

William R. Stripling, Ph.D.
Vice Chancellor for Student Affairs
GOALS 2017-2021

GOAL	TIMELINE	KEY PERFORMANCE INDICATOR
1. Customer Service		
a. Become a premiere customer service organization with uniform customer satisfaction level of 90%	Fall 2018	Implement plan
2. Student Recruitment		
a. Increase freshmen enrollment to 1,800 students by 2020	Fall 2020	Application/Admit count
3. Financial Aid & Scholarships		
a. Continue reducing student loan default to lowest in the state	Fall 2018	Implement plan
4. Master of College Student Personnel Services Degree Program		
a. Enhance marketing strategy for College Student Personnel Program to reach optimal enrollment > 100 students	Fall 2020	Application/Admit count
5. Student Health Center		
a. Achieve Student Health Center accreditation	Fall 2018	Application
6. Greek Life		
a. Finalize sorority expansion process to add a sixth chapter (with house) to campus	Fall 2018	Develop plans/timeline
b. Develop plans/funding model for NPHC facility	Fall 2018	Develop plans
7. Student Affairs Social Media		
a. Develop and implement plan for Student Affairs Division to increase social media usage as student engagement tool	Spring 2018	Develop plan
8. Residence Life		
a. Develop a multiphase plan to move all housing under 501C3	Fall 2021	Draft submittals
9. Student Engagement		
a. Maximize Student Affairs units engaging students via implementation of a student engagement app	Fall 2018	Implement plan
b. Form Student Engagement Committee comprised of student leaders to gain student feedback/insight for goals, planning, satisfaction levels, etc.	Fall 2017	Meeting minutes
10. Welcome Center		
a. Open new Welcome as facility to accommodate prospective students and guests	Spring 2018	Construction timeline

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