2021-2026
Strategic Plan

Student Activities
SAM HOUSTON STATE UNIVERSITY
MISSION

The mission of the Department of Student Activities is to provide students with effective services and developmental opportunities that promote and support academic and co-curricular learning. We assist students in defining and achieving personal and professional goals that will prepare them for success in a global society.

VISION

Student Activities will be a primary resource for students to actively engage in developmental and social opportunities that will prepare them for a productive life in a changing world.

VALUES

PURPOSE
Putting our “why” into action.

RELATIONSHIPS
Feeling valued and respected.

COMMUNICATION
Intentionally sharing information.

INCLUSIVITY
Cultivating a community that affirms and values all members.

PASSION
Desire that stirs us to action.

ADAPTABILITY
Readily adjusting to student needs.
STUDENT ENGAGEMENT

Create and uphold traditions and programming that foster a sense of belonging, promote Bearkat spirit, and support student success.

1.1 Assess students to develop relevant programming that will increase student engagement
1.2 Identify campus wide opportunities for collaboration to develop a more proactive approach to supporting students’ wellbeing and academic success.
1.3 Grow and expand traditions that build a fundamental institutional connection for incoming freshmen and rising sophomores.
DIVERSITY, EQUITY, & INCLUSION

Cultivate an inclusive campus culture that values diversity and promotes social justice and equity through engagement and education.

2.1 Expand diversity programming to meet the needs of the ever-changing student population.
   a. Provide timely support services for issues that occur on global, national, and local level.
   b. Increase programs that reach out to more cultures that are represented on campus.

2.2 Incorporate anti-racism and anti-bias education within Department programs and initiatives.

2.3 Increase percentage of students who feel included and respected as part of the university community.
   a. Conduct focus groups with identity-based student populations.
   b. Hire Hispanic/Latinx Student Resource Coordinator.
   c. Hire Black/African American Student Resource Coordinator.
   d. Hire LGBTQIA Student Resource Coordinator.
DEVELOPMENT & SUCCESS

3.1 Invest in the holistic growth of all student staff through training, development, and real-world experiences.
   a. Increase the awareness of the transferable skills student staff gain from their employment with the Department.
   b. Engage student employees in career exploration and skill development.

3.2 Invest in the enhanced development and well-being of professional staff.
   a. Expand training and professional development opportunities for staff.
   b. Encourage staff participation in local engagement and/or leadership opportunities.

3.3 Create a workplace culture that embraces and supports adaptation to mandated and strategic change.
4.1 Advance programming and support services to assure their relevance to the evolving student body.
   a. Use appropriate assessments to improve the effectiveness of programs.

4.2 Increase access to services and information knowledge through user-friendly interfaces.
   a. Improve Department accessibility through online interaction.
   b. Enhance resources offered on Department webpages to support a wider scope of programming.