Division of Student Affairs
STRATEGIC PLANNING

- Mission Statement
- Vision Statement
- Strategic Drivers
- Critical Business Issues
- Critical Success Factors
- SWOT Analysis
- Long Term Objectives
- Tactical Initiatives

Division of Student Affairs
Ensuring Goal Alignment

**Goal 1:** Promote student graduation and success through effective recruitment, transition, and retention of our diverse student population.

**Goal 3:** Expand and support the use of effective, innovative teaching and learning environments and pedagogies for students both in and out of the classroom.

**Goal 5:** Achieve operational and administrative excellence, efficiency and effectiveness across all campus divisions.

**Goal 6:** Effectively promote, publicize and celebrate the distinctiveness and many strengths of CSUDH through visible and engaging communications and marketing.
Goal 1
Increase the quality of the student experience from inquiry to alumni
Student Affairs Strategic Plan

Goal 2
Enhance the role and practice of assessment within the Division
Goal 3
Increase training and professional development of staff at all levels
Student Affairs Strategic Plan

Goal 4
Improve communication within the Division, with other areas of university, and with external constituents
Division of Student Affairs

Student Success

Enrollment Management

Student Life and Engagement
Student Success
Student Success

- EOP
- Guardian Scholars
- Student Health and Psychological Services
- Career Center
- Educational Partnerships
- Women’s Resource Center
Graduation Initiative 2025 is the California State University’s ambitious initiative to increase graduation rates for all CSU students while eliminating opportunity and achievement gaps. It is about the CSU thinking and acting differently to encourage innovation, remove barriers that impede student success and be more strategic about the way we serve our students.
CSU SYSTEM GRADUATION RATE GOALS 2025

These are specific goals on which the Board is asked to take action.

Freshmen

4-Year Goal: 40%
6-Year Goal: 70%

2015 Rate: 19%

Transfers

2-Year Goal: 45%
4-Year Goal: 85%

2015 Rate: 31%
2015 Rate: 73%

Achievement Gaps

0 Points
Graduation Rate Goals 2025

<table>
<thead>
<tr>
<th>Goal</th>
<th>2015 Rate</th>
<th>4-Year Goal</th>
<th>6-Year Goal</th>
<th>2-Year Goal</th>
<th>4-Year Goal</th>
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<tr>
<td>2015 Rate</td>
<td>9%</td>
<td>31%</td>
<td>55%</td>
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<td>2015 Rate</td>
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<td>32%</td>
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Achievement Gaps
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Building a Culture of Evidence
Assessment in Student Affairs

Areas within student affairs are sometimes viewed as “add-ons” or non-essential aspects of college life.

We are building our capacity to assess the student learning that takes place as a result of students’ participation in a range of programs and services.
Assessment in Student Affairs

- Assessment is the systematic collection, review, and use of information about programs designed for the purpose of improving learning and development.

- Assess information gathered from multiple and diverse sources in order to develop a deep understanding of what students know, understand, and can do.

- Assessment results are used to improve learning, services, and programs.
Measuring Outcomes & Effectiveness: Assessment Tools & Resources

- Campus Labs Baseline
- Campus Labs Collegiate Link
- EAB (Educational Advisory Board)
- Institutional Research
ONLINE Career Resources

Log on at CSUDH.EDU/CareerCenter

Need an internship or job?
Check out CSUDH Handshake!
Created for CSUDH students and alumni, use Handshake to:
- Search for jobs & internships
- Sign up for career coaching appointments
- Submit your resume for a critique
- Refer your resume to interested employers
- Sign up for workshops, Career Expo, and events

Log on to Handshake through MyCSUDH.
Update your profile today!

What Can I Do With This Major?
- Ties your major to career paths
- Offers advice on how to be your competitive best

Focus II
- Provides quick and easy assessment tools
- Offers current career information
- CSUDH Handshake is your access code

Be Your Competitive Best in Your Next Interview. Try Interview Stream.
- Practice interviewing via webcam
- Save and review your interview with a career coach
- Webcams available in Career Center, WH D360, or Instructional Media Center, Library C121
- Your ToroMail email address is your access code

Watch Career Spots Job Search Videos
Need quick tips on your resume, dressing for the interview, your elevator speech and more? These videos will give you the answers.

GoinGlobal
This online resource provides career and employment information to international and study abroad students. Access world-wide internship and job postings, H1B employer listings, corporate profiles, career resources, and more! Log on to CSUDH Handshake to gain access.

Above are free services to CSUDH students.
NACE Career Readiness Competencies

- Critical Thinking/Problem Solving
- Oral/Written Communications
- Teamwork/Collaboration
- Digital Technology
- Leadership
- Professionalism/Work Ethic
- Career Management
- Global/Intercultural Fluency
Enrollment Management

Outreach and School Relations

Financial Aid

Records and Registration

Admissions

Student Information Systems
Strategic Enrollment Management
Strategic Enrollment Management

- **Program** (academic, co-curricular, services, support)
- **Place** (on-site, off-site, online, hybrid)
- **Price and Revenue** (tuition, fees, discounts, incentives)
- **Promotion** (marketing, recruitment, web presence)
- **Purpose and Identity** (mission, distinctiveness, brand)
- **Process** (data-informed, integrated planning)
Student Life and Engagement

Multicultural Affairs

Women’s Resource Center

Associated Students, Inc.

University Housing
Concentrated Focus

1. Annual Campus-wide Events
2. Clubs and Organizations
3. Leadership Programs
CSU Dominguez Hills
Residential Living and Learning
Division of Student Affairs