

University Housing at Portland State University

Division Goals and Operational Plan - January 2009

Final Copy Prepared by: Eckman/Kenck-Crispin/Ray/Sanford/Wilcox

Division Goal	Objectives	Enabling Strategies (and departmental leadership for data collection and reporting)	Resources and Dependencies	Responsibility	Timeline	Expected Outcomes	Assessment Measures	Use of Assessment Results
Increase occupancy.	<p>Increase overall housing occupancy by 10% annually.</p> <p>2181 beds 2010 2399 beds 2011 2639 beds 2012 2903 beds 2013 3194 beds 2014 3513 beds 2015 3864 beds 2016 4251 beds 2017 4676 beds 2018 5143 beds 2019</p>	<ol style="list-style-type: none"> 1. Focus on customer service: response time on applications and communications put needs and desires of students first (M, RL, H). 2. Ensure contracting process is convenient and easy (H). 3. Provide financial aid resources and referrals (H). 4. Early outreach to students with information about academic strategies, social support, and information about campus life (H). 5. Produce targeted marketing strategies and materials for first-time, full-time, traditional freshmen; out-of-state; international; minority; high achieving; and transfer students (H). 6. Coordinate closely with Admissions and International Student Services (H). 7. Ensure marketing messaging is consistent with Admissions marketing messaging: livability of Portland, breadth and quality of our academic programs, urban, diverse student body, student engagement, and sustainability (H). 8. Ensure dining plans structured to be appealing to new students (D). 9. Ensure housing policies and processes are fair, consistent and efficient (RL). 10. Provide learning communities that are relevant and supportive for current and new students, especially: first-time, full-time, traditional freshmen; out-of-state; international; minority; high achieving; and transfer students (RL). 11. Turnover residence hall rooms efficiently and in excellent condition (M). 12. Perform daily walks and produce an "immediate response list" from which staff makes corrective repairs and improvements (M). 	<p>Availability of funds, equipment and space.</p> <p>Development of more residence hall beds.</p> <p>Buy-in and coordination from Admissions, Financial Aid and International Student Services.</p> <p>Support and resources from Academic Affairs to develop rich, appealing and varied learning communities.</p> <p>Institutional support for a rich and varied residential campus experience.</p> <p>Technical support from University Communications</p>	Housing (All Departments)	10 Years	<p>House 25% (5195 beds) of the total enrollment of the institution by 2019 in university owned or affiliated housing.</p> <p>66% of Freshmen</p> <p>25% of Sophomores</p> <p>5% of upper division</p> <p>25% of out-of state and international students.</p> <p>Focus on family housing for international and out-of-state students.</p>	<p>Second week, Fall, Winter, Spring, and Summer terms StarRez occupancy data.</p> <p>EBI Results</p> <p>Feedback from Residence Life focus groups</p> <p>Dining secret shopper assessment</p> <p>Quarterly facility condition assessment</p> <p>Feedback from the Residence Hall Association and ASPSU.</p> <p>Feedback from parents and the University Community.</p> <p>Feedback from social networking web sites.</p> <p>Exit interviews</p>	<p>Results to bring direct control over day-to-day operations and long term planning:</p> <p>To make sure facilities evolve with the changing student population;</p> <p>To make sure communities evolve and remain relevant with the changing student population;</p> <p>To make sure housing office operations and services evolve with the changing student population.</p>

M=Maintenance; RL=Residence Life; H=Housing Office; D=Dining

Department Goal	Objectives	Enabling Strategies (and departmental leadership for data collection and reporting)	Resources and Dependencies	Responsibility	Timeline	Expected Outcomes	Assessment Measures	Use of Assessment Results
Increase retention of first-time, full-time, traditional freshmen who re-enroll from one academic year to the next.	Increase the retention rate of first-time, full-time, traditional freshmen that re-enroll the next academic year as sophomores by 2% a year.	<ol style="list-style-type: none"> 1. Ensure that staff have positive, student centered attitudes (RL, M, H, D). 2. Ensure housing policies and processes are fair, consistent and efficient (RL). 3. Provide programs for parents so they understand student life (RL) 4. Provide Financial Aid advising/financial counseling; advising and psychological or social counseling; academic skills development (basic skills, time management, tutoring, course specific skills); and, career/job advising and development (RL). 5. Monitor students (Early Alert System) for early warning signs and intrusive counseling/advising (RL). 6. Provide social programming for informal socializing (parties, dances, community programs), and physical places for socializing) (RL). 7. Encourage participation in campus organizations and activities (RL). 8. Encourage Campus development (students interacting with administrators, faculty, and staff to improve the campus environment) (RL). 9. Provide programs celebrating cultural diversity, including events of particular interest to diverse groups (RL). 10. Ensure sensitivity to ethnic and racial issues (RL). 11. Administer exit interviews (RL). 12. Ensure residents have a role in decision making (RL). 13. Improve condition of the residence halls (M). 14. Complete work orders for in-unit repairs the same day they are received (M). 15. Perform daily walks and produce an "immediate response list" from which staff makes corrective repairs and improvements (M). 16. Ensure preventative maintenance is refined to match the equipment in each residence hall, intensity of use, age, and expected useful life (M). 17. Inspect all units quarterly to address living habits, determine unreported repair needs, repair damages, and assess charges for damages above normal wear and tear (M). 18. Improve satisfaction with dining program (D). 19. Provide early outreach to FYE students with information about academic strategies, social support, and information about campus life (H) 20. Ensure reentry for returning students is convenient and easy (H). 21. Strive for at least 20% minority enrollment (H). 	<p>Availability of funds, space and equipment</p> <p>Buy-in and support from Student Services and Financial Aid.</p> <p>Support and tutoring resources from Academic Affairs to support freshmen taking traditionally rigorous courses.</p> <p>OIRP data collection and analysis</p> <p>Support and resources from Academic Affairs to develop rich and varied learning communities.</p> <p>Support, technical advice, and resources from Facilities and Planning to maintain residence halls and the surrounding grounds in a manner befitting the Oregon University System.</p>	Housing (All departments)	10 Years	<p>While programs and initiatives target the retention of first-time, full-time traditional freshmen, it is expected that retention and student success will improve for all housing students.</p> <p>University Housing residents will have a higher retention rate than non-housing students (+5%).</p> <p>University Housing residents will have a higher GPA than non-housing students (+.2).</p>	<p>OIRP data</p> <p>EBI Results</p> <p>Feedback from Residence Life focus groups</p> <p>Dining secret shopper assessment</p> <p>Quarterly facility condition assessment</p> <p>Feedback from the Residence Hall Associate and ASPSU.</p> <p>Feedback from parents and the University Community.</p> <p>Feedback from social networking web sites.</p> <p>Exit interviews</p>	<p>Results to bring direct control over day-to-day operations and long term planning:</p> <p>To make sure facilities evolve with the changing student population;</p> <p>To make sure retention strategies evolve with the changing student population;</p> <p>To make sure housing office operations, marketing strategies, and services evolve with the changing student population.</p>

