### Goal 2: Enhance the Quality of the Student Experience

#### Part A – University Goals, Strategic Objectives, Indicators, Outcomes, and Initiatives

<table>
<thead>
<tr>
<th>Strategic Objectives</th>
<th>Success Measures and Indicators</th>
<th>Responsible Unit(s)/Person(s) for Measurement (data collection, analysis, reporting)</th>
<th>Desired Outcomes, Expected Achievements, Targets (identify results expected)</th>
<th>Strategic Initiatives (The most effective strategies or actions for achieving the outcomes; major initiatives)</th>
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| 2.1 Develop and achieve student learning outcomes within academic programs and university-wide | a) Number and percent academic programs with specified learning outcomes and satisfactory achievement  
b) Number and percent programs conducting annual assessments and utilizing feedback through action plans  
c) Number and percent General Education/UWR courses assessed yearly and using feedback through action plans  
d) Number and percent of undergraduates that participate in joint faculty-student scholarly and creative activities  
e) Student participation rate in intercollegiate academic competitions and other scholarly and creative activities  
f) CLA Results - benchmarked  
g) Selective measures from National Survey of Student Engagement (NSSE) re: academic experience-benchmarked | • AVP, IRPA  
• Assessment Coordinator  
• Department Chairs  
• Deans  
• Student Affairs | • Improvement in programs’ perception of the state of their assessment activities (using WASC rubric- aim for 3 or better “developed or highly developed”)  
• Faculty satisfaction with student learning achievement in the academic programs and Area/Theme committees  
• Improvement in students’ writing, critical thinking, and quantitative reasoning skills  
• Improvement on selective measures of students’ achievement of desired learning goals | ➢ Sustainable Institutional Assessment of Student Learning Program  
➢ School-based Academic Program Assessment Plans  
➢ Student Affairs Development Initiative (see Obj. 2.2)  
➢ Data Management System for tracking assessment activities and action plans |

#### 2.1 Develop and achieve student learning outcomes within academic programs and university-wide

- **a)** Number and percent academic programs with specified learning outcomes and satisfactory achievement
- **b)** Number and percent programs conducting annual assessments and utilizing feedback through action plans
- **c)** Number and percent General Education/UWR courses assessed yearly and using feedback through action plans
- **d)** Number and percent of undergraduates that participate in joint faculty-student scholarly and creative activities
- **e)** Student participation rate in intercollegiate academic competitions and other scholarly and creative activities
- **f)** CLA Results - benchmarked
- **g)** Selective measures from National Survey of Student Engagement (NSSE) re: academic experience-benchmarked

#### 2.2 Develop and achieve university-wide student development outcomes.

- **a)** Identified NSSE questions:
  1) e, h, k, o, s, u, v; 6) a, b, c, d, e, f; 7) a, b; 7) b, d, e; 10) c, d, e, f; 11) h, i, k, l, m, n, o, p; 23; 24; 26
- **b)** SRC, Student Employment Job Satisfaction Survey Data.
- **c)** Student Union, Budget Planning Pre and Post Survey Data.

- **Strategic Initiatives**
  - **Student Recreation Center**
  - **The Center for Community Engagement & Career Education**
  - **Student Union**
  - **Associated Students Inc.**

- **Desired Outcomes, Expected Achievements, Targets**
  - **Students will show critical reasoning and problem solving skills.**
  - **Student will demonstrate career-based learning.**
  - **Students will become engaged**

- **Strategic Initiatives**
  - **Student Affairs Student Development Initiative**
## UNIVERSITY STRATEGIC PLANNING FRAMEWORK
(include WASC Work Group Recommendations)

### Part A – University Goals, Strategic Objectives, Indicators, Outcomes, and Initiatives

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<td>2.3 Enhance student opportunities for active learning and participation within the university, regional, and global communities</td>
<td>d) Center for Community Engagement and Career Education, Interview Response Strategy Exam Results. e) ASI, Oral Communication Demonstration Results.</td>
<td>• The Center for Community Engagement &amp; Career Education</td>
<td>• Increase the number of formal partnerships with community agencies. • Increase faculty participation in service learning activities</td>
<td>➢ Student Affairs Community Engagement Initiative</td>
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<td>2.4 Create a vibrant campus life which engages our diverse student body</td>
<td>a) Number of service learning/academic internship contracts established with community based organizations</td>
<td>• Student Affairs • Residential Life &amp; Housing • Student Union • Student Recreation Center • Office of Student Involvement and Leadership • Deans</td>
<td>• Demonstrated increase in the number of students participating in on-campus events. • Demonstrated increase in the number of student related event/programs held in the Student Union, SRC, and Housing.</td>
<td>➢ Student Affairs Connecting Students to Campus Initiative</td>
</tr>
<tr>
<td>2.5 Improve student retention and graduation rates</td>
<td>Data by Academic Classification; Academic Program, Student Demographics; Residency; Athlete; and Location (AV where applicable) a) Entry academic profile, GPA, “Golden Four” b) Number and percent remediation required and satisfactory completion of remediation by each quarter (incl. summer) c) Rate of EPT/ELM scores availability by student orientation and registration d) Number and percent student participation in First Year Experience and number and</td>
<td>• Director, Academic Operations • AVP, IRPA • AVP, Enrollment Management • Director, First Year Experience • Director, Graduate Resource Center • Director, Athletics • AVP, Academic Programs • Student Affairs Assessment Leads • Student Affairs Division</td>
<td>• Baseline measures on success indicators • Increase student participation in REACH workshops • Increase student advisement • Reduce student “stop-out” • Yearly academic program schedules and academic roadmaps for majors • Yearly increase in retention and graduation rate; progress towards 6% increase in graduation rate and closing the gap for underrepresented students • Increased retention and graduation</td>
<td>➢ Access to Success Graduation Initiative ➢ Student Success and Retention Initiative ➢ Early Start Program ➢ First Year Experience ➢ School-based Plans for Student Success ➢ Graduate Student Success Initiative</td>
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### Strategic Objectives

(Aims that move us towards the goal)

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<td></td>
<td>percent retained by academic standing</td>
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<td>rates among students who participate in Student Affairs co-curricular activities, programs, events, or on-campus employment</td>
<td>Student Affairs Assessment Initiative</td>
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<td></td>
<td>e) GPA/Academic Standing</td>
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<td>• Increased retention, graduation rates, and performance on the NCAA APR among students who participate in athletics</td>
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<td>f) Retention rates (quarter-quarter, Fall-Fall)</td>
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<td>g) Graduation rates compared to comparable CSU’s by race/ethnicity</td>
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<td>h) Graduate Student demographics and completion rate by program</td>
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<td>i) Progress to degree: completion of UWR courses, major courses</td>
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<td>j) Positive relationship between early intervention and retention</td>
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<td>k) Number and percent on academic probation and participated in REACH workshops; outcomes of REACH workshop participants (e.g. number exercise “repeat course option”)</td>
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<td>l) Number and outcomes of students in academic difficulty using “open university”</td>
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<td>m) Number and percent timely declaration of major</td>
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<td>n) Number and percent students receiving academic advising in major, university-level</td>
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<td>o) Number, percent students participating in a) academic support programs, b) academic honors and enrichment programs; identify academic standing, retention and graduation rates</td>
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<td>p) Profile of financial aid recipients</td>
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<td>q) Number and amount of merit-based scholarships</td>
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<td>r) Retention and graduation rates</td>
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8/16/2011 - Final
### Strategic Objectives
(Aims that move us towards the goal)

### Success Measures and Indicators
(Measures that will gauge progress towards the strategic objectives)

### Responsible Unit(s)/Person(s) for Measurement
(data collection, analysis, reporting)

### Desired Outcomes, Expected Achievements, Targets
(Identify results expected)

### Strategic Initiatives
(The most effective strategies or actions for achieving the outcomes; major initiatives)

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| **2.6 Reduce existing achievement gaps in first year retention, baccalaureate degree completion, and graduate and professional school readiness** | Increased student athlete GPAs, retention, graduation rates, and increased performance on the NCAA APR. among students who participate in Student Affairs co-curricular activities, programs, events, or on-campus employment. | • Director, Academic Operations  
• AVP, IRPA  
• AVP, Enrollment Management  
• Director, First Year Experience  
• Director, Graduate Resource Center  
• Director, Athletics  
• AVP, Academic Programs  
• Student Affairs Assessment Leads  
• Student Affairs Division | Reduce gaps by half  
• Improve retention and graduation rates for under-represented students  
• Increased retention and graduation rates among students who participate in Student Affairs co-curricular activities, programs, events, or on-campus employment. | • Access to Success Graduation Rate Initiative  
• Early Start Program  
• First Year Experience  
• School-based Plans for Student Success  
• Student Success and Retention Initiative  
• Student Affairs Assessment Initiative  
• Graduate Student Success Initiative |

Data by Undergraduate and Graduate Program and Student Demographics; Residency; Athlete; and Location (AV) Gaps in:  
- GPA/Academic Standing by Quarter/Year  
- Retention rates (quarter-quarter, Fall-Fall)  
- Graduation rates  
- Progress to degree (units achieved by year): completion rate of UWR courses, major/program courses  
- Number satisfy remediation prior to academic year, and by quarter  
- Positive relationship between early intervention and retention  
- Retention and graduation rates among students who participate in Student Affairs co-curricular activities, programs, events, or on-campus employment.