STRATEGIC INITIATIVES

Fall 2023 – Summer 2027

MISSION, VISION, VALUES

University of Houston Division of Student Affairs 2023-2027

MISSION

The Division of Student Affairs cultivates an environment that facilitates belonging, wellbeing, and student success through engagement, discovery, and learning.

VISION

The Division of Student Affairs builds a transformative Cougar Experience of a Top 50 Public University.

VALUES

CARE

COLLABORATION

COMMUNITY
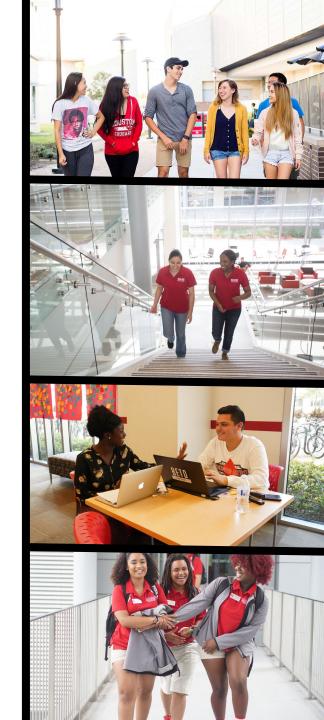
EMPOWERMENT

INNOVATION
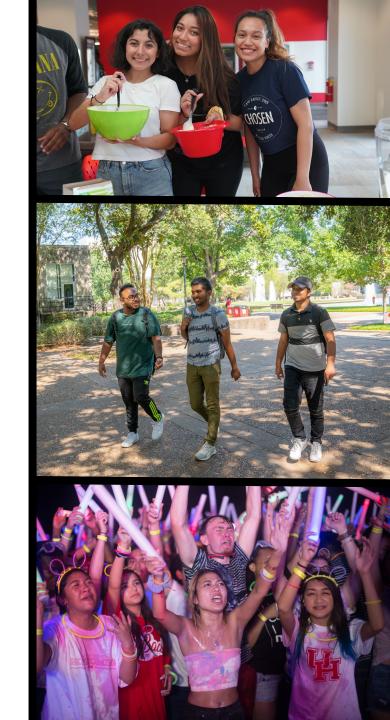
INTEGRITY

PURPOSE OF THE NEW STRATEGIC PLAN

Achieving Top 50 Status

- Improving Student Retention rates, Graduation rates, Social Mobility, and Alumni Support

Enhancing UH's Strategic Priorities

- Enhancing Student Career Preparation, engaging with our Community, and achieving Competitive Funding

Fostering Student Engagement

- Increasing Sense of Belonging, Student Engagement, and Academic Success

NEW STRATEGIC INITIATIVES

- Increase Retention of First Time in College (FTIC) students
- Promote increased student credit hours and GPA for FTIC
- Increase the retention rate of Pell eligible FTIC
- Increased alumni engagement/giving to DSA
- Increased grants/donations to DSA
- Lowering costs for economically disadvantaged students
- Increased student engagement
- Increased engagement for students at UH Sugar Land and UH Katy campuses
- Engagement with Third Ward

HOW WE WILL MEASURE

Achieving Top 50 Status:

- FTIC retention rates
- FTIC Pell eligible retention rates
- Number of UH Bachelor graduates who donate to DSA
- The number of dollars' worth of services provided to students with financial need

HOW WE WILL MEASURE

Enhancing UH's Strategic Priorities:

- Number of hours of career related experiences by student employees
- Number of students and student hours volunteering in the Third Ward
- Number of faculty/staff and hours providing service/volunteering for DSA department programs
- Number of student-athletes utilizing DSA services each semester
- Dollars raised from grants and donations
- Number of UH bachelor graduates who donate to DSA

HOW WE WILL MEASURE

Fostering Student Engagement:

- Sense of Belonging rating from students
- Number of unique students served by departments and division
- Percentage of total addressable population served by division
- External ratings of student employees' competencies
- Average GPA of students engaged in DSA programs/services
- Average completed student credit hours of students engaged in DSA programs/services