VISION
As a result of our work every Boise State student is more self-aware, community oriented and prepared to change the world.

MISSION
Boise State University Student Affairs connects with students to provide vital services, resources, and learning opportunities preparing them for work and life beyond the blue.

OBJECTIVES
Strategic objectives, including specific tasks to be accomplished during 2013-2015, are outlined below.

OPERATIONALIZE DIVISIONAL MESSAGING STRATEGY

DEFINE TARGET POPULATIONS to ensure messaging is intentional
- Establish list of external and internal constituents pertaining to recruiting students (including parents and families); recruiting and hiring staff; resource development; retention of staff; services provided to campus community

DEFINE MESSAGE to consistently and intentionally communicate to our audiences the benefits received by attending Boise State
- Assess existing recruitment marketing materials and student marketing materials
- Articulate our why (recruitment) and embed into cross-departmental practice (retention)
- Use existing and new data (ie: NSSE, student focus groups) to connect message to experience
REORGANIZE DIVISIONAL MARKETING FUNCTIONS to address messaging internally and externally; from enrollment to commencement

- Establish inventory of and evaluate all mechanisms for communication from recruit to enroll to graduate
- Create consistency standards for print, web, social media, and video materials
- Establish communication protocols for internal and external use
- Revamp divisional marketing and communications team

PROVIDE COMPREHENSIVE PROFESSIONAL DEVELOPMENT TO ALL STAFF

IDENTIFY TARGET GROUPS AND SPECIFIC NEEDS for professional development

- Incorporate and expand staff development committee initiatives
- Utilize established field competencies to develop trainings
- Define parameters around training, development and service
- Utilize expertise of Dr. Phil Gardner to ensure student employee component aligns with workforce readiness research

IMPLEMENT CUSTOMER SERVICE MODEL adopting institutional strategic pilot program as template for implementation

- Determine prioritization of units and departments
- Refine and modify for student staff

CREATE ANNUAL PLAN that details ongoing initiatives and isolated events

- Use needs assessment to determine topics
- Explore speaker series for target populations
- Develop a plan for implementation Fall 2013

ENHANCE CAMPUS EMPLOYMENT EXPERIENCE FOR STUDENTS

EXPAND AND ENHANCE THE STUDENT AFFAIRS student employment program

- Articulate how student positions help develop critical professional skills, develop networks, and prepare for post-college transition
- Develop and implement a Student Employee New Hire Orientation Program
- Develop and implement a hiring manager training program covering divisional expectations on the recruiting process, the on-boarding process, performance management, and termination process
- Develop a standard student employee performance evaluation
- Link divisional professional development (objective 2) plan to expectations of student employees
- Develop and implement a targeted divisional employment campaign

**EXPLORE OPPORTUNITIES TO EXPAND THE NUMBER** of student employees in the Division of Student Affairs
- Evaluate existing student positions and create a comprehensive picture of student staffing levels across departments and units
- Evaluate attrition and determine if position could be re-classified and accomplished by students
- Write student positions into grants
- Explore divisional work study program
- Explore creative approaches to securing funds for student positions

**ENGAGE IN DIVISIONAL PROGRAM PRIORITIZATION**

**DEFINE PROJECT SCOPE** and determine divisional committee members
- Ensure alignment with parallel Boise State Program Prioritization

**DETERMINE CRITERIA** and process to ensure efficiency of resource alignment
- Select appropriate criteria, along with their relative weights, for evaluating programs for prioritization
- Define data to be gathered

**EVALUATE PROGRAMS** based on developed criteria and weightings
- Generate and gather qualitative and quantitative data
- Verify data
- Score criteria according to rating mechanism
- Make recommendations