

RESIDENTIAL LIFE

Mission

Residential Life provides residential and dining environments which enrich and encourage individuals to value learning, respect diversity, promote citizenship, and foster community.

Vision

Residential Life will change lives to improve society.

Core Values

Excellence – We seek excellence in all our endeavors, and we are committed to continuous improvement.

Integrity – We are committed to the principles of truth and honesty, and we will be equitable, ethical, and professional.

Service – We believe that serving others is a noble and worthy endeavor.

Intellectual Freedom – We believe in ethical and scholarly questioning in an environment that respects the rights of all to freely pursue knowledge.

Diversity – We respect others and value diversity of opinion, freedom of expression, and other ethnic and cultural backgrounds.

Stewardship of Resources – We are dedicated to the efficient and effective use of resources. We accept the responsibility of the public's trust and are accountable for our actions.

Individual Development – We will provide programs and services that enhance the university's academic mission and facilitate individual development in the following areas: leadership, intellect, social, emotional, physical, moral, and professional development.

Collaboration – We will engage in partnerships.

Goals, Critical Success Factors, Objectives, and Strategies

Goal 1. Academic excellence: Teaching research and outreach. Maximize residents' and students' academic experience.

Critical Success Factors:

- Active Faculty Associate for each floor or wing
- Provide programs that address learning outcomes
- Administer College Student Inventory to an additional 100 new residents
- Award annually \$10,000 in scholarships recognizing academic performance and leadership skills
- Provide over 20 graduate assistantships
- Increase the number of classes held in residence halls
- Host either a National Association of College and University Food Service or Association of College and University Housing Officers-International intern each summer
- Utilize staff to teach 100 credit hours each semester
- Maintain GPA of 3.0 or better by student staff
- Provide special interest housing
- Provide computer access to all residents

Objectives:

Objective 1.1: Provide opportunities for students to interact with faculty outside of the classroom.

Strategies:

- Maintain Faculty Associate program.
- Improve the Faculty Associate program to more effectively serve apartments and special interest housing.
- Develop and present a Faculty Associate training session each semester.
- Implement a faculty dinner program.
- Coordinate and recruit faculty for programs and committees.
- Provide Web sites for faculty interested in programs and activities.
- Extend personal invitations to faculty to attend residence programs.

Objective 1.2: Create an environment of learning and living that is parallel to the academic mission of the university.

Strategies:

- Continue academic conversations and administer the College Student Inventory.
- Provide seminars for personal and professional development.
- Access to computers and study areas 24-hours a day.

- Facilitate and encourage study groups where appropriate.
- Maintain and increase scholarship solicitations.
- Support flexible schedules for full-time and part-time staff members in pursuit of academic degrees.
- Be responsive and flexible in student staff scheduling to provide part-time employment opportunities that do not conflict with their academic pursuits.
- Support professional internships by hosting interns and facilitating the participation of students to professional peer campuses.
- Encourage and support staff members who teach undergraduate and/or graduate courses.
- Provide information to the Registrar regarding availability of Residential Life classrooms.

Goal 2. Enhance student development opportunities for individual and community growth and improve residents' satisfaction levels.

Critical Success Factors:

- Have over 100 participants in the Leadership Development Series
- Propose at least 1 Freshmen Year Experience program
- Receive, record, and respond to dining service comments
- Provide programming for learning objectives
- Utilize appropriate university and community resources as measured qualitatively through student and staff meetings and reports
- Improve communication between staff and residents as measured by the Resident Satisfaction Survey(s)
- Improve response time to facility issues by following up on unresolved issues and student/staff evaluations of service provided
- Perform annual review of policies and procedures
- Improve resident satisfaction levels
- Require staff attendance at weekly and biweekly meetings with student leaders
- Update communication technology
- Present 1 program per semester on communication

Objectives:

Objective 2.1: Assist with Leadership Development Series.

Strategies:

- Collaborate with Student Life on presenting and publicizing Leadership Development Series program.

Objective 2.2: Develop Residential First-year Experience program.

Strategies:

- Identify possible partners for a First-year Experience program.

Objective 2.3: Encourage formation of a student food service advisory committee for each dining facility.

Strategies:

- Identify students to participate on dining committees.
- Continue regular satisfaction surveys.
- Apply and create more regular informal dining satisfaction surveys.

Objective 2.4: Assess learning that occurs in a residential setting.

Strategies:

- Evaluate participation rates for classes at the Family Resource Center and student programs pertaining to learning.
- Apply research methods to resident learning objectives.

Objective 2.5: Improve programming.

Strategies:

- Improve hall leader training and recruitment.
- Develop programming, community, and student leader job descriptions to fit each particular housing model.
- Administer questionnaires to residents regarding programming ideas.
- Conduct brainstorming sessions with staff and resident leaders.
- Facilitate focus groups with residents.

Objective 2.6: Improve communication between staff and students.

Strategies:

- Distribute information received in a timely manner by utilizing electronic distribution methods.
- Host regular meetings with residential leaders and staff.
- Research technological advances to enhance communication.
- Promote programming about issues related to communications.
- Mediate between families, roommates, and community members.
- Develop forums for exchange of ideas.
- Communicate feed back from residents to appropriate department.
- Host regular meetings with residence leaders.

Objective 2.7: Improve living environment.

Strategies:

- Seek and collect student feedback for ideas to improve current housing regarding furnishings.
- Work with housekeeping to keep facilities clean.

Objective 2.8: Enhance dining experience and satisfaction.

Strategies:

- Administer and apply satisfaction survey on a regular basis.

Goal 3. Assist with Economic Development.

Critical Success Factors:

- Host 2 spring information sessions for students interested in working summer conferences to obtain information
- Promote staff recruitment through flyers, campus calendar, and Residential Life Website
- Provide training on guest services
- Train staff in guest services to positively impact the number of conferences in Stillwater
- Purchase conferencing software to be in place by the 2004 conference season
- Purchase uniform shirts for all frontline and housekeeping staff by the beginning of the 2004 conference season
- Pay bonds in a timely fashion
- Respond to facility issues within 24-hours
- Report 75% satisfaction rate on guest reports
- 5% increase in income generated by conferences
- 5% increase in the number of beds available for conferences

Objectives:

Objective 3.1: Improve and enlarge residential life conference program to consist primarily of youth, academic, and athletic camps with a few adult continuing education or professional groups. Maintain financial commitments to investors.

Strategies:

- Provide consistency and variety in amenities in order to improve and enhance guest services.
- Improve response to facility needs.
- Nurture existing relationship with year-round tenants and conference contacts.
- Provide guest feedback incentive.
- Increase conference occupancy.
- Identify conference potential in future renovation and construction.
- Create collateral marketing pieces for distribution to existing and potential clientele.
- Develop and implement criteria for recruitment, selection and training of conference staff.
- Implement a uniform dress code policy for conference staff and summer housekeeping staff.
- Provide a computer software program that is designed for conference operations.

Objective 3.2: Maintain financial commitments to investors.

Strategies:

- Earn sufficient income.

Goal 4. Diversity: Create a positive, nurturing, and open living environment in support of diversity.

Critical Success Factors:

- Offer a variety of culturally specific affinity housing options
- Provide a variety of multicultural programming within housing and dining environments including the Family Resource Center
- Expression of cultural diversity within the Residence Halls
- Invest time and finances in support of Safe Zone, United Students Empowering Cultural Tolerance in Society, and Multicultural Student Center programs
- Provide office space and time for diverse organizations
- Continue hiring practices that encourage a balanced diverse staff
- Host a minimum of 2 meetings per semester with the Multicultural Student Center and International Students and Scholars staff
- Provide annually a minimum of 7 multicultural programs
- Provide yearly training sessions on how to confront inappropriate behavior
- Provide Safe Zone environment to encompass all populations
- Utilize focus groups and programming assessments to provide programs of interest to residents to increase attendance

Objectives:

Objective 4.1: Foster a living environment which values, celebrates, and appreciates differences and similarities of community members.

Strategies:

- Hire staff that will serve as role models and discipline residents who are disrespectful.
- Continue to support cultural interest housing and develop additional housing as needs arise.
- Increase collaboration with Multicultural Student Center and International Student and Scholars.
- Train student leaders, resident leaders, and staff to increase awareness.
- Support programming efforts to increase awareness of differences.
- Expand membership in Residential Life Multicultural Committee.
- Provide opportunities for residents to interact with diverse individuals.
- Confront inappropriate behavior and remarks.
- Develop program for United Students Empowering Cultural Tolerance in Society.

Objective 4.2: Demonstrate support of diverse campus groups.

Strategies:

- Provide use of facilities for special programs.
- Provide information connecting students with multicultural resources.
- Offer active and passive programming (bulletin boards and other displays) about multicultural issues.
- Provide diverse culinary options.
- Encourage staff to advise diverse student groups.
- Support diverse groups by attending programs and meetings.
- Encourage and educate staff and student leaders to provide programs about diversity issues.

Objective 4.3: Demonstrate recognition and support of diversity beyond ethnic and cultural criteria.

Strategies:

- Educate staff and student leaders to understand diversity is not always visible and incorporate this in programming and daily interactions.
- Encourage staff to know our residents.
- Present programs that cause debate and encourage critical thinking.

Objective 4.4: Ensure staff reflects diversity of residential community.

Strategies:

- Encourage members of diverse cultures to apply for leadership and staff positions.
- Recruit nationally to hire staff of different backgrounds.
- Work with university offices to encourage an open work environment for diverse groups of student and staff employees.

Goal 5. Human Resources: Recruit, retain, and develop excellent staff.

Critical Success Factors:

- 5% reduction in full-time staff turnover
- Utilize existing campus programs
- Utilize incentive programs

Objective 5.1: Provide relevant in-service training for administrative support staff.

Strategies:

- Communicate available opportunities.
- Ensure time and money are available.
- Provide opportunity for all staff (administrative, professional, clerical, and graduate). to participate in development opportunities on campus, in the community, and nationally.
- Create professional development teams.
- Research and survey the needs of administrative and professional staff.
- Encourage participation in 3 workshops per year for all staff.
- Provide release time to attend staff training.
- Encourage participation in Human Resources Leadership Development Program.

Objective 5.2: Implement a career development design program.

Strategies:

- Assess needs, develop, and implement programs.

Objective 5.3: Design incentive program for Leadership Development Program strategies.

Strategies:

- Offer each employee the opportunity to attend courses offered on campus.

Goal 6. Leverage resources: Optimize occupancy, maintain facilities, improve financial indicators, provide innovative services for all clientele, assess facilities, programs, and services with respect to clientele's needs.

Critical Success Factors:

- Maintain a balanced budget, including a \$500,000 minimum in repairs and renovations
- Target cost at 42% food cost and 33% labor cost
- Pursue goal of \$13 million in dining sales
- Meet demands of individuals and groups in housing capacity and usage
- Perception of interiors, exteriors, and landscaping of residence units are at or above the level of the rest of the campus
- Show stable or increased satisfaction levels from annual facilities survey
- Plan Phase IV and future phases of housing with input from resident's and other students
- Improve university maps that list residents units
- Maintain resident retention rate
- Reduce staff involvement time invested in the room signup process by 10%
- Increase participation of campus departments' and community organizations' with residents
- Promote number of staff using meal plans from other departments
- Increase the understanding of the department
- Maintain major violations of local, city, state, or federal codes
- Encourage cooperative programming between departments and Residential Life to maximize resources
- Continue involvement in national and regional conferences and committees

Objectives:

Objective 6.1: Enhance campus relationships.

Strategies:

- Continue to support and encourage staff and student involvement in campus committees and organizations.
- Communicate effectively with other departments to achieve common outcomes.
- Share goals and objectives with other departments through individual and group contacts.
- Make meal plans available to enhance resident relations.
- Assist in accreditation process.
- Maintain broad based involvement in programming.

Objective 6.2: Enhance community relationships.

Strategies:

- Support and encourage staff and student involvement in student organizations that connect the university to the local community including Project Under 21 and 2 Campus and Community Advocates for Relationship Education.
- Communicate effectively with community agencies to achieve common outcomes.
- Encourage cooperative programming between community agencies and Residential Life to maximize resources.

Objective 6.3: Maintain a 0 budget while providing appropriate repair and renovation funds.

Strategies:

- Study monthly financial information.
- Host monthly meetings between Assistant Director for Finance and other assistant directors.
- Assess current and past budget.
- Study potential problem areas (i.e., increasing utilities, repairs, and renovations) and determine a 0 budget for the areas.

Objective 6.4: Maintain food cost increases similar to industry average.

Strategies:

- Continually review food industry reports.

Objective 6.5: Control food costs at the unit level.

Strategies:

- Regularly review monthly food cost by item to determine unprofitable items and drop those from the menu.

Objective 6.6: Control labor costs at the unit level.

Strategies:

- Regularly assess labor costs reports and identify specific ways to reduce labor hours.

Objective 6.7: Optimize re-contracting process.

Strategies:

- Advertise well.

Objective 6.8: Ensure that facilities are desirable.

Strategies:

- Spend repair and renovation money where most needed.

Goal 7. Image, Pride, and Recognition: Provide information about Residential Life to all interested clientele, enhance campus and community relationships through collaboration and provide innovative services for all clientele.

Critical Success Factors:

- 100% attendance by tour guides
- Increase participation in complimentary lunches
- Implement uniform program
- Implement advanced training for returning ambassadors and new staff members
- Improve appearance of tour rooms
- Review tour participant feedback cards to assess performance of ambassadors
- Coordinate programs and services with High School and College Relations office
- Assess publications for relevance, design, content, and usability
- Assess design and usability the Web site on an annual basis (should be complementary to hard-copy brochures)
- Investigate the feasibility of on-line applications and contracts including secure acceptance of credit cards on-line
- Create movies of new housing and dining options for the Web site
- Maintain 100% participation at all university-sponsored browse sessions
- Participate in any newly-formed recruiting events
- Encourage knowledge of Residential Life services and programs by other departments

Objective 7.1: Print a family of hard-copy brochures and publications.

Strategies:

- Clearly delineate single student housing from University Apartments.

Objective 7.2: Maintain a usable, accurate, and attractive Web site.

Strategies:

- Hire technically adapt Web programmers.
- Utilize latest information from Web posting.
- Have real time data updates.

Objective 7.3: Attend recruiting events.

Strategies:

- Solicit events which concentrate on non-traditional students and families.
- Attend renters fair.
- Request information for fall recruitment events.

- Designate graduate, undergraduate, and professional staff members to volunteer for help in admissions.
- Facilitate a group meeting between Admissions and Residential Life.
- Attend 3 recruitment events on trial runs with Admissions.

Objective 7.4: Enhance the Ambassador and tour program.

Strategies:

- Expand “This is The Life Program.”
- Continue involvement in Camp Cowboy, ALPHA, and Freshmen Enrollment.
- Communicate with High School and College Relations about tour needs and opportunities.

Objective 7.5 Develop partnerships for Wellness initiatives for Residential Dining Services.

Strategies:

- Work with Wellness Center to be a part of their publications.