

Objective 1: Focus on constructing departmental mission and vision statements which will tie into current divisional and University mission/goals. Use statements to formulate specific goals for each area of the department.

Action Required:

- Create Visitor Center mission/vision statements
- Use departmental statements as a platform to create a specific set of goals for each area
 - Go Center
 - Group Visits
 - Jr. Bearkats
 - Summer Camps
 - Scouts@SAM
 - Saturdays@SAM
 - SAMbassador Program

Timeline: Current draft is included in the staff handbook, to be workshopped at the departmental full time staff retreat– September 25th, 2015. To be finalized by September 30th, 2015.

Resources Needed: Staff input.

Progress: Mission will be revisited each year at the staff retreat and progress towards goals will be reported annually.

Objective 2: Increase academic involvement at Saturday@SAM events via faculty attendance and departmental or program specific extended breakout sessions.

Action Required:

- Gather attended-to-enrolled data
- Gather Open House attendance data
- Tape student testimonies
- Market to Dean's Council
- Create strategic marketing plan for each college
- Targeted campaign for new faculty orientation
- Possible HR incentive for service to the University

Timeline: Gather data during the Fall 2015 semester. Present and increase participation in the Spring 2016 semester.

Resources Needed:

Progress: Expect positive growth to event involvement every semester. Measure progress each semester based on the number of new academic areas participating in the event programming.

Objective 3: Increase the number of academic summer camps hosted by SHSU faculty and staff.

Action Required:

- Create a comprehensive program plan/template
- Meet with Deans and individual departments
- Secure funding for programs
- Create a marketing plan

Timeline: Increase the number of camps by a minimum of one (1) for summer 2016. Continually increase by a minimum of one (1) camp each summer for the next five (5) years.

Resources Needed:

Progress: Measure progress every year and evaluate program plan based on academic feedback.

Objective 4: Create a comprehensive, proactive communications plan.

Action Required:

Create plans for communication on

- Hobsons
- Instagram
- Twitter
- Mail Outs
- Other

Timeline: Plan created by January 1, 2016. Put plan into effect Spring 2016 semester.

Resources Needed: Staff input.

Progress: Measure progress each semester. Review and make necessary adjustments at annual staff retreat.

Objective 5: Increase services offered to Spanish-speaking population to include comprehensive visitor experience.

Action Required:

- Collaborate with Admissions, Financial Aid, and Residence Life representatives to include presentations.
- Allow for Q&A time with each representative prior to the general tour.
- Increase frequency of tours to bimonthly.

Timeline: Incorporate changes to include other offices and increased tour offerings by January 1st, 2016.

Resources Needed: One hour per month commitment from Spanish-speaking staff at each office.

Progress: Evaluate impact of services annually based on attendance-to-enrolled numbers and visitor survey feedback.