

CAMPUS LIFE STRATEGIC PLAN

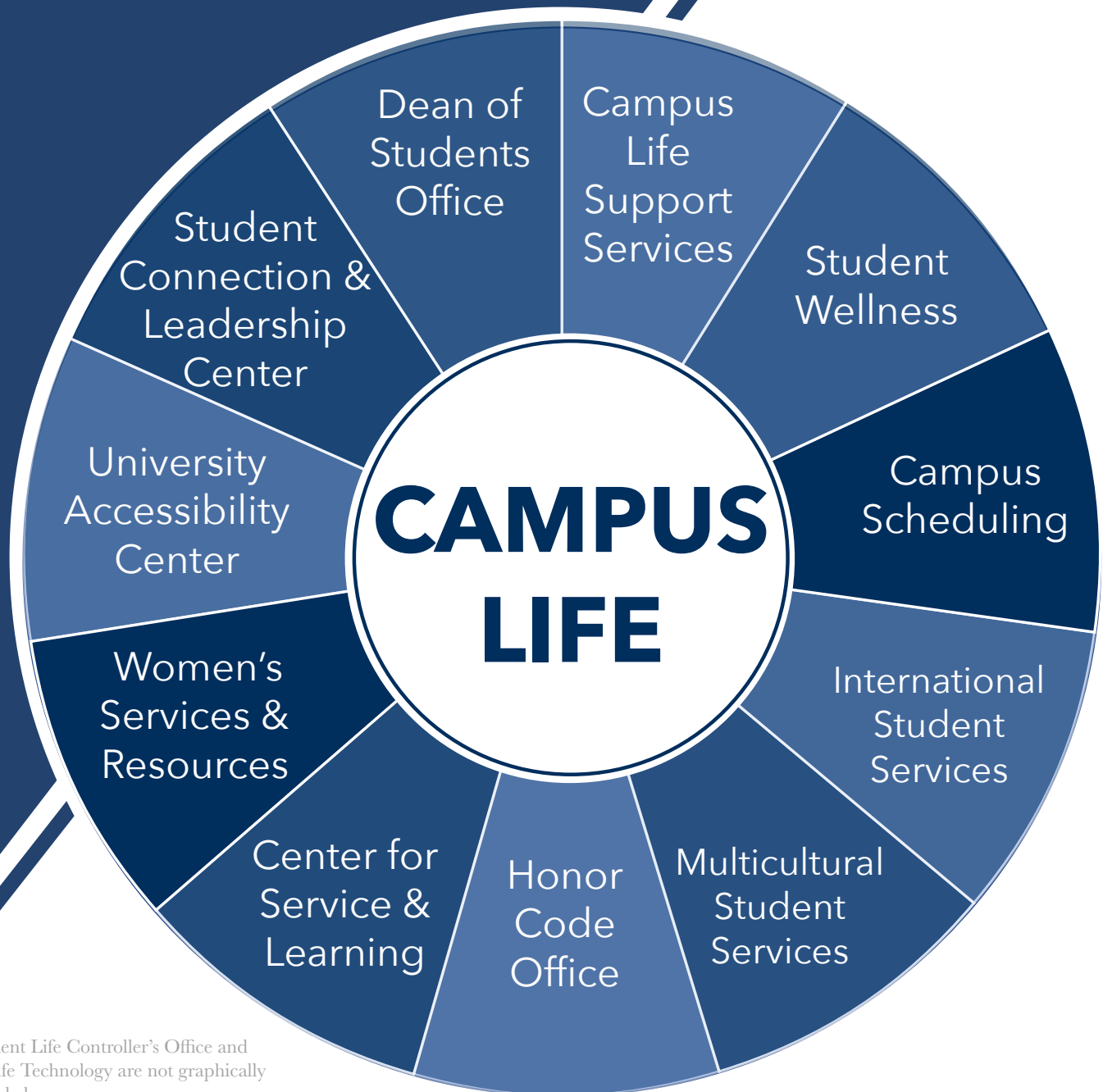
Academic Years
2021-2025



INTRODUCTION

Campus Life is a division of the College of Student Life, comprised of 13* departments that are led by the Dean of Students Office. These 13 departments work together to provide students with meaningful co-curricular opportunities that enrich their educational experience.

This document outlines Campus Life's divisional vision, mission, values, and objectives for the 2021 through 2025 school years. The goals are reviewed annually by divisional leadership and updated to best meet the needs of current BYU students.



*The Student Life Controller's Office and Student Life Technology are not graphically represented above

FRAMEWORK

The strategic plan set forth in this document was developed through ongoing collaboration between employees from across Campus Life. It represents the division's highest aspirations for its unified efforts to work with and serve students. This plan intentionally focuses on divisional level efforts and priorities, leaving flexibility and autonomy for departmental decision making.

While definitions of vision, mission, and values may vary across organizations, their uses in this document are defined in the table to the right. This will help create a common vocabulary for divisional employees around the strategic plan.

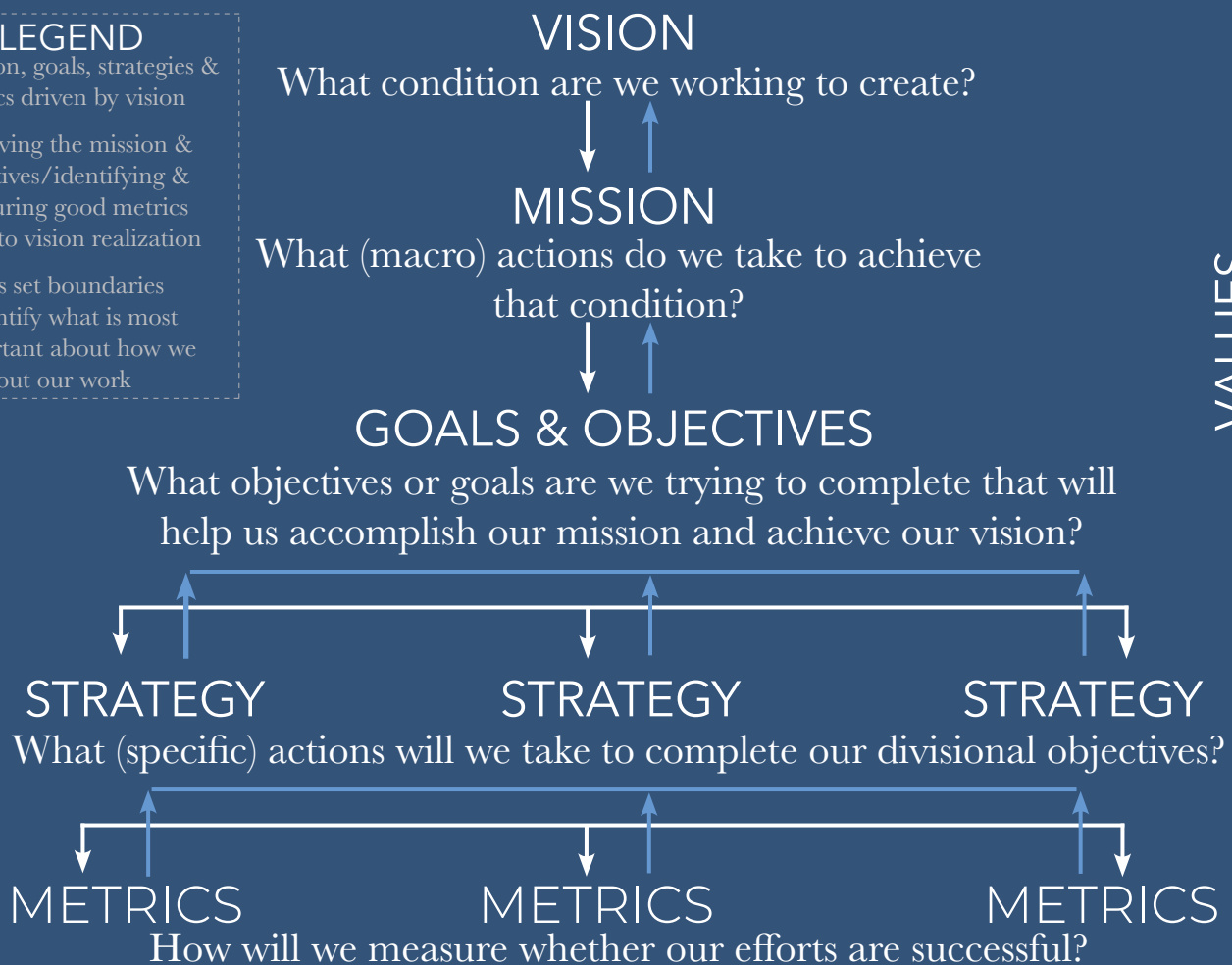
The chart below illustrates the relationship between the various plan components. The purpose of the chart is to connect all divisional priorities and activities with the Campus Life vision. Plan components will be reviewed annually and may be updated in order to keep the plan on target.

TERM	DEFINITION
Vision	Visions define the long-term condition we are working to create
Mission	Missions sum up the aims or activities the division will engage in to achieve its vision
Goals & Objectives	Goals/Objectives identify what needs to be accomplished in order for the mission to be achieved and the vision to be realized
Strategies	Strategies are the actions needed to achieve the goals/objectives, and thereby the mission
Metrics	Metrics measure implementation of the strategies and overall progress towards the goals/objectives, mission, and vision
Values	Values state what is most important about how employees go about their work. Values also set boundaries for employee behavior. Even if an action works toward the vision, if it violates a value, it is not appropriate

STRATEGIC PLAN FRAMEWORK

LEGEND

- Mission, goals, strategies & metrics driven by vision
- Achieving the mission & objectives/identifying & measuring good metrics leads to vision realization
- ... Values set boundaries & identify what is most important about how we go about our work



In support of the BYU Mission and Aims, the Division of Campus Life's Vision, Mission, and Values are...

VISION

For every BYU student to feel genuinely included in, supported by, and connected to the campus community, resources, and opportunities they need to author and enjoy their unique student experience.

MISSION

To help students engage in programs, services, and activities that foster holistic personal development, inspire learning, create community, and meet the specific needs of the current student body.

VALUES

Collaboration

We actively coordinate efforts across the campus community to strengthen our service to and support for students

Compassion

We approach our work in a spirit of kindness, charity, and understanding

Discipleship

We aspire to follow the Savior's example and emulate His attributes

Belonging & Inclusion

We invite contributions from, respect the views of, seek to create safe environments for, and support students and employees from all backgrounds, cultures, disabilities, ethnicities, life experiences, and perspectives

Empowerment

We respect students' autonomy and support their efforts to identify and pursue their personal and educational goals

Responsibility

We take responsibility for our duties, actions, and resources and seek to optimize services for students through assessment and evaluation

Student Focus

We proactively center our efforts and decisions on advocating for students and supporting their development

OBJECTIVE 1

Inspire learning through department services & co-curricular activities

STRATEGIES

1. Continue Dean of Students Advising Initiative (DOSAI)
2. Implement training on maximizing student employee and volunteer engagement and preparation for career opportunities
3. Continue leadership support for departmental volunteer, service, leadership, and involvement programs

OBJECTIVE 2

Foster a culture of unity within Campus Life & across the university

STRATEGIES

1. Enhance interdepartmental collaboration, support, and marketing for intra- and inter-divisional department events, programming, and initiatives
2. Optimize outreach materials and technology options to inform more students of events, services, and resources
3. Continue operation of the Campus Life Collaboration Committee to increase coordination, reduce overlapping major events, and increase collaboration

OBJECTIVE 3

Advance belonging & inclusion

STRATEGIES

1. Retain diverse employees & increase the diversity of qualified applicant pools for full- and part-time positions
2. Recruit applicants from diverse backgrounds for student employment, internships, leadership & volunteer positions
3. Facilitate training to increase employees' competency to work with diverse populations including but not limited to BIPOC, DACA, undocumented, LGBTQ+, international, disability, single-parent & non-traditional students
4. Operate the Campus Life Diversity & Inclusion Committee
5. Continue supporting extracurricular opportunities for BYU students to strengthen their understanding of diverse perspectives and cultures
6. Ensure departments review the university Statement on Belonging annually

OBJECTIVE 4

Encourage continued employee engagement & excellence

STRATEGIES

1. Create a new full- and part-time employee onboarding process that helps new employees understand their individual and departmental connection to the division vision and mission and the university's mission and aims
2. Conduct biennial employee engagement surveys to collect feedback and develop plans to support ongoing employee engagement
3. Implement the Campus Life Mission Fit Hiring Plan to better integrate the mission and aims into hiring practices
4. Support employee participation in the Student Affairs Career Development Council (CDC) to continue professional development
5. Promote employee participation in division training opportunities

OBJECTIVE 5

Enhance data-informed decision making

STRATEGIES

1. Achieve greater departmental data independence
2. Enhance assessment programs for all department programming
3. Refine and continue operation of the Excellence in Assessment and Evaluation Award Program
4. Develop division-wide key performance indicators and associated survey questions that can be utilized in department assessment efforts

OBJECTIVE 6

Promote student & employee wellness

STRATEGIES

1. Conduct QPR training for all employees at least once every two years
2. Conduct Deans' Conference at Student Wellness facilities annually to help inform employees of available wellness resources for students
3. Invite CAPS to present their services, intake process, and other resources annually to Campus Life
4. Encourage employee engagement in Human Resource's Wellness programming by ensuring each office has a wellness representative
5. Review and update emergency communication and response protocols annually

BYU

Campus

Life
