



K-State 2025 Strategic Action and Alignment Plan

College or Major Unit: Division of Student Life

Department: K-State Student Union

1. What are your Department's mission and vision and how does your organization contribute to achieving the University's and your College's/Major Unit's vision for K-State 2025?

Students

Students come first and are an important part of accomplishing the Union's mission through participation and leadership on advisory and programming boards, through student employment and management opportunities.

Programs

We provide programs that educate, entertain and enlighten, as well as encourage a sense of community, with opportunities campus and community participation, interaction and collaboration. These promote social and intellectual interactions making the Union the primary gathering place on campus.

Facilities

Maintain quality facilities, provide new technology, update furnishings and use equipment that is clean, safe, comfortable, attractive and well maintained.

Services

Services needed by students, faculty and the campus community in their daily lives are found in the Union.

Effective Leadership

Leadership is a key to accomplishing our stated mission, to setting goals, managing, budgeting and evaluating, as well as continuously improving in response to the changing needs and priorities of our students and Kansas State University. Student leadership and involvement is accomplished through Union Ambassadors, UGB, UPC, UCB, graduate advisors, building managers and practicum experiences.

Organization

Organizational effectiveness is demonstrated by having up-to-date policies and procedures; a functional organizational chart; recognition and reward processes for students and staff; appropriate training and supervision; responsiveness to student development goals; and positive relations with relevant campus offices, community agencies and professional organizations.

Finances

Keys to financial success include adequate budgets to accomplish mission and goals, with plans and projections to accomplish our mission, goals, and current and long term expenditures. We need the ability to fund future capital needs and equipment replacement and to have adequate financial resources to provide appropriate services, facilities and programs. Marketing support is essential to promote our facilities, services and programs.

Assessment

Assessment practices are necessary to determine whether our mission and goals are being met, with data collection that provides information used to revise and improve programs, facilities, services, policies, and procedures, with results reported regularly through annual reports and other means.

We achieve the University's and Division's vision for K-State 2025 with the goals to:

- I. Develop and implement initiatives that enhance academic success and support student persistence.
- II. Support students through advocacy and development of the whole student.
- III. Provide active and diverse student engagement experiences that prepare students to become future leaders and citizens in a global society.
- IV. Provide environment and facilities that are conducive to student learning and success.

2. What are your Department's key strategic activities and outcomes?

3. Identify [in brackets] which of your Department's strategic outcomes are directly linked to your College's/Major Unit's outcomes. (If your Department or similar unit is not in a College or Major Unit, skip this question.)

Key Activities	Short Term (2013 - 2015) Key Outcomes	Intermediate (2016 - 2020) Key Outcomes	Long Term (2021 - 2025) Key Outcomes
<i>What we plan to do...</i>	<i>What we expect to happen...</i>	<i>What we expect to happen...</i>	<i>What we expect to happen...</i>
{Goal 1, C} Develop and expand programs designed to increase student retention and graduation rates.	Increase membership of UPC committee members each year by 10%. [SL:1-C]	Increase membership of UPC committee members each year by 7.5% [SL:1-C]	Increase membership of UPC committee members each year by 5% [SL:1-C]
1. Involve students through active participation in Union Program Council, Union Governing Board and Union Ambassadors.	Skill levels will be measured and increased through quantitative means. [SL:1-C, 1]	Skill levels will be measured and increased through quantitative means. [SL:1-C, 1]	Skill levels will be measured and increased through quantitative means. [SL:1-C, 1]
2. Identify learning outcomes from Union student employees for each position.	UPC program surveys will measure the level of satisfaction. [SL:1-C, 1]	UPC program surveys show increase in the level of satisfaction. [SL:1-C, 1]	UPC program surveys will show increase in the level of satisfaction. [SL:1-C, 1]
3. Use assessment tools to gauge student employees, UPC and UGB student leaders' and ambassadors' experiences.	Leadership workshops/retreats offered at least 3 times per year. [SL:1-C]	Leadership workshops/retreats offered at least 3 times per year. [SL:1-C]	Leadership workshops/retreats offered at least 3 times per year. [SL:1-C]
4. Offer quality programs that are free or inexpensive to students in order to enhance their student experience, which leads to retention.	With successful referendum, begin planning for Union renovation [SL:IV-B]	Complete Union renovation. [SL:IV-B]	Begin to update Union Master Plan. [SL:IV-B]
{Goal 1, E} Address the need for comprehensive, coordinated, and integrated student services for student success.	At least 25% of UPC events co-sponsored with others. T2-L	At least 30% of UPC events co-sponsored with others.	At least 35% of UPC events co-sponsored with others.
1. Implement details of Union Master Plan created by ASG.	Union staff represented in at least 8 University committees.	Union staff represented in at least 10 University committees.	Union staff represented in at least 12 University committees.
2. Partner with student life areas and develop services and programs in support of student life needs.	Union serves as main facility for new student orientation programs. [SL:1-C]	Union serves as main facility for new student orientation programs. [SL:1-C]	Union serves as main facility for new student orientation programs. [SL:1-C]
3. Actively participate in University	Numbers served by passport services increases by 10%.	Numbers served by passport services increases by 12%.	Numbers served by passport services increases by 14%.
	Union-based scholarships are offered to at least 15 students. [SL:1-C]	Union-based scholarships are offered to at least 20 students. [SL:1-C]	Union-based scholarships are offered to at least 25 students. [SL:1-C]
	Maintain partnerships with offices that support student transition. [SL:1-C]	Increase partnerships with offices that support student transition by 5%. [SL:1-C]	Increase partnerships with offices that support student transition by 10%. [SL:1-C]

<p>committees.</p> <p>{Goal 1, F} Support transition programs to address the needs of our students.</p> <p>1. Union as headquarters for new student orientation programs.</p> <p>{Goal 1, G} Provide opportunities for students to develop through an active and diverse student engagement experience.</p> <p>1. Internship programs, significant student leadership opportunities in Union, meaningful student employment opportunities.</p> <p>{Goal 3, A} Expand opportunities for students to participate in high-impact experiential learning.</p> <p>{Goal 5, A} Provide facilities to enhance student success.</p> <p>{Goal 5, B} Develop and maintain appropriate technology structure.</p>	<p>UPC and UGB student leaders will attend regional and national conferences; student employees receive training; students will be nominated for awards, and students will participate in Union Ambassador's program. [SL:III-B]</p>	<p>Increase in numbers of UPC and UGB student leaders attending regional and national conferences; student employees receiving training; students nominated for awards, and students participating in Union Ambassador's program. [SL:III-B]</p>	<p>Increase in numbers of UPC and UGB student leaders attending regional and national conferences; student employees receiving training; students nominated for awards, and students participating in Union Ambassador's program. [SL:III-B]</p>
	<p>Staffing needs and internship experiences filled by students whenever possible. [SL:III-B, 1]</p>	<p>Maintain percentage of Staffing needs and internship experiences filled by students whenever possible. [SL:III-B, 1]</p>	<p>Increase percentage of Staffing needs and internship experiences filled by students whenever possible. [SL:III-B, 1]</p>
	<p>Offer multi-cultural/diverse programs to involve greater student diversity. [SL:III-A, 1]</p>	<p>Increase number of multi-cultural/diverse programs by 5% [SL:III-A, 1]</p>	<p>Increase number of multi-cultural/divers programs by 10% [SL:III-A, 1]</p>
	<p>With funding sources secured, take next steps for implementing Union renovation; upgrade technology throughout the Union. [SL:IV-B, 2a]</p>	<p>With funding sources secured, take next steps for implementing Union renovation; upgrade technology throughout the Union. [SL:IV-B, 2a]</p>	<p>With funding sources secured, take next steps for implementing Union renovation; upgrade technology throughout the Union. [SL:IV-B, 2a]</p>

4a. What resources and/or opportunities exist for your Department to achieve its vision and outcomes?

SGA Student Privilege Fee allocation for Operations and Repair/Replacement needs; SGA fee referendum of April, 2013 (if it passes); Commissions from contractors; sales from retail operations and Union Recreation Center; strong support and identification with student union by student body; inclusive organizational structure; effective programming unit.

4b. What resources and/or opportunities are needed for your Department to achieve its vision and outcomes?

Financial resources to address backlog of maintenance and repair/replacement needs; support from students for privilege fees and referendum; action on feedback from assessment activities; networking with colleagues and attending professional conferences to keep up with trends.

5. How do you propose to acquire the resources needed for your Department to accomplish its vision and outcomes?

Successful conclusion to Union Bookstore RFP (Spring, 2013); Completion and execution of Union Master Plan study; Successful conclusion to planned referendum and Student Governing Association Privilege Fee Committee review; and capturing additional revenue streams, e.g. retail services, to support Union operational expenses.

6. How does your plan link to the K-State 2025 University Benchmark Metrics, Common Elements, and Thematic Goals, Outcomes, and Metrics? (See below)

6. Departmental Links to K-State 2025 University Benchmark Metrics, Common Elements, and Thematic Goals, Outcomes, and Metrics

Links to Benchmark Metrics

Links to Common Elements

Links to University Thematic Goals, Outcomes, and Metrics			
Links to 2025 Thematic Goals and Metrics	Links to Short Term Outcomes (2011 – 2015)	Links to Intermediate Outcomes (2016 – 2020)	Links to Long Term Outcomes (2021 – 2025)
<p>T2 - Undergraduate Educational Experience (UEE)</p> <p>Theme 2 Metrics: T2-2 - # and % of undergraduate students completing an experiential learning experience T2-3 - Total funding awarded for undergraduate scholarship support T2-7 - Student satisfaction and utilization rates</p>	<p>T2-B - Engaged students benefitting from high impact educational practices used by excellent faculty and staff across the university</p> <p>T2-G - Successful recruitment and retention strategies that address our entire student population</p>	<p>T2-L - All UG students engaged in a diversity of experiences that expand their viewpoint</p>	
<p>T6 - Facilities and Infrastructure</p> <p>Theme 6 Metrics: T6-2 - Total expenditures for physical facilities and infrastructure projects T6-3 - Total annual expenditures for deferred maintenance T6-4 - Total funding available to support facilities and infrastructure needs</p>			<p>T6-I - Well-maintained buildings, utilities, IT infrastructure, and grounds consistent with the expectations and image of a highly ranked land grant research and teaching institution</p> <p>T6-J - An excellent campus community experience supported by facilities and landscapes that enhance social interaction, learning and collaboration</p> <p>T6-K - Signature facilities that promote collaborative learning and working environments, multidisciplinary work, and integrated interaction between students, faculty, researchers, staff, and administrators</p>