, people, and purpose.



STUDENT AFFAIRS
THE UNIVERSITY OF UTAH

ABOUT THE STRATEGIC PLAN

Student Affairs (SA) used the balanced scorecard model to guide its strategic plan. A balanced scorecard is a strategic planning and performance management system that helps Student Affairs clearly communicate and track its vision, mission, and strategy of supporting students during their time at the U.

For additional information and updates, visit StudentAffairs.utah.edu/StrategicPlan.

MISSION:

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OUR VALUES

- 1 BELONGING:**
We strive for students to feel comfortable bringing their authentic selves to a campus where they feel valued and connected.
- 2 CARE:**
We provide a holistic well-being approach so every student feels seen, valued, and heard.
- 3 INTEGRITY:**
We approach every situation with honesty and transparency to align our actions with our values.
- 4 LIFELONG LEARNING:**
We provide formal and informal learning opportunities to develop and improve knowledge and skills needed to be successful.
- 5 SELF-DISCOVERY:**
We believe acquiring insight into one's own character, interests, and skills should be fostered in all aspects of student services.
- 6 STUDENT CENTERED:**
We consider the student perspective in all we do.

STRATEGIC INITIATIVES

1. CREATE PROACTIVE AND PERSONALIZED PATHWAYS

Build a coordinated system for tracking student and staff journeys and utilization in order to be more proactive with decision-making and more informed about the user experience. We aim to utilize resources, tools, and services to more efficiently and effectively meet student and staff needs.

2. REVITALIZE ENGAGEMENT & BELONGING

Improve and re-envision resources, events, programs, traditions, and services (and the promotion of these) that enhance engagement, connection, and belonging for staff and students of all backgrounds.

3. OPTIMIZE HEALTH & WELLNESS ACCESS

Improve and streamline access and awareness for health and wellness resources for students and staff through physical space changes, peer mentorship, and adapting technology use, to facilitate basic needs, enhance health literacy, reduce stigma, and provide a seamless user experience.

STRATEGIC OBJECTIVES AND STRATEGY MAP

A strategy map is a communication tool that tells our story. The strategy map shows how we create value with our strategic objectives in a logical, cause-and-effect flow diagram across the four perspectives of the balanced scorecard: organizational capacity, internal processes, finance, and students.

Perspectives

STRATEGIC OBJECTIVES AND STRATEGY MAP

Students

Metrics

- Student awareness score
- Student access score
- Student sense of belonging index
- Student satisfaction index

Finance

Metrics

- Efficiency and meaningfulness index

Internal Processes

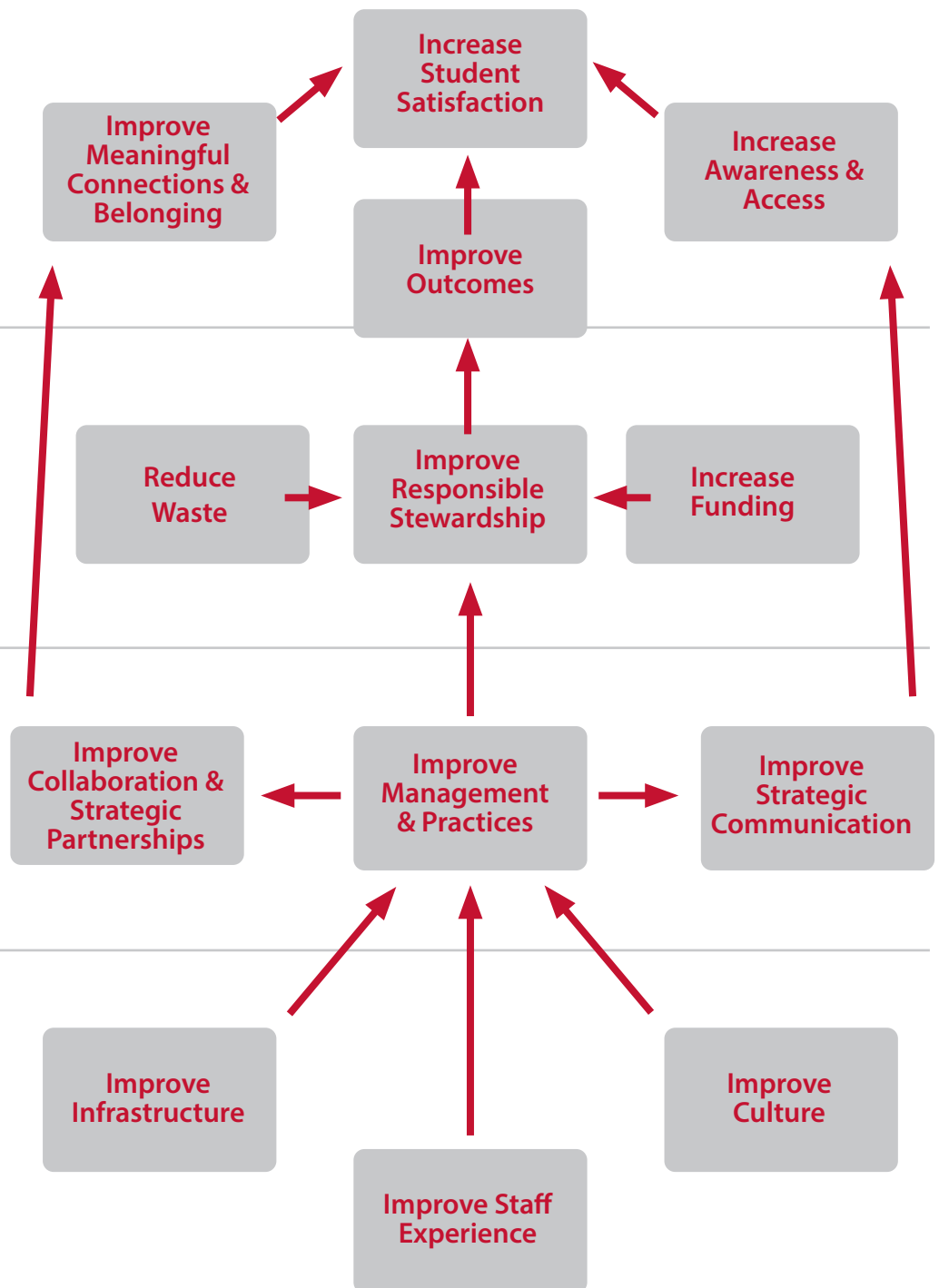
Metrics

- Branding score
- Utilization score
- Ease-of-use score
- Staff knowledge score

Organizational Capacity

Metrics

- Staff satisfaction score
- Work-life balance score
- Staff sense of belonging score



METRICS: MEASURING PROGRESS

STUDENTS

STUDENT AWARENESS SCORE

Measures how well students understand and can identify SA programs, resources, and services and the students' ability to navigate systems based on their unique identities, needs, and interests.

STUDENT ACCESS SCORE

Measures the extent to which students are able to access and utilize SA programs, resources, and services.

STUDENT SENSE OF BELONGING INDEX

Measures students' feelings of trust in SA to provide support for safety, engagement, learning, equity, and inclusion.

STUDENT SATISFACTION INDEX

Measures the level of student contentment, fulfillment, and comfortability with SA programs, resources, and services.

INTERNAL PROCESSES

BRANDING SCORE

Measures students' awareness of SA services, perception of SA, and the marketing methods that informed their understanding of SA.

UTILIZATION SCORE

Measures the frequency with which students utilize SA programs, resources, and services.

EASE-OF-USE SCORE

Measures the level of efficiency and effectiveness in helping students receive relevant resources and services to meet their needs.

STAFF KNOWLEDGE SCORE

Measures the extent to which staff know about SA, its programs, resources, and services.

FINANCE

EFFICIENCY AND MEANINGFULNESS INDEX

Measures the achievement of intended outcomes for SA programs, resources, and services while accounting for efficiency between cost and student/staff need.

STAFF SATISFACTION SCORE

Measures the perceptions of SA staff contentment and fulfillment with their work, training, development, and support.

ORGANIZATIONAL CAPACITY

WORK-LIFE BALANCE SCORE

Measures how well staff are able to take time off and balance work in a way that achieves a positive work-life balance.

STAFF SENSE OF BELONGING SCORE

Measures staff perceptions of social support within SA, their feelings of connectedness, and experiences of feeling accepted, respected, and valued by the SA community.



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