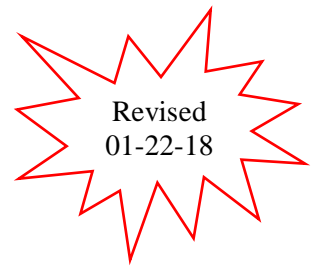


**UNIVERSITY STUDENT UNION
2017-18 STRATEGIC PRIORITIES**



- **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, sustainable, collaborative in nature, and responsive to organizational and legal constraints.
 - **Goal 1.1:** - Participate in the Student Affairs Program Review process in order to assess compliance with the Council for the Advancement of Standards (CAS) in Higher Education and continually improve SRC operations, services, facilities and programs.
 - **Strategy 1.1.1:** - Complete CAS program review process using the following steps:
 - A. Complete overall SAG (self-assessment guide) by SRC Program Review Team by December 2017.
 - B. Identify discrepancies and areas of focus for external review visit by February 10, 2018.
 - C. Host external review program, review visit, March 2018.
 - D. Review external review report and CAS internal program review report and prepare recommendations for potential action May 2018.
 - E. Submit report to USU XD, AVP and VPSA/DOS by June 22, 2018.
 - **Goal 1.2:** - To continually improve and enhance USU facilities in order to provide the CSUN community and guests with quality facilities, equipment, and technology in support of student success efforts and to increase revenue-generating opportunities.
 - **Strategy 1.2.1:** - Develop and execute a marketing plan for and hold a referendum to fund a renovation/construction project that will allow the USU to better meet student and campus needs.
 - **Outcome 1.2.1:** - Marketing plan will be executed and referendum will be held. Results will be reviewed by the Management Team and BOD to determine whether a construction/renovation project will move forward.
 - **Assessment 1.2.1:** Actual timeline for completion of marketing plan and referendum will be compared to projected timeline and a report of referendum results will be generated with recommendations for management team, BOD and appropriate campus review and approvals.

- **Strategy 1.2.2:** - Develop a program plan defining the scope, schedule and budget for a potential renovation/construction project.
 - **Outcome 1.2.2:** - Program plan will be completed prior to referendum marketing campaign launch.
 - **Assessment 1.2.2:** Actual timeline for completion of program plan will be compared to projected timeline.
- **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.
 - **Goal 2.1:** - To examine the outcomes associated with student engagement within a college union facility and develop an initial framework of how the role of the college union contributes to student learning and success in a complex higher education environment (ACUI Research participant).
 - **Strategy 2.1.1:** - Participate as a research site and serve as researchers for other campuses during the fall 2017 and spring 2018 semesters to discover the conditions within a college union/student center that impact student learning, student engagement, and student success (e.g. physical space, student employment, programming, campus partnerships, policies, and practices).
 - **Outcome 2.1.1:** -To develop an initial framework of how the college union contributes to student learning and success.
 - **Assessment 2.1.1:** - The case study qualitative method modeled from the Documenting Effective Educational Practice (DEEP) will be used.
- **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.
 - **Goal 5.1:** - To provide learning-based student work experiences that offer interventions, interactions and tasks that support student readiness for post-college employment.

- **Strategy 5.1.1:** - Examine findings from the USU's new pre/post-employment instrument for evidence of impact on post-college employment readiness.
 - **Outcome 5.1.1:** - The USU work experience will have a positive impact on post-college employment readiness for at least 25% of former USU student employees. Findings from the pre/post-employment assessment will be presented to the Management Team by June 30, 2018.
 - **Assessment 5.1.1:** - A comparison will be made of the pre- and post-employment results of students who separated from USU employment during the fall 2016 and spring 2017 semesters. Evidence of post-college employment readiness will be measured against milestones established in nationally normed assessments.
- **Goal 5.2:** To provide learning-based student work experiences that support student readiness for post-college employment.
 - **Strategy 5.2.1:** Require USU Student Assistant Employees to take the National Association of Student Personnel Administrators (NASPA) survey to learn about student perceptions on the impact of the USU work experience as it pertains to their skill development in customer service, time management, leadership, team work, organizational skills, transferable career skills, skills relevant to academic majors, and skills to be used after graduation.
 - **Outcome 5.2.1:** At least 70% of USU Student Assistant Employees will agree that the USU work experience contributed to their improvements in each of the developmental areas examined. Findings from the survey will be presented to the Management Team by June 30, 2018.
 - **Assessment 5.2.1:** - Data collection will occur via an online survey. The survey will be open for approximately four weeks. Students will be notified via email and will be sent two reminders via email. Supervisors will be asked to ensure that their student employees complete the survey. Survey completion is estimated at no more than 15 minutes.
- **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.
 - **Goal 6.1:** - To operate the organization efficiently by identifying and developing cost-saving measures.
 - **Strategy 6.1.1:** - Examine the organization's practices as it relates to technological, operational, fiscal, and human resources in order to identify manual processes that could be automated.

- **Outcome 6.1.1:** - The Business Efficiencies Work Team will fully roll out the Concur software in order to automate the travel approval, travel expense reporting, and monthly corporate credit card reporting process by December 31, 2017.
 - **Assessment 6.1.1:** - Actual timeline for the roll out of Concur will be compared to the projected timeline.
- **Outcome 6.1.2:** - The Business Efficiencies Work Team will complete the conversion of online forms to workflow forms by December 31, 2017.
 - **Assessment 6.1.2:** - Actual timeline for the for the conversion of online forms to workflow forms