DSA Areas of Focus for 2018-2019

1. RETENTION
   - Utilize data to identify students at risk and provide appropriate intervention.
   - Identify additional ways to assist in recruitment, yield and retention.
   - Better engage students.
   - Seek additional ways to remove student barriers.
   - Evaluate changes in orientation and make necessary adjustments.
   - Partner with Academic Affairs where appropriate to increase student success.

2. DIVERSITY
   - Create a Diversity Council.
   - Identify ways to better support diverse student and staff needs.
   - Seek feedback and input from diverse students.
   - Implement suggestions from the Directors Retreat.
   - Enhance students’ diversity-related educational opportunities and experiences.
   - Assess and enhance existing programs and services to ensure we are serving our diverse students.

3. PROGRAMS AND SERVICES
   - Continue to evaluate programs and services to ensure the effectiveness and efficiency of DSA departments.
   - Expand services and programs for online/distance learners.
   - Continue to grow services and programs at New College at Frisco and at other satellite locations and prepare for the first freshman cohort.
   - Continue to grow the esports program.
   - Continue support of Athletics, utilizing Spirit Programs and other resources.
   - Increase programs and services to address the mental health needs of our students.

4. CAREER
   - Ensure participation in Career Connect across departments.
   - Reinforce partnerships with colleges/deans/departments.
   - Fully integrate HSCC within the Career Center space.
   - Continue to implement strategies within the THECB 60x30 plan.
   - Implement an Alumni Mentoring System.
   - Expand experiential programs, such as internships and job shadowing for students.
   - Develop a series of Career Readiness and Professionalism programs for students.

5. FACILITIES/INFRASTRUCTURE
   - Prepare to open a new residence hall.
   - Break ground on a new dining facility.
   - Open the new Auxiliary, Housing and Dining offices.
   - Finalize the Academic Success Center at Sage Hall and Chestnut Hall.
   - Fully implement the One-Stop-Shop conference management system.
   - Design and open new retail dining operations across campus.
6. ASSESSMENT
   • Revitalize assessment committee.
   • Identify ways to increase assessment efforts division-wide.
   • Establish internal systems that make data readily available.

7. COMMUNICATIONS AND MARKETING
   • Continue to promote the division’s successes and services.
   • Conduct focus groups across the division to evaluate and improve increased communication efforts.

8. FOCUS ON STAFF
   • Continue to focus on Gallup Survey outcomes.
   • Continue to seek opportunities to build cultural competency and humility among staff to better serve our students.
   • Seek ways to engage staff professionally and socially with the division and the university community.
   • Establish a culture of accountability around diversity initiatives, practices and policies.
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9. FUNDRAISING
   • Update fundraising goals and increase donations to support programs.
   • Develop a comprehensive sponsorship package for the division.