

WSUTC Division of Enrollment Management and Student Services

DRAFT Strategic Map: 2014-2017

Deliver Efficient and Effective Services to Grow Enrollment and Develop a Dynamic and Engaging Campus Life

A

B

C

D

E

Develop Sustainable and Manageable Enrollment Growth

Increase Awareness and Communication of Services

Improve Campus Life

Provide New and Innovative Services

Strengthen Organizational Infrastructure

1

Involve Faculty More in Recruitment

Implement a Comprehensive Communications and CRM Strategy

Expand Dedicated, Inviting, and Safe Student Spaces

Enhance New Student Orientation

Improve Office Space

2

Expand Transfer and Bridges Programming

Implement an External Branding and Marketing Plan

Establish a Registered Student Organization Center

Grow Student Financial Services

Leverage ZZUSIS More Effectively

3

Enhance Student Ambassador Program

Improve Web Content and Resources

Build a Student Union Building

Implement a Chancellor Scholars Program

Implement a Staff Development Program

4

Establish a High-Quality Campus Visit Program

Assure Inclusion in the Student Decision Making Process

Build On-Campus Housing

Implement a Student Leadership Certificate Program

Streamline and Automate Student Processes

5

Leverage Financial Aid More Effectively

Assure Inclusion in the Student Decision Making Process

Build a Campus Recreation Center

Develop More Parent and Family Resources

Revise Policies and Procedures to Ensure Best Practices

6

Expand International Recruitment Efforts

Assure Inclusion in the Student Decision Making Process

Create an Off-Campus Housing Referral Service

Provide More Student Support Services

Revise Policies and Procedures to Ensure Best Practices

7

Implement an One-Stop Shop for Student Services

F

Establish a Campus Culture of Strategic Enrollment Management and Retention

G

Establish a Culture that Supports Assessment, Accountability, and Transparency

H

Establish a Culture of Inclusion and Social Justice