Mission Statement

Student Affairs engages students, faculty, staff and community in a dynamic student-centered environment where they can experience educational excellence through personal, professional and leadership development. We are dedicated to achieving the highest levels of collaboration with our academic and other institutional partners to ensure that students from all walks of life discover and pursue pathways to success. We embrace innovation and continuous renewal as we seek to elevate our performance and enrich the lives of those we serve.

COLLABORATION, SERVICE AND INNOVATION
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>1</td>
</tr>
<tr>
<td>Division of Enrollment Management</td>
<td>2</td>
</tr>
<tr>
<td>Mission Statement</td>
<td>2</td>
</tr>
<tr>
<td>Strategic Goals for 2012-2013</td>
<td>2</td>
</tr>
<tr>
<td>Division of Student Support Services</td>
<td>4</td>
</tr>
<tr>
<td>Mission Statement</td>
<td>4</td>
</tr>
<tr>
<td>Strategic Goals for 2012-2013</td>
<td>4</td>
</tr>
<tr>
<td>Division of Student Life</td>
<td>8</td>
</tr>
<tr>
<td>Mission Statement</td>
<td>8</td>
</tr>
<tr>
<td>Strategic Goals for 2012-2013</td>
<td>8</td>
</tr>
<tr>
<td>Division of Intercollegiate Athletics</td>
<td>10</td>
</tr>
<tr>
<td>Mission Statement</td>
<td>10</td>
</tr>
<tr>
<td>Strategic Goals for 2012-2013</td>
<td>10</td>
</tr>
<tr>
<td>Wasatch Campus</td>
<td>13</td>
</tr>
<tr>
<td>Mission Statement</td>
<td>13</td>
</tr>
<tr>
<td>Operational Statement</td>
<td>13</td>
</tr>
<tr>
<td>Strategic Goals for 2012-2013</td>
<td>13</td>
</tr>
</tbody>
</table>
INTRODUCTION

The Student Affairs Division participates in a dynamic annual strategic planning cycle. Each department within the division is expected to maintain a unit plan to inform and prioritize departmental activities and direct individual work agendas. Employees at all levels of the division are invited to participate in discussions and planning activities. Initiatives are drawn from these departmental plans to assist the Student Affairs Executive Team in establishing the overall Student Affairs Strategic Plan.

To this end, each subdivision of the Student Affairs Division has selected six to eight of their greatest priorities for inclusion in this divisional plan. Therefore, this plan represents only a portion of the overall planning for the entire division. The intent is to utilize this plan to keep the division highly focused on critical objectives and to ensure that the university community as a whole is well informed of the innovative strategies, needs and opportunities associated with the Division of Student Affairs.
DIVISION OF ENROLLMENT MANAGEMENT  
2012-2013  
Mission Statement

The Division of Enrollment Management collaborates with faculty, staff, alumni, parents, and the community to recruit, retain, and support students. We provide comprehensive services that help students achieve their educational, personal and professional goals by (1) creating a student-centered environment and (2) embracing positive change to deliver high quality services. Our dynamic services provide students with knowledge and resources to develop the skills needed to succeed in college and make meaningful contributions to society.

Strategic Goals for 2012-2013

Goal 1: Develop and implement strategies to stabilize enrollment dynamics. Increase freshmen student enrollment by 5% from Fall 2012 to Fall 2013. Stabilize summer semester enrollment from Summer 2012 to Summer 2013. Revitalize out of state recruitment efforts.

Justification: UVU is heavily dependent on tuition revenue. Maintaining stable enrollment patterns is essential for the stability of UVU. Focusing on recruitment of the Freshmen class is critical. Out of state recruitment will be restructured in order to revitalize this target market.

Goal 2: Implement Structured Enrollment admissions, registration, and mandatory advisement procedures for all new and transfer students.

Justification: The development and design of the Structured Enrollment admissions, registration, and mandatory advisement has been successfully completed during 2011-2012. The full implementation begins Fall 2012 through Summer 2013.

Goal 3: Complete the construction of the new Wee Care Facility by Fall 2013.

Justification: Child care is a significant barrier to women completing their degrees. A major donor has stepped forward to assist with the funding for the new Wee Care Center expansion. The plans are now being designed. The project is projected to go to bid by Fall 2012. The construction will take 8-10 months.

Goal 4: Develop and begin to implement a defined set of key objectives for the Women’s Success Center regarding recruitment and retention of women to UVU as well as to STEM fields. Develop and implement a program to assist women faculty and staff in leadership and career development.

Justification: Women’s Success Center was successfully established during 2011-2012. The next step for success is to develop a set of clear objectives for advancing the mission of the Women’s Success Center that will address the mission of the Center regarding students, faculty, and staff.
Goal 5: Create a comprehensive Student Communication’s Plan using BANNER Relationship Management (BRM) that will include the following: Recruitment, Admissions, Orientation, Registration, Retention, Academics, and Graduation.

Justification: The conversion of BRM to replace Hobsons was completed during the 2011-2012 year. The next step for continued success is to create a comprehensive student communication’s plan that will streamline, organize and individualize the massive amount of communications sent to students each year campus-wide.

Goal 6: 80 percent of first-year students will have a self-created plan in place to use as a self-guide on Degreeworks (Wolverine Track) by Spring 2013 as measured through the Omnibus Survey, Spring 2013.

Justification: According to the Omnibus Survey completed during Spring Semester 2011, 64% of students reported they used the Wolverine Track Self-Planner (Graduation Plan). The next planned assessment for Wolverine Track is the Omnibus Survey for Spring 2013. A marketing plan has been created and will be implemented during the 2012-2013 school year.

Goal 7: Implement Out Reach Marketing Campaign to students who have stopped-out from UVU and have reported a return date through the Leave of Absence Program.

Justification: The development and implementation of the Leave of Absence program has been completed. The next phase for the success of the program is to provide outreach to students who have stopped-out. This will require a communications campaign through BANNER Relationship Management (BRM).

Goal 8: Begin partnership with UHEA in implementing a successful student loan default prevention and outreach program in Fall 2012. Reduce UVU’s default rate from 6.3% to under 5% by Summer 2014.

Justification: UVU’s student loan default rate has doubled from 3.1% to 6.3%. This trend is serious in that it could affect UVU’s ability to provide future loans to students. The UVU Financial Aid office is not equipped to be a collection agency for government loans. UHEA has a specialty in working with student loans and collections. This partnership is necessary to ensure success of UVU student loan default prevention.
DIVISION OF STUDENT SUPPORT SERVICES (SSS)
2012-2013
Mission Statement

Student Support Services directs and supports departments that foster personal, seamless and intentional advisement and support services though student-focused collaboration.

Strategic Goals for 2012-2013

Goal 1:  Provide leadership and secure the necessary funding to support international/multicultural student services and studies through the newly created Center for Global and Intercultural Engagement (CGIE).

**Justification:** The CGIE will be responsible for leadership and support in the areas of international and multicultural studies and student services along with related co-curricular and extracurricular programming. It will develop a wide array of high-impact student support services, instructional and scholarly activities, and serve as a resource for all students, faculty, and the community who wish to gain a greater understanding of, and appreciation for, global engagement, cultural diversity. The CGIE will combine the activities of the International Center and Multicultural Center into a more cohesive and collaborative effort between Student Affairs and Academic Affairs.

Goal 2:  Restructure the Classroom Testing Center (CTC) funding model to meet the needs of our current economic landscape for both faculty and students.

**Justification:** Over the past few years, the CTC usage has increased while the revenue of the center has gone down, leaving the Center to run a negative balance for the past two years. Faculty who use the Center, believe strongly that the university should fully fund the Center. Students want to see the $3 late fee removed, feeling they are too often nickedel and dimed at our institution. Both students and faculty agree the Center is of value, with over 60% of students preferring to take exams in the Center to the classroom. Faculty advocate the Center is essential to allow enough time in the classroom to adequately cover critical course content. Therefore, a new funding system is critical to the continued success for the center. The initial step will be to facilitate conversations with appropriate Academic Affairs leadership and organize a development and implementation team that will support the AA and SA goals for the Classroom Testing Center.

Goal 3:  Implement and evaluate the Institute for Professional Engagement CareerPassport Pilot Program.

**Justification:** Students tend to “opt out” of participating in career exploration/preparation activities until right before they graduate rather than applying out-of-class experiences and managing the process effectively during their educational experience. The CareerPassport Pilot Program will provide students with a more concrete, active method to participate in career exploration, selection and preparation in an engaged learning environment.
The Pilot Program is a voluntary, non-credit, self-paced program delivered through the following five tracks: Self-Discovery, Career Exploration, Career Preparation, Career Readiness, and Life Preparation. Each of these tracks focus on supporting the student in obtaining the skills and knowledge, through co-curricular programming, identified in the University’s Essential Learning Outcomes. Approximately 100 students in various phases of their educational experience will participate and also serve as focus group members for assessment purposes. Certificates of completion will be provided to student completing track requirements. The pilot will begin Fall Semester, 2012 and will end Summer Semester, 2013. The Program’s elements and systems will be assessed at the completion of the pilot to determine mass scalability for participation of students on campus.

Goal 4: Utilize and incorporate emerging technologies in order to provide quality programs and services by:

Testing Services (TS):
Updating our testing lab computers to meet the needs/specifications required by our testing partners, online GED etc.

Institute for Professional Engagement (IPE):
Implementing automated mentoring software, student e-portfolios, Flexreg registration process, event scanner trackers, Eventbrite event registration and tracking, and Canvas course management for CareerPassport Program.

International Student Services (ISS):
Implementing and utilizing FSA Atlas, a software program that acts as a link between Banner and SEVIS (US government’s immigration database), to produce reports and give ISS extensive data mining capabilities.

Career Development Center (CDC):
Producing a script to regularly upload all new students into the UV Job Board, to enhance communication with students and increasing the number of tools currently offered online, including career related videos, mobile applications and a greater presence of online mock-interviewing.

TRIO SSS:
Creating an electronic monthly TRIO SSS newsletter; increasing the financial literacy of SSS project participants by having them complete the online “Financial Literacy 101” course; and communicating weekly with TRIO SSS project participants informing them of academic counseling, tutoring, mentoring, and cultural activities available.

Multicultural Student Services (MSS):
Implementing the new advisor dashboard to obtain accurate records of student’s participation in MSS and requiring participation in advisor training toward certification for all MSS advisors.

Advisor Training and Development (ATD):
Converting 20 hours of new advisor training to online delivery

Accessibility Services Department (ASD):
Implementing an assistive technology plan

Justification: The use of technology has been the reason that UVU has been able manage growth and be recognized as an innovative university. The world is constantly emerging new technologies that challenge the field of education to support student needs while at the same time present exciting opportunities. Strategic use of new educational technologies can support student development and allow Student Support Services to
enhance collaboration, service, innovation, through effective communication and mobility technical support.

**Goal 5:** Develop and implement a professional development plan for SSS leaders and staff to support continuous improvement, including developing a competency model and training blueprint, with the assistance of the Advisor Training and Development (ATD), for common training for student support staff.

**Justification:** Student Affairs supports the success of students as they interact with support staff, that are professionally trained, certified and engaged in continuous professional improvement. This is Phase II of the strategy to implement a Personalized, Seamless and Intentional advisement philosophy on campus. The program will be developed with the coordination of the programs involved.

**Goal 6:** Increase exposure, knowledge, and utilization of student support programs through collaboration with other SSS departments by:

- **National Student Exchange (NSE):** Increasing the number of both outgoing and incoming placements by five.
- **TS:** Increasing our applicant pool for student employment positions, reducing phone call inquiries regarding testing procedures, and balancing daily usage of center.
- **IPE:** Creating an active process for students to participate in professional career exploration, selection and preparation.
- **CDC:** Increasing the number of freshman, sophomore and junior students visiting the CDC by creating and distributing marketing materials to other SSS departments.
- **TRIO:** Collaborating with the Advisor Training Department in creating an information DVD about UVU’s TRIO SSS program and its services.
- **MSS:** Increasing the number of students participating in activities/events organized by MSS, tutoring; and visits to the MSS area.
- **ASD:** Building an ADA section and improving the Deaf and Hard of Hearing section of the website.

**Justification:** In today’s environment, college students receive information of the university services and the importance of seeking professional engagement opportunities (student employment, internships etc.) through the recruitment/admissions process and at Orientation; however, over time they may forget the services available. Numerous effective services are available on campus, but students are often not taking advantage of them, may be unaware of them, or maybe missed the information in the initial orientation meetings. Consequently, students then need numerous contact points with the services that are available across all student service departments. Dissemination of service information is vital to student success and progress. Validation of the individual offices is encouraged through the referral to other departments. Each department will be approaching this goal from a different vector, but all to the purpose of increasing student engagement in our services and programs, student success in their individual degrees, and in being prepared for employment once they’ve graduated.

**Goal 7:** Maximize the utilization of the new Career Lab to facilitate students’ career development.
**Justification:** Students need to begin engaging professionally at the beginning of their university experience and continue the process through the completion of their academic program. The Career Lab will allow students the opportunity to participate in a regular offering of workshops (8 or more weekly). It will also allow for personalized consultations with fully trained career peers and career counselors in receiving assistance with resume, cover letter, job search, graduate school preparation and interview skills.

**Goal 8:** Organize and actively engage a Student Affairs Assessment Committee.

**Justification:** Ongoing assessment and evaluation of programs are important principles and values in Student Affairs to support the university in accomplishing our unique educational mission. While most directors and staff understand the merit of assessing programs and services, competing priorities and lack of time often inhibit incorporating assessment in an ongoing and meaningful way. The Assessment Committee will be charged with assisting departments in strategic planning, incorporating university-wide assessment practices and communicating empirically-based findings to the Vice President for Student Affairs in ways that empower informed decision-making.
Student Life at Utah Valley University engages students socially, encourages civic involvement, and provides opportunities for engaged learning, leadership, and wellness through collaboration with faculty, staff and community. The core of Student Life includes: integrity, respect, accountability, professionalism, inclusiveness, balance, creativity, and fun.

Strategic Goals 2012-2013

Goal 1: As the new Student Life and Wellness Building comes online, Student Life will provide our students, faculty, staff and friends world class campus recreation programming. This will require strengthening our current staff structure.

Justification: With the anticipated opening of the Student Life and Wellness Building in December 2013, as well as the proposed development of the “Geneva Property”, Campus Recreation is on the threshold of tremendous growth. The anticipated growth potential of our 6 specific divisions is expected to double overnight. Such growth will require a significant amount of supervisory, financial and maintenance related oversight related to the new army of student workers, programming offered and increased need for proper implementation. Positions required are: 1) Director of Campus Recreation 2) Administrative Assistant 3) Maintenance and Equipment Technician.

Goal 2: Expand Orientation to meet the needs of our expanding student population. Develop best practices while implementing mandatory orientation.

Justification: Orientation has been found to be the number one program offered to new students that impact their decision to return for their sophomore year. Orientation is now mandatory for all new students at UVU. This will require an increase in the current number of sessions available. Additional funding is required for the added marketing, food, & orientation kits

Goal 3: By 2015 address the current therapy deficiencies in an effort to reach a ratio of 1:2500, as determined by National Associations of Campus Counseling Centers and accreditation bodies.

Justification: UVU is not currently offering the magnitude of mental health services that meet the minimum standards set by national associations of campus counseling centers and accreditation bodies.

Goal 4: The Volunteer & Service-Learning Center will enhance students’ experience at UVU by engaging every student in a meaningful service experience through academic service-learning, community based service-learning, or student leadership service opportunities.

Justification: In order to engage students in meaningful service experiences and enhance program offerings it is necessary to have adequate staffing, thus the need for an additional FTE. The Volunteer & Service-Learning Center will no longer be receiving
grant funding for the two AmeriCorps VISTA’s who coordinate several programs, projects, and initiatives. With the additional staff member the center will be able to provide current programming as well as add new programs to achieve the goal of engaging every student in a service experience.

**Goal 5:** Tell our Story by completing and publishing the Student Life Annual Report. This report will present each department’s objectives, goals and assessments to campus communities such as: President’s Council, Board of Trustees, and others groups deemed appropriate. The report will be finished by October 1st, covering the previous years’ work.

**Justification:** The departments of Student Life have been providing social integration and “Engagement” for its’ entire existence. The hard work and dedication to student learning and success needs to be told so faculty and staff can encourage even more students to take advantage.

**Goal 6:** Off-Campus Housing will join UVUSA’s Welcome Back Week by providing an annual “Move–in–Event”. This event will seek partnerships with local merchants and complexes currently participating in the REC program.

**Justification:** UVU seeks to build tradition and school spirit among the student body, and one way to engage students in residential lifestyle is to provide a support during move-in time each fall. This program will help students get fully prepared for residential life and will assist them in reaching their educational goals.

**Goal 7:** As Student Life enters a new and exciting era, with the addition of the Student Life and Wellness building, re-evaluating the organization and each position’s current scope will help make sure each area has adequate staffing.

**Justification:** The Dean of Students, Student Involvement, Off-Campus Housing, and Judicial Affairs are moving into space which will necessitate making sure each area has sufficient staffing.

**Goal 8:** Double the amount of areas participating in the recycling efforts at Utah Valley University by engaging the students, staff, faculty and others in the program.

**Justification:** Show the seriousness of UVU’s involvement in the global sustainability effort.
DIVISION OF INTERCOLLEGIATE ATHLETICS
2012-2013
Mission Statement

The UVU Athletic Department provides a wide range of highly competitive athletic programs, and seeks to be a resource for the University and community: a source of pride, revenue, good will and high quality entertainment. The Department seeks to provide student-athletes with opportunities to improve athletic skills and abilities while obtaining an exceptional quality education. Our goal is to provide the best facilities, coaching, and academic resources available to help the student-athlete succeed in future academic, athletic and professional endeavors.

Strategic Goals for 2012-2013

Goal 1: UVU Athletics is actively seeking membership in an established Regional Conference.

Justification: Benefits of this membership would include reasonable travel, enhanced publicity, increased student and community support and institutional recognition. Regional Conference membership will also provide opportunity for post season play and automatic bids to NCAA tournaments, as well as competitive athletic competition. This goal was moved forward from both the 2010-2011 and 2011-2012 Strategic Plans. We are awaiting word from the WAC as they maneuver through possible conference expansion.

Goal 2: Athletic Scholarships: In our effort to be competitive in recruiting, the Athletic Department will work toward providing 100% of the allowable Room and Board disbursements.

Justification: Additional scholarship money is vital to the success of UVU Athletics. Scholarships have a direct impact on the ability to recruit competitive NCAA Division I athletes and retain them through graduation. There is a need to increase the value of each scholarship to the full value allowed by NCAA Bylaws to be competitive in the recruiting process. Tremendous growth has recently been made in this area but additional needs remain.

Athletic allowances for Room and Board continue to lag behind the amount allowed by the NCAA resulting in diluted equivalencies. For 2011-2012 each Athletic Room and Board Award was 77% of the NCAA Allowable Room and Board Award. Failing to provide 100% of the allowable Room and Board disbursements makes it difficult to explain when persuading a top quality recruit and their parents that UVU should be the choice over another institution that provides 100% of the allowable maximum scholarship.

The ability to commit scholarship allowances to coaches early in the recruiting process significantly impacts the success of UVU Athletics. In the process for Regional Conference Membership UVU detailed a plan to fully fund athletic scholarships at the NCAA maximums by 2015-2016.

Goal 3: Promote Wolverine Athletics, increase donations and develop donor and alumni relationships through additional Wolverine Club Events.
**Justification:** Hosting successful events helps to generate additional friends and funds for Wolverine Athletics. An event coordinator/corporate partner liaison would take the lead on department events and increase the amount of activities that take place throughout the year. Additionally, this position would implement varsity club programming for the first time, which will bring student-athletes back to campus after graduation, and also maintain positive relationships with corporate partners in the community. Development of the donor base through expanded event programming would increase awareness and success of philanthropic endeavors. Such a position is fundamental to support the athletic department, wolverine club, varsity club and kids club initiatives.

**Goal 4:** Strengthen and stabilize corps of assistant coaches.

**Justification:** Assistant coaches play an important role in the success of UVU Athletics. These coaches carry important responsibilities that include coaching, recruiting, knowing and following NCAA rules, travelling on UVU’s behalf, and monitoring and ensuring student-athletes’ personal, academic and athletic progress. Significant financial investment and time is put into the development of assistant coaches. Retention of these coaches depends on a competitive salary and the potential for professional growth. Each sport has a minimum of one full-time assistant coach (exception: men’s & women’s golf). Athletics proposes to evaluate and compensate assistant coach salaries based on equity and market driven value. In addition, the Athletic Department sees the need to transition the P/T stipend second assistant track coach position to a full-time position to better serve the needs of the this significant number of student-athletes.

**Goal 5:** Generate additional campus and community support as well as public and media awareness for athletic events and UVU Athletics as a whole.

**Justification:** Promotion and awareness of UVU Athletics is vital. Technology has expanded and the need for video and social media is a must for Division I athletic departments to promote and be the primary source for their school's athletic news and information. The department and University are in need of a full-time Sports Information/New Media position. Responsibilities will include shooting and editing video and managing the office's social media opportunities.

**Goal 6:** Complete facility enhancements using one-time conference affiliation funds including, but not limited to, a jumbo tron and soccer bleachers.

**Justification:** As UVU Athletics grows and develops, there is a need to upgrade current athletic facilities to NCAA Division I standards. Athletics feels that specific focus on facility enhancements is essential in gaining regional conference membership for UVU. Additional planned facility enhancements include: a track storage facility (already approved through space committee), track bleachers, a softball press box (already approved through space committee), and softball lights and bleachers.
Goal 7: Implement a salary initiative to evaluate and compensate athletic positions based upon equity, performance, and competitive market driven value.

Justification: NCAA Division I athletic programs are meant to be competitive in nature and success is based upon performance. This industry focus also applies to athletic positions. UVU desires to evaluate and compensate our athletic positions based on equity, performance and competitive market driven value. Acquiring and retaining skilled, experienced and competitive employees relies on a system that competes with other NCAA Division I institutional systems of employee compensation. This would include performance based compensation following appropriate evaluation and the ability to compensate staff positions at levels consistent with competitive market driven values. Turnover is costly to the Athletic Department and UVU. Replacing staff and coach positions is almost always at an increased amount than what the position was costing previously.

Goal 8: Foster an environment of Athletic Academic Success that includes a detailed Graduation Plan for Student-Athletes.

Justification: NCAA Division I Athletics requires significant resources and support for Student-Athlete academic success. The NCAA closely monitors progress with the Academic Performance Program (APR) and the Graduation Success Rate (GSR), both of which are publicly promoted. These standards measure student-athlete academic progress, retention, and graduation statistics. UVU is dedicated to Student-Athlete academic success and is committing NCAA funds this year to implement a part-time learning specialist position to monitor and work closely with “at risk” Student-Athletes. In the future we would like permission to transition this part-time learning specialist position into a full-time position using NCAA funds. Also, we would like to add a third full-time athletic academic advisor position to our staff in 2013-2014 so that the ratio of advisor to student-athlete is approximately 1:100.
WASATCH CAMPUS STUDENT AFFAIRS & COMMUNITY RELATIONS
2012-2013

Mission Statement

Provide an environment where the energy and excitement of an engaged learning campus is experienced, because learners come first and their success is the priority.

Operational Statement

The Wasatch Campus provides academic programs, professional development opportunities and community educational experiences that support the economic and population demands of the service region.

Strategic Goals for 2012-2013

Goal 1: Research most viable options for providing affordable student housing and develop an implementation plan.

Justification: The University is currently providing adequate academic programs and services to meet the service region needs. However, the University and community leaders would like to see a campus with more activity. The first step is to have affordable housing options, primarily for first and second year students who are not from the area, so that the students can live near the campus.

Goal 2: Develop a robust and enticing student life program.

Justification: The key to recruitment and retention is a student life program that capitalizes on the key strengths of the Wasatch Campus, including small campus, rural life style and access to world-class outdoor recreation venues. Students from out of the area will not come to the Wasatch Campus simply because there are classes and housing, the campus life will be the link to making this a positive experience for the students. The student life programming will not only include recreational programming, but also some residential programming to support the students that will be living in housing that is both student and family.

Goal 3: Support Academic Affairs in developing an academic plan and timeline of an essential core of six or seven attractive academic programs that are needed to build critical mass; including the Hospitality Management Program, in incremental phases to support the time and resources needed to mature the program at the Orem Campus.

Justification: The academic plan is the key foundation for building the strategic plan and the marketing and recruitment plan. There are many viewpoints regarding academic programming that could be at the Wasatch Campus and having a plan that can be clearly articulated will be beneficial for local community members as well as UVU faculty and staff.
**Goal 4:** Explore options to be able to provide more life-long learning (Community Education) courses to service area residents at the Campus.

**Justification:** An important role of the educational provider for a community is to provide life-long learning opportunities. Continuing Education is finding it increasingly difficult to provide evening opportunities because the credit courses occupy much of the building during the evening hours. During the course of the year exploration will be provided to expanding daytime Continuing Education courses and the feasibility of completing classrooms in the unfinished lower level of the campus. The coordinator will continue actively developing partnerships with local entities and businesses, which will support expanding community education courses.

**Goal 5:** Develop a long-term strategic plan for the Wasatch Campus that includes academic program planning, student life program planning, student housing, community partnerships, and campus internal/external facilities planning. The plan will be developed from input received from community and university stakeholders, but ultimately be the President’s Cabinet’s vision.

**Justification:** In order for the campus to be successful, there needs to be a roadmap for success. A strategic plan will provide direction and focus for all employees (Orem and Wasatch Campuses) and a fund-raising map for community members to support. The plan will include specific results that are to be achieved and establish a course of action for achieving them. A strategic plan also helps the various academic and support units within the university to align themselves with common goals to serve the service region of Wasatch and Summit Counties.