

Student Affairs, Vice President

Belonging

Goal Description:

Fostering a sense of community that is engaging, respectful and inclusive.

RELATED ITEMS

RELATED ITEM LEVEL 1

Communication For Community Involvement In Programs And Events

Performance Objective Description:

Improve communication with the University community to encourage participation and attendance at programs and events.

RELATED ITEM LEVEL 2

Student Communication Assessment

KPI Description:

The Student Communication Instrument will evaluate the effectiveness and value of e-mail marketing to the campus community. Develop an assessment instrument that will measure the value of information in the Student Services Weekly E-Update highlighting upcoming campus events, programs and services.

Results Description:

The Student Services Communication Assessment was not distributed during the 2016-2017 fiscal year. The survey instrument will be updated to reflect current communication trends and social media terminology.

Development

Goal Description:

Creating programs and services that encourage the personal growth and well-being of students.

RELATED ITEMS

RELATED ITEM LEVEL 1

Enhance The Student Experience

Performance Objective Description:

Develop programs and activities that enhance the student experience in the areas of University spirit, traditions, and residential campus culture.

RELATED ITEM LEVEL 2

SHSU Bookstore Sales Criteria

KPI Description:

Marketing criteria that increases the sales of used textbooks, textbook rentals and SHSU merchandising and memorabilia to provide discounts that help students financially, and produces revenue to support student travel and programs.

- Increase awareness of the University Bookstore by sponsoring on campus events including: football game signage advertisements, scholarship donations, and increase sales by 5% for merchandise and 10% for used textbooks and textbook rentals in FY 2016.
- Email campaign to target Alumni to reach out to students with the Sam Houston Brand and keep Alumni connected. Customizing emails for Alumni, such as the Astros game with 25% off one emblematic item.
- The Bookstore will attempt to acquire a parent email list to send out marketing materials.
- A FAQ about ordering textbooks, rentals, and other important information about the bookstore will be created.
- The Bookstore will develop an assessment instrument to measure customer service satisfaction and student needs.

Results Description:

Data is under review and will be reporting by September 30, 2017.

Supporting

Goal Description:

Preparing students for success with learning opportunities that improve life skills, retention, and graduation.

RELATED ITEMS

RELATED ITEM LEVEL 1

Explore Traditional and Experiential Learning

Learning Objective Description:

Provide opportunities for students to explore traditional and experiential learning through a variety of multi-modal method and leadership opportunities.
