California State University SAN MARCOS | Student Affairs

Campus Strategic Priorities	Student Affairs Goals	2013-2015 Objectives	Measurement Metric(s)
Academic Excellence	1. Increase timely access to high quality advising and counseling services.	1.1 Build and implement an early warning system. 1.2 Optimize the use of technology in academic advising services.	1.1.1 Increased student and faculty utilization and satisfaction levels. 1.2.1 Lower average wait time for advising appointments.
	2. Expand student academic and career support services.	2.1 Identify and implement best practices to reach more students in a timely manner with accurate and meaningful information.	2.1.1 Growth in student utilization and satisfaction levels. 2.1.2 Increased graduation rates.
Student Life	3. Launch the new Student Health and Counseling Services facility.	3.1 Maximize the use of the new facility to deepen and expand medical, counseling and health education to individuals and groups of students.	3.1.1 Expanded student utilization and satisfaction levels. 3.1.2 Renewal of AAAHC triennial accreditation
	4. Launch new University Student Union.	4.1 Maximize the use of the new facility to deepen and expand student engagement on campus.	4.1.1 Increased student utilization and satisfaction levels.
	5. Implement a comprehensive co-curricular model.	5.1 Promote co-curricular activities and events to maximize student development and wellness.	5.1.1 Improved student participation levels and achievement of program outcomes.

Campus Climate	6. Promote a campus culture of civility and ethical development of students.	6.1 Strengthen programming for students, faculty and staff that promotes welcoming environments to all communities of difference.	6.1.1 Increased student participation and satisfaction levels.
		6.2 Strengthen programs and services offered by the social justice centers.	6.2.1 Increased evidence of culture of civility and ethical behavior through campus environmental scans.
	7. Deliver service oriented and efficient administrative processes in Cougar Central.	7.1 Implement organizational models that augment face-to-face interactions by integrating technology in order to increase efficiency and effectiveness of service delivery.	7.1.1 Enhanced service delivery capacity and student satisfaction levels.
Community Partnerships	8. Provide support for students in MOU districts prior to and after admission.	8.1 Expand academic support services to students in the San Marcos Unified School District and Escondido High School District to help them meet CSUSM admission requirements.	8.1.1 Growth in admission rates for students from MOU districts.
		8.2 Expand academic support services to matriculated students from the San Marcos Unified School District and Escondido High School District to retain them through graduation.	8.2.1 Improved persistence, retention, and graduation rates of students from MOU districts.
	9. Expand community utilization of campus venues for events.	9.1. Build a business model that leads to self-support of ESC operations.	9.1.1 Augmentation of revenue streams generated by community events.

Educational Equity	10. Provide services addressing access, persistence, retention, and graduation specifically for underrepresented students.	10.1 Identify specific students within underrepresented populations (e.g. former foster youth, under prepared FY, first in family, veterans, disabled students, low income) prior to and after admission in order to proactively link them with the on-going support they need to graduate.	10.1.1 Increased utilization rate of services available for remediation support, mentoring, advising, and other relevant student support services. 10.1.2 Improved persistence, retention, and graduation rates of students from underrepresented populations.
	11. Advance Gender Equity (Title IX).	11.1 Expand Gender Equity (Title IX) education for students, faculty, staff and administrators.	11.1.1 Expanded participation levels in equity educational offerings.
		11.2 Provide effective responses to gender equity concerns.	11.2.1 Endorsed compliance with appropriate Federal, State, and system regulations.
	12. Enhance Outreach / Recruitment programs to K-12 underserved populations.	12.1 Increase staff professional development to broaden campus visibility to underserved populations.	12.1.1 Positive longitudinal trend in admission of underserved populations.