

**UNIVERSITY STUDENT UNION, INC.
STRATEGIC PRIORITIES 2010-2011**

- **SA Priority 1:** - Business, Operational Practices, and Facilities: Grounded in the philosophy of continuous quality improvement and guided by assessment data Student Affairs units will offer programs, services, and facilities that are student/client centered, effective and efficient, collaborative in nature, and responsive to organizational and legal constraints.
 - **Dept. Goal 1.1:** - Support the design, development and construction of the Student Recreation Center project that will promote wellness and enhance student life on campus.
 - **Strategy 1.1.1** - Oversee the construction of the Student Recreation Center and keep project on schedule.
 - **Outcome 1.1.1:** - Construction of the Student Recreation Center will be 75% complete by June 30, 2011.
 - **Assessment 1.1.1:** - Review the construction project schedule on a monthly basis and compare the critical path dates against the contractor's project schedule dates.
 - **Strategy 1.1.2** - Oversee construction of the Student Recreation Center and manage expenses and change orders in order to operate within projected costs.
 - **Outcome 1.1.2:** - The Student Recreation Center project will operate within the approved projected budget.
 - **Assessment 1.1.2:** - Review of construction expenses (including contingency) on a monthly basis against the projected cash flow and overall project budget.
 - **Dept. Goal 1.2:** - Provide and continually review student union programs, services and retail offerings in order to meet the needs of the student campus community and identify potential changes and enhancements.
 - **Strategy 1.2.1** - Develop a phased action plan for implementation of recommendations based on 2009-2010 student union site visits and results from Educational Benchmarking Institute (EBI) 2009 survey, 2009 retail survey and focus groups.
 - **Outcome 1.2.1:** - The USU will have a five-year plan for implementing recommendations based on feasibility, need and budget.

- **Assessment 1.2.1:** - The plan will be presented to the BOD Facilities and Commercial Services Committee and the USU Core Team for review (Feb. 2011) and will compare recommendations versus areas of need.
 - **Dept. Goal 1.3:** - Periodically review USU operations in order to ensure compliance with industry standards and continuous quality improvement of staffing, programs, services, facilities and operations.
 - **Strategy 1.3.1** - Develop a self-appraisal assessment tool and process, utilizing the Council for the Advancement of Standards (CAS) standards and guidelines for college unions or an alternate process.
 - **Outcome 1.3.1:** - The USU will have a multi-year self-appraisal process that will evaluate standards, identify discrepancies, and develop a plan of action to correct discrepancies.
 - **Assessment 1.3.1:** - Completion of assessment form and identification of USU discrepancies in comparison to CAS standards in selected areas.
- **SA Priority 2** - Enrollment Management, Retention, and Advocacy: Affirming our belief that each student admitted to Cal State Northridge has the potential and the full opportunity to succeed and guided by assessment data Student Affairs units will offer programs, services, and facilities that build a relationship between the student and the university, enhance student capacity for academic and personal achievement, and assert student needs and expectations to others who contribute to student persistence to graduation.
 - **Dept. Goal 1.2:** - Provide and enhance opportunities for students to develop leadership development skills that contribute to their success.
 - **Strategy 2.1.1** - Enhance and market the Leadership Toolbox program which includes podcasts (formerly part of the Leadership and Life Skills Institute) and handouts to provide convenient and accessible leadership development materials for students.
 - **Outcome 2.1.1:** - Students will have access to leadership development handouts that can be picked up in person in the Sol Center and SSU, or downloaded, along with podcasts, whenever convenient, to enhance students' capacity for achievement.
 - **Assessment 2.1.1:** - The number of handouts and downloads will be tracked and compared to 2009-2010 figures. Participants will be surveyed to determine effectiveness and the future direction of the program.

- **SA Priority 4:** - Staff Development and Well-being: Student Affairs is committed to creating a work environment based upon clear and reasonable expectations, in which performance evaluation is constructive and developmental, that provides opportunity for continuing development of skills and abilities, that recognizes and expresses appreciation for the contributions of individuals and groups, and encourages and facilitates physical, emotional, interpersonal, career, and spiritual well-being.
 - **Dept. Goal 4.1:** - Implement an ongoing staff development program for staff and graduate assistants that enhances skills, increases performance and sustains camaraderie and team support.
 - **Strategy 4.1.1** - Develop and present two (2) supervision workshops for supervisors/potential supervisors and one (1) additional workshop on a selected leadership topic.
 - **Outcome 4.1.1:** - Staff will understand the basics of supervision (including setting expectations, delegation, monitoring of performance, providing feedback and situational leadership).
 - **Assessment 4.1.1:** - Staff will participate in an assessment of supervision basics at the completion of each workshop and at year end to determine whether skills have been attained.
- **SA Priority 5:** - Student Learning and Development: Student Affairs departments will establish learning outcomes for their programs and services. These outcomes will, when appropriate, complement the outcomes established for General Education and contribute to student achievement of the University outcomes desired for CSUN graduates. Assessment of learning outcomes will occur and the results used to guide program and service planning and budget decisions.
 - **Common Learning Theme 2** - Achieving Capacity for Mutually Supportive Relationships.
 - **Common Learning Outcome 3:** - The student will appropriately use e-technology in communicating with others.
 - **Department Strategy 5.2.3:** - USU student board members, committee chairs, committee members, and student employees will take an E-mail Etiquette self tutorial online program.
 - **Department Learning Outcome 5.2.3:** - USU student board members, committee chairs, committee members, and student employees will know how to appropriately use e-technology in communicating with others and 90% of participants will score at least 80% on the annual knowledge assessment.
 - **Assessment Plan 5.2.3 (2010-2011):** - USU student board members, committee chairs, committee members, and student employees will take a survey

- that is linked to the conclusion of the self tutorial online program.
- **Common Learning Theme 5 - Applying Knowledge and Practical Competence.**
 - **Common Learning Outcome 1: -** The student will work effectively in teams.
 - **Department Strategy 5.5.4: -** Refine and present one (1) workshop on goal development (S.M.A.R.T. Goals), decision making, and effective teamwork. Committees will develop, evaluate, and implement annual goals. Committee chairs and board/committee members will be mentored by executive secretaries and advisors.
 - **Department Learning Outcome 5.5.4: -** USU BOD committee members will learn the principles of goal development, decision making, and effective teamwork with 90% of them scoring 90% or higher on 50% of the knowledge survey.
 - **Assessment Plan 5.5.4: -** Student participants will take a spring 2011 survey to measure their understanding of the topics presented. Committee executive secretaries and advisors will complete a rubric to rate the performance of team members based on their observation of each student's involvement with the topic areas presented. One student from each committee will journal about their team experience.
 - **SA Priority 6: -** Technology Advancement: Student Affairs will utilize technology to improve access to information, facilitate access to business processes from anywhere at any time, create opportunities for program and service delivery, and to engage students in learning opportunities.
 - **Dept. Goal 6.1: -** Convert manual operating systems to automated Web-based systems to reduce costs and increase department managers' satisfaction.
 - **Strategy 6.1.1 -** Convert the manual Human Resources Management System (HRMS) to an automated Web-based system by January 01, 2011.
 - **Outcome 6.1.1: -** The USU will save a minimum of \$17,000 for the period Jan. 2, 1011 to June 30, 2011 by reducing student assistant unproductive time and timecard data entry processing costs.
 - **Assessment 6.1.1: -** Return on Investment (ROI) analysis, comparing anticipated annual projected savings with actual savings.

- **Dept. Goal 6.2:** - Continue to enhance the use of technology and online communities to increase student knowledge of USU programs, services and facilities.
 - **Strategy 6.2.1** - Continue to market opportunities for students to join the text message listserv, e-mail notification system, Twitter, and the USU Facebook community.
 - **Outcome 6.2.1:** - The USU will increase participation rates in the text message listserv, e-mail notification system, Twitter and USU Facebook community by 25% at the end of the spring 2011 semester.
 - **Assessment 6.2.1:** - Using online tracking systems, the USU will compare the participation and membership rates of 2010-11 with those from 2009-10.