STUDENT LIFE

2020 STRATEGIC PLAN

Submitted by: Kenneth D. Gray, Vice President for Student Life
WVU VISION

By 2020, West Virginia University will attain national research prominence, thereby enhancing educational achievement, global engagement, diversity, and the vitality and wellbeing of the people of West Virginia.

The Student Life Division supports West Virginia University’s 2020 Strategic Plan by providing a student-centered learning environment that fosters diversity, enhances student success and development, encourages global engagement, and creates a foundation for achieving the health and well-being of our campus and community.

GOAL 1

Serve as an advocate for students and promote a student-centered philosophy. (WVU 2020 Strategic Plan – Goals 1, 2, 3 & 4)

OBJECTIVE

Enhance the student experience through services that create and maintain an inclusive, welcoming, and safe campus community.

ACTIONS

1. Treat students as the number one priority and collaborate with University colleagues to promote and enhance the student-centered philosophy.
2. Provide programs, services, and facilities that promote community, encourage engagement, and develop students to be contributing citizens in a global and diverse society.
3. Recognize, understand and meet the changing needs of our students.
4. Increase the gifts to the WVU Foundation to support student programming and scholarships as well as specific Student Life units.

GOAL 2

Develop and enhance student success and retention programs to support the goals of West Virginia University. (WVU 2020 Strategic Plan – Goals 1, 3 & 4)

OBJECTIVE

Develop and implement strategies to improve student retention, completion, and graduation rates in accordance with goals set by WVU.

ACTIONS

1. Work collaboratively with Academic Affairs to provide assessment and retention programs and services.
2. Enhance Student Life signature retention programs.
3. Provide programs and services to sophomores, juniors, and seniors, creating an environment that is optimal for success through learning, growing, and graduating.
4. Provide outreach efforts throughout the state in preparation for career readiness utilizing A Four Year Plan approach.
GOAL 3

Foster diversity and an inclusive culture within the Division of Student Life and the WVU student body. (WVU 2020 Strategic Plan – Goals 1, 2, 3 & 4)

OBJECTIVE

Create an administrative infrastructure within the Division of Student Life and the student body that supports WVU’s diversity initiatives and promotes diversity, inclusion, equality, and intercultural and intercommunity outreach.

ACTIONS

1. Promote opportunity, equality, civility, and respect for all individuals on campus.
2. Research best practices nationally and incorporate those practices into the WVU Student Life model.
3. Work with all constituent organizations to foster understanding of diversity to meet the goals of WVU.
4. Increase the involvement of minority students in the Greek community and student organizations.

GOAL 4

Expand the international and global activity of Student Life. (WVU 2020 Strategic Plan – Goals 1, 2, 3 & 4)

OBJECTIVE

Support WVU’s global initiatives and incorporate internationalization and globalization into the Student Life Division’s vision, mission, and goals.

ACTIONS

1. Provide support for international students, scholars, and employees with respect to visa compliance, student support programming, and international student orientation.
2. Ensure that the Office of International Student Affairs and Global Services meets the international enrollment goals set by the University.
3. Support the Office of International Student Affairs and Global Services in establishing a data management system that will serve as a comprehensive repository for planning, evaluation, and decision-making.
4. Create new and support existing international alumni chapters.
GOAL 5

Enhance the health and well-being of our campus and community. *(WVU 2020 Strategic Plan – Goals 1, 2, 3, 4 & 5)*

OBJECTIVE

Improve campus community/students’ knowledge and behaviors relating to health and wellness by providing programs and services that enhance the well-being of the student and the people of the state.

ACTIONS

1. Provide assessment, evaluation, treatment and education for all students’ physical, emotional and health care needs.
2. Provide integrated health care services that support students’ continual growth and success.
3. Promote prevention that is dedicated to best practices, employing strategies to help students realize their full potential.
4. Provide advocacy that supports and creates healthy environments that foster optimal well-being on our campus and in our community.
5. Collaborate with our academic faculty partners to support ongoing research efforts in all areas.

GOAL 6

Develop an overall strategy for improvement and maintenance of Student Life facilities and technology. *(WVU 2020 Strategic Plan – Goals 1, 2 & 4)*

OBJECTIVE

Support the housing master plan (approved by the WVU Board of Governors) to improve existing and construct new facilities on the Downtown, College Park, and Evansdale Campuses; improve residence hall security; and enhance the Student Affairs recovery plan for all computer hardware and software.

ACTIONS

1. Begin Mountainlair expansion project on the Downtown Campus.
2. Implement online door access on all residence hall exterior doors.
3. Create Virtual Desktop for all computers.
4. Install security cameras at Summit, Honors, Dadisman, Stalnaker, and Arnold Halls.
5. Implement a second data center to provide a sustainable disaster recovery solution.
6. Explore Dining Services opportunities (dining halls and coffee shops).
7. Plan for the delivery of student healthcare services in the new WELLWVU facility.
8. Develop a Student Life five year master plan with Facilities Management.
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The WVU Board of Governors is the governing body of WVU. The Higher Education Policy Commission in West Virginia is responsible for developing, establishing, and overseeing the implementation of a public policy agenda for the state's four-year colleges and universities.