Division of Student Affairs Strategic Plan
Armstrong Atlantic State University

MISSION

The Division of Student Affairs dedicates its staff and resources to sustaining a collaborative and intentional learning-center environment. Student Affairs supports the quest for continuous personal improvement through co-curricular activities, events, programs and services. The emphasis of efforts is placed on the importance of discovery, leadership and success at Armstrong Atlantic State University and beyond.

CORE VALUES AND PRACTICES

**Integrity**
We are committed to responsible and ethical behavior, in and out of the classroom, while upholding the standards of the university community in regards to honesty and accountability.

**Personal Development**
We promote academic achievement and professional growth by encouraging autonomy, wellness, balance and critical thinking.

**Social Development**
We foster cultural literacy and personal relationships founded on the principles of compassion, civility and diversity.

**Communication**
We create a learning laboratory for personal expression and intellectual exchange through creative oral, written and technological methods.

**Community**
We build a safe and fun environment where connections are made, achievements are recognized and service is encouraged.

STRATEGIC EMPHASES
2007 - 2011

Updated June 2010

I. CAMPUS LIFE FACILITIES

A. Provide an attractive on campus living facility that promotes student development, creates residential learning communities, increases the number of students living on campus and increases the retention of students from the freshman to sophomore year.
Tactical: Utilize the data collected and recommendations from MGT to respond to student housing, dining, student activities and security needs.

**Completed:** The MGT study has been utilized in the design of a new student center’s food service area to create a free flow scatter circulation and eliminate lines and congestion at key areas. Seating and the environment will be more comfortable and inviting. The new arrangement will also offer a greater variety of food choices and focus on the needs of anticipated residential population.

Tactical: Construct a residence hall complex that focuses on freshmen offering roommate selection, dining and structured social interaction space for community development. Construction of this facility will be a public private partnership with EFPI.

**Completed:** Windward Commons will open August 2010. It is a 567 bed suite-style Residence hall.

Tactical: Establish a freshman and possibly sophomore residency requirement.

**Completed:** A freshman live-on policy was created and approved. The policy went into effect for freshman entering the University summer 2010.

Tactical: Create Residential Learning Communities in collaboration with Academic Affairs that will allow students to live and learn within a small community of diverse students who share similar interests. An Academic Affairs and Student Affairs partnership is a key component in the design.

**Completed:** Implemented Honors Housing – 2007. Implemented a Education, Fitness & Wellness and STEP/STEM living learning communities in Windward Commons for Fall 2010.

Tactical: Increase the number of professional staff to adequately meet the student’s facility and programming needs and to provide supervision to the Community Assistants.

**Completed:** Assistant Director for Housing Operations was re-configured to respond to facilities and maintenance of housing-2008.
Graduate Assistant for operations was created to assist with housing facilities – 2008 Assistant Director for Residence Life for the First Year Experience was created and hired for Windward Commons. Two graduate assistant positions were hired for Windward.-2010.

**Responsibility:** Director of University Housing & Residence Life  
Assistant Vice President for Student Affairs  
Vice President of Student Affairs

**Measurement:** Facility completed in time for entering freshman class. Types of living learning communities established and evaluation of those communities. Comparison of rate of return to AASU from the freshman to sophomore year for those living on campus and those commuting. Evaluation of all programming events delivered to students. Tracking mechanism established to follow-up with all maintenance and repair issues.

**B. Provide a properly designed student center complex that will bring together undergraduates, graduate students, faculty and staff to greatly enhance campus life**
and respond to the critical space needs of students and student organizations to meet as a community.

Tactical: Utilize the data collected and recommendations from MGT to design a student center complex that is viable to the commuter and residential populations. **Completed:** Information from the MGT study has been utilized along with information obtained by SGA visits to recently constructed student centers and AASU focus groups to design a student Center that will greatly enhance student life at Armstrong and serve the entire university community.

Tactical: Enter into a public private partnership with EFPI for design and construction. **Completed:** Armstrong Education Properties Foundation, Inc. was involved and supportive of the project. EPFI has secured financing for the project at a favorable rate, which will allow the inclusion of several facility features that otherwise, might have been postponed.

Tactical: Renovate and/or construct a student center complex on campus to include organizational meeting space, film viewing/small venue for entertainment, student space to include SGA, CUB, HOLA, minority students, Inkwell and Greek life; late night dining, post office and convenience store. **Completed:** The new student center opened June 15, 2010. The facility will meet most of the identified needs.

Phase 2: The renovation of Memorial College Center will address the remaining requirements for additional organizational space, Game Room, HOLA, GSCC and Career Services space. Anticipated completed September 1, 2010.

Tactical: Hire a staff member dedicated to programming and late night activities. **Completed.** Assistant Director for Student Union & Activities was hired June 1, 2010.

**Responsibility:** Director of Student Activities  
Assistant Vice President for Student Affairs  
Vice President of Student Affairs

**Measurement:** Design of facility based on benchmarking standards from the Association of College Unions-International

**C. Strengthen efforts to create partnerships with academic affairs to provide a seamless learning environment for students.**

Tactical: Actively pursue closer ties with faculty, academic departments, programs and centers in bringing faculty and students together outside of the classroom for the purpose of linking academic and student life. **Completed:** The Student Activities and its related programs (SGA, CUB, OPC) promoted the above through sponsorship of awards (Outstanding Adviser, Research Symposium, Writing) gallery receptions and programs designed to unite all members of the academic community (Celebrate AASU, ArmstrongFest, The 9/11 Commemoration, Constitution Day and the AASU Awards Convocation).
Ongoing: Student Activities included all faculty and staff in campus mailings of the four annual activity calendars. The office also promotes cooperation by including academic related programs such as the Faculty lecture Series within their weekly “On The Wall” fliers.

Completed: Orientation program re-designed to increase involvement of Academic Affairs; established small learning groups for orientation led by faculty, staff and student leaders; designed a faculty/staff led parents as partners program. 2007, further redesign completed June 2010.

Tactical: Utilize established programs such as Orientation, Mamalakis Emerging Leaders, Career Services, Community Assistant residential programming, Disability Services, as a foundation for partnerships in the delivery of programs.

Ongoing: The Director and Associate Director of Student Activities presented Student Activities presentations to the Mamalakis Emerging Leader and CA training sessions. Also advised Navigate orientation leaders regarding their presentation of Armstrong’s Student Activities program and participated on the Family Orientation Panel.

Tactical: Increase knowledge of disability related issues among faculty through presentations, written information to faculty education website and library.

Ongoing: Disability Services updated faculty education pamphlets. All faculty receive information via faculty list serv and in meetings with individual faculty and department heads. Working with Human Resources to include information on disability services in on-line employee orientation-July 2008, 2009

Tactical: Work more closely with Admissions and Enrollment Services in providing information to them on areas within the Division of Student Affairs that will attract students to the University and provide opportunities for new students to quickly become involved in student life.

Ongoing: Student Activities solicited new student organization interest and input during orientation and sponsored a series of activities early in fall semester to encourage new student involvement and retention. The Associate Director of Student Activities, Assistant Vice President for Student Affairs and Vice President of Student Affairs participated with student organizations and at the Admissions Campus Previews. Student Activities provided calendars of upcoming CUB and other events that may be of interest to potential students to all Admissions and Enrollment Services staff twice each semester.

Student Affairs and Housing & Residence Life now receives weekly reports from Admissions & Enrollment Services on students accepted to AASU. Reports are used to mail housing information to potential AASU students.

Completed: Recreation and Wellness distributed an informational and marketing brochure at Campus Preview and upgraded its webpage with photos and video to inform prospective students of the many opportunities and facilities available to Armstrong students. Lobby area of the Student Recreation Center has been updated with information racks and
attractive bulletin board displays to disseminate information when tours of prospective students are brought through by Admissions.

Responsibility: Assistant Vice President for Student Affairs
Director of Career Services
Director of University Housing & Residence Life
Director of Disability Services
Director of Student Activities
Director of Recreation & Wellness

Measurement: Written evaluations from participants in programs.
Increase in type of and number of programs designed to bring students and faculty together.

II. STUDENT LIFE

A. Engage students in leadership development through training, mentoring, program planning, group dynamics, and situational experiences.

Tactical: Advertise and train students to serve as student officials for intramurals.
Completed: Recreation & Wellness has established a selection, training and supervision program for all student officials-2007/2008

Tactical: Create an Interfraternity Council
Greek Council has been formed but not Interfraternity Council. The group is developing its mission statement and program plans for the upcoming year.

Tactical: Solicit and recognize two – four new Greek letter organizations.
Completed: Pi Kappa Epsilon and Phi Mu Alpha Sinfonia chartered in December 2007
Phi Iota Alpha colonized in 2008, Zeta Phi Beta charted in 2009, Sigma Iota Alpha colonized in 2010.

Tactical: Develop a leadership program that focuses on second semester juniors and/or seniors that prepares them for the job market, i.e. resume, business etiquette, etc. This could tie into the Emerging Leader II program.
Ongoing: The Associate Director prepared and facilitated a resume preparation program with the Campus Union Board and Greeks that helped them identify transferable leadership skills-2008

Tactical: Establish an SGA Committee to Administer the Student Organization Travel Support Fund established by Armstrong’s Foundation
Completed: This committee was established and began operation- January 2008. During spring semester they assisted the Foundation in the awarding of $1,877 to four student organizations. Due to increased income in AASU Foundation account, program has been placed on hold. 2009.

Responsibility: Director of Student Activities
Director of Recreation & Wellness
Measurement: Evaluations of participants in intramurals on Sports Officials. Complete criteria for application of Travel Support Funds. Written evaluation of Student interest for increasing the Greek system and type of organizations interested in colonizing.

Tactical: Provide an increased marketing presence of type of volunteer experiences available in the community for students.

Function moved from University Counseling Center to the Office of the Vice President for Student Affairs. First Volunteer Fair was held September 2008 sponsored by Navigate Orientation and a class under the direction of Dr. Alice Adams. Plans are made to continue this as a yearly event-2008

Completed: Part of new Assistant Director for Student Union & Activities position is responsibility for Volunteer Services. Position will work closely with Civic Engagement housed in Academic Affairs. June 2010

Responsibility: Assistant Vice President for Student Affairs

B. Create an environment that fosters an active lifestyle through social, recreational, vocational, spiritual, political, and technological interactions.

Tactical: Introduce Club Sports and Wellness Education to campus recreation
Club Sports initiated Lacrosse and Ultimate Frisbee-2010.

Wellness education programs offered included a 10-week program designed to promote weight loss through nutrition education and weight training and exercise education. An Assistant Director for Wellness was hired to focus efforts and increasing programming in these areas-Spring 2008

Tactical: Increase outdoor recreational field space for intramurals and open recreation. Completed: Accommodate 2 softball, 3 flag football or 2 soccer games. Intramurals were played on field spring 2008.

Tactical: Collaborate with the department of Health & Physical Education in developing recreation opportunities and training for students.
Ongoing: Recreation staff spoke to PE majors and classes to promote opportunities to learn officiating skills and become paid officials in the program or to form teams and develop leadership skills by serving as captains and coaches for these groups. PE classes regularly spend one session each semester touring the Student Rec Center and receiving instruction on proper use of equipment and information on opportunities available for recreation during the semester.

Tactical: Create comprehensive wellness program for the University community.
Ongoing: A semester long class for students and one for faculty and staff now offered entitled Healthy Eating Every Day, to help people make permanent lifestyle changes in their eating habits. Free Introduction to Weight Training classes are offered each semester and a
Personal Training program conducted by Nationally Certified Trainers for those who desire more extensive one-on-one instruction in exercise. A new lunchtime walking program meets twice per week. Additional brown-bag seminars include Stress Management and Healthy Eating Options on Campus. There has been a 30% increase in the number of group exercise classes offered. Student staff received additional training on proper use of fitness equipment to provide more support to patrons in the fitness room. A Wellness Bulletin Board offers education and information on a number of topics pertinent to college students. -2008

Group Exercise classes include Cycle Fit, Pilates, Aqua Kick, Cardio Blast, Latin Cardio and Core, BOSU, Just Abs, Yoga, Strength and Tone, Fitness Yoga, Athletic Conditioning, Amazing Abs, Step Aerobics, BOSU Fusion, Kickboxing and Zumba. -2010

Special events now include Indoor Triathlon, Tybee Bike Ride, Historical Tour of Savannah, Extreme Challenge, Canoe Trip, Oatland Island Trip, AFAA Kickboxing Certification Workshop, Fit Bowl, Stress Fee Day, Biggest Loser Challenge, Skidaway Hiking Trip, LatinSalsa Night, March Madness, Hot Shot Contest, Bowling Tournament, 2010

Responsibility: Director of Recreation & Wellness
Measurement: Completion of an on-campus intramural field. Written evaluation of quality and satisfaction of intramural and open recreation space. Analysis of types of programs currently offered and Plan of program offerings based on needs assessment.

C. Appreciate the value of initiating, building and maintaining meaningful relationships through service, interdependency, collaboration and networking.

Completed: A total of 26 females participated in the fall 2007 sorority recruitment. 4 of those withdrew and 95% of the remainder pledged. This brought total for all Greeks to 97 Sorority and 31 Fraternity members.

Completed: A total of 35 females participated in the fall 2008 sorority recruitment; 3 withdrew, 3 GPA that did not meet requirement and 79% of the remainder pledged. This brought total for all Greeks to 82 Sorority and 61 Fraternity members.

Tactical: Enhance the current leadership program by creating an “Emerging Leader” II Program/certificate.

Responsibility: Director of Student Activities
Assistant Vice President for Student Affairs
Measurement: Written evaluation of leadership program. Size of recruitment classes. Feedback from
Women and men going through recruitment.
Feedback from faculty and staff on perceptions of sororities and fraternities at Armstrong.

B. Create extraordinary experiences in engaging environments for individuals pursuing educational interests through the Elderhostel Program.

Tactical: Actively solicit instructor input for the creation of new programs and compare with trends and untapped areas of interest through the national Elderhostel Program.
New programs include Revolutionary Medicine, Awesome Women, Pirates of the Coast, Life and Times of Reverend Andrew Marshall, Revolutionary Soldiers and Low Country Cooking-Fall 2008
Savannah’s History, Levy Hall, SCAD Art Museum 2009-2010

Tactical: Review and develop innovative approaches to life-long learning for an increasingly diverse older student population.
Innovative approaches included new classes featuring Food and Wine: Madera Wine Tasting, Cooking with Lowcountry Chefs. Area studies included trawling in the Savannah River.

Tactical: Provide a variety of learning venues including in-depth lectures, course-related field trips, cultural excursions and extracurricular activities.
A total of 45 weeks were offered successfully including the History of Savannah, Johnny Mercer Concerts, Low Country Cooking classes and demonstrations, and Wormsloe Plantation excursions. New state of the art audio equipment is used for each excursion to enhance the hosteller’s learning experiences.

A total of 32 weeks were offered successfully. Reduction in the number of weeks is due to the economy. The costs of the program has been increased and limits placed on the minimum number of participants required to run a program 2009-2010

Responsibility: Director of Elderhostel Program

Measurement: Increase in enrollment numbers over previous year.
Repeat participants in programs.
Analysis of type of programs offered through Elderhostel.
Program evaluations through el-star computer program in National office and through the University.
Survey participants to obtain ideas for new programming.
III. STUDENT SERVICES

A. Allocate sufficient resources to Career Services to allow for the development and implementation of innovative programs and services that promote life-long career management skills.

Tactical: In collaboration with academic programs, fully develop an internship and cooperative education component to the center.
**Ongoing:** A total of 79 internships and coops were posted -2008; 50 internships were shared with other USG schools through ExperienceGA/Monstertrak-2008; A total of 1,131 jobs, internships and coops are posted on new CareerWeb (NACELINK)

Tactical: Provide career counseling that will enable to students to assess their interests, values and skills related to the world of work and/or for graduate/professional education.
**Ongoing:** A total of 428 students received career counseling through SII, MBTI and Discover assessment tools.

Tactical: Provide support and programs to assist students in the face of technological advances in job search strategies.
**Completed:** Initiated contract with NACELINK for AASU CareerWEb account for students, faculty and staff to use-fulltime, parttime, internships and work study positions are posted 2008

Tactical: Expand the Career Fair to include job markets for 85% of the majors offered at Armstrong Atlantic State University
**Ongoing:** A total of 27 employers attending Career Fair would recruit any major- 2008; 13 employer’s recruited 32 majors out of 37 majors.

**Ongoing:** Career Fair was cancelled for spring 2010 due to a low number of employers registering for fair and departure of Director of Career Services.-2010

Tactical: Increase information on career options, work related accommodations, ADA job related legal issues for students with disabilities by compiling data, websites and literature for Career Services website and the Lane Library.
**Completed:** ADA web sites, link to Disability Services, listing of videos and books have been added to Career Services website to assist students with disabilities on career and employment options.

Tactical: Increase the staffing of Career Services from one professional staff member to three professional staff members for delivery of programs and services to meet undergraduate, graduate and alumni needs.
**Completed:** Position was developed and approved for hire.

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| Measurement | Yearly written evaluation of program and services by student users. Analysis of types of jobs/salary of graduates upon graduation and one year out of graduation. |
B. Increase awareness of services offered and expand ways to provide services to students through University Counseling Center.

Tactical: Provide information and presentations to new fulltime and part-time faculty. 
**Ongoing:** Participated in New Faculty Orientation-August 2007, August 2008

Tactical: Provide a Referral Guide for Faculty/Staff that aids in identifying and referring distressed students to Counseling Services. 
**Completed:** Referral Guide for Faculty/Staff to identify and refer distressed students to University Counseling Center completed May 2008. Located on UCC web page.

**Completed:** Guidelines for Faculty Members Regarding Student Conduct in Instructional Settings was completed September 2008. Located on Student Affairs web page. Distributed to new faculty at new faculty orientation 2009. 2010.

Tactical: Increase the number of presentations to the Liberty Center. This will include presenting to multiple classes at the beginning of each semester. 
**Ongoing:** Spring semester 2007 – Presentations on two days. Spring semester 2008 – Presentation on one day.

Tactical: Offer weekly groups for non-traditional students. 
**Ongoing:** Increased number of non-traditional students to participate in Time Management and Test Anxiety.

Ongoing: Groups have not met due to low number of student interested in participating in a group. 2009-2010

Tactical: Present to Community Assistants during training and provide regular in-service training on areas to support their residents. 
**Ongoing:** Increased presence at training for Community Assistants due to a redesign of program. 2010

Responsibility: Director of University Counseling Center

C. Develop and implement a Substance Abuse Education Program and Sexual Aggression Program that will meet the needs of students.

Tactical: Implement a committee representing constituents of the University to address these areas. 
**Completed:** Sexual Aggression Program Committee formed by Counselor in University Counseling Center-June 2008
Tactical: Develop programming and educational pieces on substance abuse and sexual aggression.

**Completed:** New Graduate Assistant position hired - 2008
Position was eliminated due to budget reductions 2009

**Ongoing:** Substance Abuse Education training to Community Assistants – August 2007, 2008; Full week of activities during Red Ribbon Week; Prescription Drug Abuse seminar-2008; alcohol information added to stress management sessions; Intake Form revised to include questions on alcohol and drug use; Began use of SASSI as an evaluation tool - August 2007; Alcohol/drug education classes designed and implemented for alcohol/drug offenders – 2007.

**Ongoing:** Spring Break Sexual Aggression awareness campaign initiated; Survival “Kits” on prevention and campus services distributed by Housing & Residence Life, UCC, and Student Health Center. Article in Inkwell on sexual assault prevention prepared by Graduate Assistant-2008; Updated Sexual Aggression prevention tip added to UCC website; Community Assistant training on sexual aggression, violence against women and stalking – 2007, 2008, 2009, 2010.

Responsibility: Director of University Counseling Center

Measurement: Written feedback on program offerings.
Committee evaluation of process.
Types of programs offered.

C. **Implement a Substance Abuse Education program for students who violate the University policies on alcohol or drugs as identified by Judicial Affairs and/or referred to by staff and faculty.**

Tactical: Written process to respond to all incidents of alcohol or drug violations by utilizing administrative or judicial avenues in addressing the incident.

**Completed:** Guidelines in responding to incidents of alcohol/drug violations have been clarified through Judicial Affairs committee. 2008.

Tactical: Establish a two-three session required program on alcohol and drugs focusing on education, physical/psychological, behavior and responsibility for first time offenses.

**Completed:** Alcohol/drug education classes designed and implemented for students violating code of conduct – September 2008.

**Ongoing:** Housing & Residence Life now consistently confronts students violating the AASU Alcohol Policy. Students in violation of policy meet with Associate Judicial Officer and are mandated to attend Substance Abuse sessions in UCC.

Responsibility: Director of Counseling Center
Director of University Housing & Residence Life
Assistant Vice President for Student Affairs

Measurement: Recidivism of students involved in incidents of alcohol or drugs.
Self-evaluation by participations.

D. Review and update established student conduct policies that set minimum standards for student behavior. The focus of these policies is to encourage students to rise above the minimum standards, to live and learn together in an atmosphere of mutual respect, and to learn the art of community.

Tactical: Review the student code of conduct policies and procedures governing student behavior and make changes through the appropriate avenues of the University.

Tactical: Place the Code of Conduct/Disciplinary Procedures in a prominent location on the University web page and identify it to all incoming students and those residing on campus. **Completed:** Code of Conduct/Disciplinary Procedures added to Student Affairs web page – September 2007

Responsibility: Assistant Vice President for Student Affairs
Vice President of Student Affairs
Director of University Housing & Residence Life

E. Review and update internal processes for responding to student life critical incidents in keeping with the University Emergency Procedures.

Tactical: Review and update procedures for issues such as:
- Student Affairs Communication System – Completed 2007
- Bias Related Behavior
- Death of a Student – Completed 2009
- Hurricane Evacuation – Completed 2007
- Rape and Sexual Assault – Completed 2007
- Suicide – Completed 2007
- Incidence of a Communicable Disease – Completed 2009
- Student In Danger to Self/Others – Completed 2007

**Completed:** Sexual Aggression guidelines, Attempted Suicide/Suicide guidelines, student affairs communication system determined, hurricane evacuation procedures – 2007, 2008

**Completed:** Housing & Residence Life staff trained on sexual aggression protocol, hurricane evacuation and response to critical incidents. Completed a staff duty manual and Community Assistant manual for response protocol to emergencies.

Responsibility: Vice President of Student Affairs
Assistant Vice President for Student Affairs
Director of University Counseling Center
Director of University Housing & Residence Life
Director of Multicultural Affairs

Measurement: Written policies in place and distributed to appropriate University personnel.
IV. DIVERSITY RECRUITMENT & PROGRAMMING

A. Create an environment on campus that attracts Hispanic/Latino students to enroll at the University and within 15 years AASU could become the first Hispanic Serving Institution (HIS) in the State of Georgia.

Tactical: Design a strategic marketing campaign that will effectively reach Hispanic/Latino students, parents and their counselors:

1. Create age-appropriate and hip, bi-lingual publications that effectively address enrollment of perspective students: traditional, non-traditional and graduate.
2. Conduct direct mail campaigns to high achievement Hispanic/Latino youth through SAT and ACT searches
3. Re-design HOLA program website to include an all Spanish language portion and more user friendly format

Completed: 1) A new logo has been created which has branded the HOLA Program. A new tagline or slogan was also approved: “El éxito te espera” or “Success awaits you”.

Completed: New promotional brochure has been printed and includes additional information that will better promote the university in both Spanish and English"

Completed: The HOLA website has been updated and restructured for easier navigation and bi-lingual information.

Tactical: Create and deliver presentation and workshops that will help address the high school drop-out rates of Hispanic/Latino students, and lead students to college enrollment:

1. Presenting College Preparatory Workshops in high schools and 2-year colleges
2. Sponsoring Financial Aid and Scholarship Application Workshops
3. Conducting Parent-Student and Teacher Conferences to educate non-English speaking stakeholders on how to navigate the college system
4. Connecting high school and college students in mentoring and tutoring activities-“Ubícate Program”

Completed: A statewide recruitment tour has been scheduled which includes 39 presentations in high schools and 2 year colleges, 2 scholarship workshops on and off campus, and 5 Parent-Teachers Conferences throughout Georgia.

In Progress: A community service student group has started to discuss and plan the establishment of the Tutoring Program for youth.

Tactical: Expand and revise the HOLA Program recruitment territory to include high Hispanic/Latino student population in South Carolina, Florida and new areas in Georgia.

Completed: The programmed recruitment tour has expanded recruitment areas in Georgia and South Carolina. Due to budget cuts, Florida’s recruitment will be included in next year’s plan.

Tactical: Generate an annual recruitment tour that strategically plans for effective use of resources:
1. Georgia PROBE college recruitment tour
2. Career and college fairs
3. School visits and presentation
4. Counselor appreciation and training programs
5. High School Counselor Annual Conferences

**Completed:** A recruitment tour has been developed that overlaps with scheduled Georgia tours and makes more efficient use of travel funds.

**In-Progress:** The Goizueta Foundation grant has not been renewed for 2010. Armstrong is being considered for a possible renewal. The lack of grant monies will limit recruitment to Hispanic students to the work that Admissions can fund. HOLA will continue to do limited recruitment primarily through the web page and established contacts in high schools.

Responsibility: Director of HOLA

Measurement: Increased enrollment figures.

**B. Provide opportunities for students to engage in activities that fully promote their cultural contribution to the global society.**

**Tactical:** Celebrate various cultural heritage months (African American Heritage Month, Native American Heritage Month) and other days of importance.

**Ongoing:** Native American History Month-The Eagle Meets the Condor: Fulfillment of a Prophecy.

**Tactical:** Dialogue sessions about various topics of race, culture, ethnicity, and gender.

**Ongoing:** Diversity Dialogues – Hip Hop: Beyond Beats and Rhymes; movie-The Family that Preys; Americano as Apply Pie – The Latino;

Responsibility: Director of Multicultural Affairs

**Measurement**

- By level of participation of campus constituents
- Completion of online evaluation
- Comprehensive report filed at end of the month

**C. Provide a volume of literature that addresses race, ethnicity, and diversity issues.**

**Tactical:** By using videotapes, DVD’s, and cd’s as teaching tools the focus will be on student’s knowledge and add to that knowledge or correct inaccurate information that the student has regarding diverse issues and people.

**Ongoing:** Purchases continue to be made to build the library of materials for Multicultural Affairs. 2009, 2010.

Responsibility: Director of Multicultural Affairs

**Measurement**

- Keep records of student materials check out. Provide a follow –up report for student to complete.
D. Increase efforts to accommodate more students and provide broader support through the academic outreach and student development programs.

Tactical: Expand leadership training for underrepresented populations by providing opportunities for students to attend conferences and network with other students in the University system of Georgia

Ongoing: MACAS ceremony is held each spring and NAACP Banquet.

Tactical: Provide improved and more frequent communication with students from underrepresented populations to increase their connection to AASU.

Responsibility
Director of Multicultural Affairs
Assistant Vice President for Student Affairs

Measurement
Implement a recording process for all referrals and types of issues/concerns of minority students. Regularly assess minority students to determine appropriate response, programs and services.

Tactical: Engage AASU Hispanic/Latino students in on-campus by actively seeking connectivity opportunities:
1. Clubs and organization membership
2. Encouraging Student Government and CUB leadership
3. Recruiting more Hispanic/Latino students to join Orientation teams and Ambassadors programs
4. Career counseling and internship opportunities

In Progress: Three Latino students have joined CUB-SGA, the largest number ever in the AASU’s history. A group of Latina students is currently looking into the possibility of establishing of a Latino Sorority on campus and four Latino freshmen have applied to the AASU’s Ambassadors Program.

In Progress: A Latina sorority has been colonized in 2010.

Tactical: Develop an Annual Latino Heritage Week program that engages students, faculty and staff in cultural programming.
Completed: Program held each year-2008-2009-2010

Responsibility
Director of HOLA

Measurement
Annual written report, mid-semester advisement interview, increased graduation / completion rates, continuous semester-to-semester enrollment, annual student satisfaction survey.

Tactical: Develop a Hispanic Leadership Lecture series that encourages discussion of current issues and educates local and regional communities on the issues that effect Hispanic/Latino communities
Tactical: Enlist and mobilize natural constituencies on behalf of HOLA Program goals: Savannah/Chatham Public Schools, Migrant Education Agencies, Hispanic Scholarship Fund, GA graduation coaches, School counselors, ESOL teachers, Churches, 2-year colleges, etc. Encourage their participation in HOLA Program activities and disseminate information on college enrollment and scholarships.

Tactical: Host Annual Latino Health Fair on-campus that will provide free on-site health screenings to the general public.

**Completed:** The Latino Heritage Week Program was a success. Nine activities were planned which attracted a record attendance of 2,225 people from the campus and the Savannah community. All programs received great reviews from attendance and media coverage from the Savannah Morning News and the local ABC TV station. Latino Health Fair was not implemented due to funding.

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<td>Measurement</td>
<td>Annual student satisfaction survey.</td>
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**V. ASSESSMENT**

**A. Update and implement the planning and assessment process in the Division of Student Affairs to review, assess and make changes as a result of annual assessment practices.**

Tactical: At the conclusion of each academic year, all departments in the Division of Student Affairs will have completed assessments of programs and/or services and prepare a written document on process, results and changes made as a result of the assessments. Completed: 2010, all departments in the Division of Student Affairs will have established assessment procedures.

Tactical: Each department in the Division of Student will create learning outcomes appropriate for their area and develop a mechanism(s) to assess those outcomes. Completed 2009 all departments in the Division of Student Affairs will create learning outcomes that will be on departmental web pages.

Student Activities established learning outcomes for SGA, CUB and Greek student leaders, worked with the Director of Institutional Research to develop a mechanism to access these outcomes and completed the assessments during spring semester. A written assessment report and any changes necessitated by the results will be included in the annual report.

Housing & Residence Life used EBI to assess resident perceptions.

Responsibility: All Directors
Assistant Vice President for Student Affairs
Vice President of Student Affairs

Measurement: Written assessment reports and changes made as a result of the assessments.

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