



**DIVISION OF STUDENT AFFAIRS STRATEGIC GOALS
AY 2017-2019**

The Division of Student Affairs is committed to building and sustaining a holistic campus experience that supports students and engages the entire college community. In educating entrepreneurial leaders to create economic and social value, we believe that the Babson student experience should:

- Develop the whole person and reflect a process of “discovery”
- Build resiliency and ability to overcome difficulty or shortcoming
- Emphasize diversity (broadly) and global perspective
- Foster good judgment and responsible decision-making
- Be a fun and transformative experience

Our work is performed in collaboration with faculty, students, and families and guided by the following strategic goals and related action steps:

Goal 1: Foster a healthy, safe, and supportive learning environment that facilitates students’ academic success and personal development.

Action Steps:

- Conduct a mental and emotional health audit with external consultants to assess the campus environment for stress, anxiety, and sleep deprivation; use findings to develop appropriate programmatic and other interventions.
- Develop a comprehensive substance abuse prevention strategy for Babson College focused on the reduction of high-risk drinking; collaborate with student leaders in Athletics, Fraternity and Sorority Life, special interest housing and suites to implement safe and responsible practices around alcohol use at social gatherings in residence halls.
- Develop a bystander training and curriculum to positively impact the students’ campus experience with respect to diversity and inclusion, sexual violence awareness, suicide prevention, alcohol and other drug behavior, etc.
- In collaboration with Facilities, work to create an emergency room equipped with private bathroom and in a discrete location.
- Develop, implement, and evaluate new suicide prevention gatekeeper training for students and staff.
- Within Athletics, develop high quality, high impact intramural and physical recreation programming that is reflective of the needs and wants of graduate and undergraduate populations.
- Via Public Safety and ITSD, assess the ability to install additional security cameras throughout parking areas on campus.
- In Public Safety, partner with Residence Education and Babson Dining Services to develop fire education and prevention programming and training.

- Evaluate the use and access hours of McCullough roadway for non-emergency vehicles; implement plan to prohibit non-emergency vehicles from utilizing the roadway due to high levels of foot traffic and student gatherings in that area of campus.
- Develop food safety compliance policies and guidelines based on Wellesley Board of Health requirements for divisional events and the student experience that promote diverse cultural experiences, innovation, and entrepreneurship.
- In Athletics, partner with Academic Services to explore the development of a physical health and well-being focused section of the First Year Seminar course (FYS).

Goal 2: Improve and strengthen students' living and communal experience, facilities, and resources.

Action Steps:

- Develop opportunities for students to safely gather in central areas of campus to provide more open social space that allows students to move beyond regular friend groups and "see and be seen."
- Develop a portfolio of "enrichment" opportunities available to the Graduate Student Council (and possibly other student leaders) such as mentoring and networking opportunities with alumni and local business leaders.
- In partnership with resident assistants, student government, and student organizations, expand Public Safety's community policing model and related-programming including the assignment of Public Safety officers to serve as liaisons to specific groups/areas and establish new programming ideas.
- In conjunction with Babson Dining Services, evaluate current meal plans and implement a new meal plan structure for AY 2018-2019; identify late night dining and convenience alternatives (beyond vending machines); explore additional installation and marketing of healthy vending services available in the residence halls and across campus.
- Evaluate the impact of increase in number of beds on College revenue and space reallocation; contribute student and divisional input to the development of a new campus master plan that includes new residential living options and provides common areas for students to socialize, study, and "see and be seen."
- Promote Babson tradition, fun, and a more engaging student experience (Campus Activities Board (CAB)/Super Fan, mascot, Senior Week, athletic events, etc.) that will increase affinity for the College.
- Explore the development of a new, virtual student life platform to serve current and prospective online students; benchmark current offerings from other leading online programs/schools.
- Onboard new Directors of Student Engagement and Residence Education; reimagine student leadership experiences that support more meaningful engagement within clubs and organizations; promote soft skill development of critical thinking, problem solving, and professionalism through club and organization leadership advising; promote sustainable student organizations that contribute positively to the student experience.
- Improve the Roger's Pub experience for students by implementing programs, activities, and initiatives that promote tradition, fun, and a more engaging environment.

- Review dining hours and options incorporating student-athlete course, practice and game schedules; assess "fueling station" option.

Goal 3: Promote an inclusive campus environment grounded in respect for self, civility, and an appreciation for diversity of all kinds.

Action Steps:

- Thoughtfully consider how gender identity impacts the student experience by examining services, programs and resources in an effort to remove unnecessary barriers to inclusion; evaluate providing roommate matching and housing assignments based on gender identity rather than biological sex.
- In conjunction with academic deans, Center for Women's Entrepreneurial Leadership (CWEL), Glavin Office of Multicultural and International Education (Glavin Office), and other campus partners, develop strategies to improve the climate with respect to cross-cultural and gender relationships and civility; improve bias-incident response effort by establishing a formal bias incident response team (BIRT).
- In conjunction with Glavin Office and Diversity and Inclusion Council, develop framework for advancing inclusive excellence as a pillar of academic and professional success.
- Via Public Safety, partner with student groups or campus cultural organizations to offer joint training sessions, tabletop exercises, or open forums to engage around issues of diversity and inclusion.
- Expand the Victory Academy to address cultural competency and leadership within the student-athlete population; incorporate coaching staff in programming to ensure that both varsity teams operate with a common goal and understanding.
- In collaboration with Babson Dining Services, offer dining options that take into account different cultural, religious, and dietary restrictions.
- Identify and implement strategic priorities around values of diversity and inclusion among fraternal organizations at Babson; intentionally plan for growth of identity and cultural based organizations; increase participation of fraternity and sorority members in diversity and inclusion trainings, programs, and dialogues across campus.
- Examine utilization data patterns of student services to evaluate how different populations of students experience the campus; develop effective strategies to address any underserved constituencies; proactively outreach, build, and model relationships of trust, respect, and mutual understanding.
- Emphasize culturally-competent care in health services, counseling services, health promotion, substance abuse prevention, and sexual assault prevention & response services through ongoing professional development, team discussion, and peer review.
- Create active partnership between Student Athlete Advisory Committee (SAAC) and Student Government Association (SGA), promote campus wide community service efforts; encourage teams to partner with other cultural and affinity organizations on campus initiatives.

Goal 4: Demonstrate and foster a sustained commitment to operational excellence, quality, integrity, and best practice.

Action Steps:

- In Athletics, expand campus partnerships that add value to the student experience and leverage expertise.
- Administer surveys and/or focus groups to assess student experience with Health and Counseling Services with a particular focus on treatment outcomes; identify areas for improvement and study reasons that students may not utilize these services in an effort to facilitate quality improvement initiatives.
- Explore and develop new revenue streams to provide additional funding support to the division's key priorities including new Full-Time Employees, programming, and operating budget relief.
- Re-evaluate the effectiveness and efficacy of the Babson Honor Code; develop separate academic integrity code (AIC) and student code of conduct; transition adjudication of AIC to academic deans.
- Deliver new and/or increased revenues resulting from BRAC construction; identify rental opportunities with current and new spaces; continue to review licensed product sales and web store revenues.
- Implement National Fraternity and Sorority Experience survey to benchmark against a national data set, identify trends and best practices in the fraternal industry, and inform community interventions and advising practices.
- Clarify and codify in writing the business and revenue relationship with Olin College of Engineering (i.e. service agreement, fee structure, and expectations) for Health Services, Health Promotion, and Alcohol and Other Drug Services.
- In Public Safety, expand student intern program to advance the department's social media program, which markets Babson Bucks and community policing programs and also helps to make forms and processes more user friendly by leveraging technology.
- Develop and implement a comprehensive Student Employment strategy for the Division. Create a training guide for managers to use when onboarding student employees that provides an overview of and guiding principles for student employment within the Division.
- Examine utilization data to evaluate how different student populations experience/use available transportation options on campus; collaborate with SGA and Graduate Student Council (GSC) to determine student needs/wants.
- In Athletics, partner with Admission and College Marketing to create materials for Babson promotion, build collateral that is applicable over time and promotes the value of campus and programs; develop multimedia presentation including stories of athletes that have found professional success after playing a varsity sport at Babson.
- In Public Safety, gather data from multiple software systems and the OneCard Office; assess service requests, outcomes and programming that will enhance department effectiveness; create point-of-service customer satisfaction surveys that provide for service level feedback

Goal 5: Invest in and support the continuous growth, development, and professionalism of Student Affairs staff, coaches, and public safety personnel.

Action Steps:

- Outline leadership development plans and career advancement strategies for deans and directors to ensure leadership continuity and growth opportunities within the Division.
- Within Athletics, dedicate additional financial resources and programming to strengthen professional development of coaching staff at all levels.
- In Public Safety, expand formal coaching and mentoring program for staff with assistance from Human Resources and other campus departments.
- Create professional development workshops and training opportunities for Student Affairs employees at every level of the Division.
- Develop a speaker series for coaches (and student-athletes) to bring speakers focused on "hot topics" to Babson for interactive workshops and demonstrations; send coaches to high quality competitors for learning experiences.