



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	Metric(s) for Success	Progress	Responsible Party
5.1	Conduct DSA Roadshows to academic colleges to build relationships with deans and faculty.	Present to at least 50% of schools/colleges	In Progress Target: 7/1/24	OVPSA + Directors
5.1	Student hometown news releases including their DSA experience for local newspapers.	At least three completed	In Progress Target: 7/1/24	DSA MarCom
5.1	Critically examine effectiveness of DSA’s communication tools.	Identify metrics to determine effectiveness	In Progress Target: 9/1/24	DSA MarCom
5.2	Develop a yearly schedule for department storytelling via various communication channels.	Schedule created Y/N?	In Progress Target: 9/1/24	DSA MarCom Department Directors
5.2	Leverage existing communication opportunities to include information regarding the work and impact of DSA.			