STRATEGIC PLAN
2014-2017
Letter from the Director

Dear Colleagues,

University Housing is an essential element of the Illinois experience. We create communities that transform student lives.

Our mission statement provides the foundation for our work in University Housing, and this strategic plan outlines the broad themes that will help focus our efforts for the next several years. Based on the Campus Strategic Plan and the Student Affairs Strategic Plan, our goals, initiatives, and metrics will guide our work and priorities.

Units within University Housing will use the Strategic Plan as a framework for developing their unique goals, initiatives, and metrics. This plan is the result of careful study of trends, analysis of assessment initiatives, focus groups with staff and students, the Director’s Learning Series, and input from stakeholders across University Housing, including the Executive Team, Leadership Team, and project team. I am proud of the work we have completed in refining important themes and creating a plan that reflects our values and our innovative spirit.

I look forward to sharing the stories of University Housing’s success with you as we progress through the plan.

Warmly,

Alma R. Sealine
Director
AREAS OF DISTINCTION

University Housing is a department within Student Affairs. University of Illinois students are transformed by their experience living, dining, and working with us. Our programs and services enhance their academic achievement, personal development, and global awareness.

1. Our commitment to communities that intentionally foster opportunities for student growth and diverse interactions

2. Our commitment to the academic mission and partnerships with academic units

3. Our commitment to diversity, social justice, and inclusivity

4. Our commitment to developing global citizens

5. Our purposefully adaptable approach to fulfilling student needs

6. Our commitment to providing an integrated Illinois experience for students with disabilities

7. Our dedication to safety and response to crisis

8. Our comprehensive program and dedicated staff unified under one director

9. Our commitment to uninterrupted service

10. Our pursuit of innovation and our track record as a leader among peers

11. Our culture of planning, collaboration, and feedback
GUIDING PRINCIPLES

1. We will collaborate and engage with students and campus and community partners in support of transformative learning experiences.

2. We will incorporate student feedback and program assessment to make informed decisions that improve our work.

3. We will make informed decisions to strategically manage our resources while balancing the affordability of an Illinois education.

4. We will be committed to communities that support the academic mission.

5. We will educate and empower communities to value diversity, social justice, and inclusion.

6. We will create opportunities for students to build relationships and leadership skills, preparing them to be global citizens.

7. We will be innovative, agile, and responsive to changes in our student population.

8. We will provide a safe, supportive community in which to live and learn.

9. We will create and maintain facilities that are functional, aesthetically pleasing, reflective of our diverse student population, and supportive of learning.

10. We will be leaders in resource management and employ sustainable practices.

11. We will advocate for the University Housing experience through our actions and decisions.

12. We will cultivate an inclusive workplace and support employee development.
Goal #1. Foster scholarship, collaboration, discovery, and innovation

1. Offer innovative programs and experiences that are continually evaluated and complementary to the academic experience.
   a. Number of new programs that are academically related
   b. Report on the number of existing programs and services in place
   c. Participation rates
   d. Academic impact
   e. Awards received, recognition

2. Expand collaboration both internal and external to the campus community.
   a. Number and types of existing collaborations
   b. Number and types of new collaborations
   c. Document and disseminate quantitative and qualitative evidence of collaboration
GOAL #2
Provide transformative learning experiences

1. Support transformative learning by offering programs, initiatives, spaces, and services that help all residents benefit fully from the Illinois student experience.
   a. Number and types of collaborations in place
   b. Number and types of new collaborations
   c. Document and disseminate the quantitative and qualitative evidence of the impact of programs, initiatives, spaces, and services

2. Provide activities, support, resources, and connections that assist residents with their development as global citizens and expand their cultural competency.
   a. Number and types of collaborations in place
   b. Number and types of new collaborations
   c. Document and disseminate the quantitative and qualitative evidence of the impact of activities, support, resources, and connections
1. Coordinate and facilitate programs and initiatives that attract and support students from underrepresented groups.
   a. Document and disseminate the quantitative and qualitative evidence of the impact of programs and initiatives.

2. Hire, develop and retain a qualified, diverse workforce by enhancing professional development and staff retention efforts.
   a. Number and type of professional development activities in the department
   b. Number and percent of staff members being retained in the department
   c. Number and percent of staff involved with leadership roles in professional associations
   d. Number of staff presentations at professional conferences and number of webinars developed and presented by University Housing staff
   e. Document and disseminate quantitative and qualitative evidence of the effects of participation in professional development, membership/leadership in professional associations, and other staff retention efforts on the retention of staff

3. Demonstrate the impact of University Housing on the Illinois experience through assessment and strategic communications.
   a. Document and disseminate quantitative and qualitative evidence regarding the effects of programs and services on enhancing or shaping students’ educational experiences
   b. Number of publications and papers demonstrating the impact of University Housing at Illinois
   c. Number of media hits
   d. Number and types of communication and public engagement initiatives

GOAL #3
Make a significant and visible societal and community impact
Goal #4.
Steward current resources and generate additional resources for strategic investments

1. Evaluate and adjust University Housing’s long-range facilities master plan, programs, and services through effective stewardship that anticipates the evolving needs of residents and staff.
   a. Number of projects, initiatives, and activities focused on improving our facilities
   b. The amount of funds spent and their respective return on investment on key facilities projects
   c. Document and disseminate quantitative and qualitative evidence of satisfaction with facilities, programs, and services

2. Steward the social, ecological, and economic values of University Housing.
   a. Number and type of projects, initiatives, activities, and certifications focused on sustainability
   b. Amount of funds spent on and the respective return on investment on sustainability efforts
   c. Document cost-saving initiatives and additional revenue sources