

Division of Student Affairs
Strategic Priorities
Fall 2025

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	Team Lead	Workgroup / Team Members
5.1.a	Launch a new DSA Podcast to showcase the division's work and bring awareness of resources to students.	COMPLETE : Publish podcasts every other week or twice a month	COMPLETE: Ongoing, Target-each semester including summer	Chuck Glenewinkel - Marcom	
5.1.b	Highlight student engagement opportunities that are non-traditional to show diverse paths of success.	COMPLETE: 4 Stories published by July of 2025	COMPLETE	Chuck Glenewinkel - MarComm	Marcom Staff
5.1.c	Pursue national and regional awards through professional organizations to enhance DSA's reputation and share awards received throughout our university and with Former Students.	Develop a calendar of Professional Org. Nomination deadlines by October of 2025 and form a committee to write the nominations	On Going	Luke Altendorf - Strategic Collaborations	Chuck Glenewinkel - Marcom Darby Roberts - SAPAR Departmental Reps
5.1.d	Create concise, informative one-pagers for different audiences to communicate DSA's value in the student college experience.	COMPLETE: Ready for Distribution	COMPLETE	Chuck Glenewinkel - MarComm	MarCom Staff
5.1.e	Develop materials and resources for all Faculty and Staff to help students understand pathways to access involvement opportunities.	COMPLETE: Using One Pager in 5.1.d	COMPLETE	Chuck Glenewinkel - MarComm	