

**Associate Vice President for Student Affairs  
and Development**  
**STRATEGIC PLAN 2001-2006**

**MISSION STATEMENT**

**The mission of Associate Vice President for Student Life is to assist each of the departments reporting to this position in meeting the goals, objectives and mission statements defined by their strategic plans as approved by the Division. The primary responsibilities of the Deans Office center on the provision of a university leadership interface between the student and general administration, between one student and another student or group of students, and between the student and the Bowling Green community in matters of student behavior, ethics, and academic performance. In addition, this office is charged with assisting the Vice President for Student Affairs/Campus Services, and general campus administration in providing “out-of-the-classroom” learning experiences and services supporting the academic mission of the University.**

Associate Vice President for Student Life Goals and Objectives:

1. **STUDENT LEARNING:** To create conditions which motivate and inspire students to immerse themselves in educationally purposeful activities.
  - a. As Dean of Students, continually provide a student advocacy environment that creates a learning opportunity for the student in all matters of student discipline and in problem solving in matters of student conflict with the academic program, university rules and regulations, and in matters of conflict with their fellow student(s).
  
2. **DEVELOPMENT:**
  - A. **STUDENT:** To foster and encourage student development with programs, activities, role models, and specialized training geared to maximize academic skills, life-long learning skills, and personal wellness.
    - a. Continually provide a student/senior leadership interface in matters of student discipline, general behavior, university ethic, and academic performance.
  - B. **STAFF:** To encourage and support development of staff enabling them to maximize the effectiveness of their service to our students and the institution.
    - a. Make sure all staff evaluations identify areas of strength and recommended improvement to help management plan development opportunities that will help the unit reach its service goals. (SA2&5, U3)

3. **DIVERSITY:** To promote and encourage learning experiences for students and staff that value the diversity of our institution, local communities, and global community.
  - a. Support departments reporting to the Dean in efforts to develop and maintain training that targets diversity sensitivity and cultural understanding. Make sure that this training is cycled annually and refreshed to include current concerns and issues. (SA2&5; U1,2&3)
  
4. **ASSESSMENT:** To continually assess our progress in attaining the divisional and departmental objectives that promote the mission and goals of our university.
  - a. Work with the division leadership to establish a unified accounting report service capable of showing an account management report on a monthly basis for leadership in all Student Affairs departments. (SA4, U5)
  
5. **RETENTION:**
  - B. **STUDENT:** To recruit and retain students by helping them to perfect the life-long learning skills that enable them to attain their personal and professional goals in addition to flourishing as students and responsible citizens.
    - a. Assist with development of a capital renewal program for the DUC in conjunction with DUC management and divisional support. Have plan in place by Christmas '01; construction underway in summer of '02. Assist with development of a funding plan from variety of sources to include partnership participation, bond sales, and savings. (SA5, U4&5)
  - C. **STAFF:** To attract and retain exemplary staff who will lead our efforts in supporting the goals and mission of the university and the Division.
  
6. **SERVICE:** To continually strive for excellence in services and programs that support the academic endeavors of our students both in and out of the classroom.
  - a. Work with the Student Affairs/Campus Services leadership to establish one-stop student accounting services at WKU effective fall 2002. (SA6, U5)
  
7. **RESOURCES:** To continually search out “new” resources as well as maximize the application of all “existing” resources available to the division--whether these resources be financial resources, technological resources, physical resources, or human resources.
  - a. Help negotiate a partnership agreement with a dining services vendor that generates revenue supporting capital improvements to dining services facilities and the Downing University Center in general—By May 2002. (SA7, U5)