



TEXAS A&M UNIVERSITY

Division of
Student Affairs

Strategic Priority 5: Telling Our Story

We understand the importance of effectively communicating our division’s contributions to the Aggie experience. We strategically utilize data, marketing, and professional networks to demonstrate our positive impact on students and the campus to a wide range of audiences.

5.1 Provide data-informed, meaningful, and relevant communication to multiple internal and external audiences to highlight the value and significance of the Division of Student Affairs.

5.2 Improve internal communication processes to ensure greater transparency and efficiencies of the Division’s activities and decisions.

Obj.	Action/Strategy	Checkpoint	Metric(s) for Success	Responsible Party
5.1	Conduct DSA Roadshows to academic colleges to build relationships with deans and faculty.	7/1/24	Present to at least 50% of schools/colleges	OVPSA + Directors
5.1	Student hometown news releases including their DSA experience for local newspapers.	4/1/24	Number of published articles	DSA MarCom
5.2	Share VPM minutes with directors allowing for more consistent messaging and transparency.	9/1/23	Survey/focus group	OVPSA