At the Student Affairs retreat in mid-June, more than a dozen of us from University Marketing and Communications participated. The opportunity to join the conversation about the University’s portrait, and more specifically the Student Affairs’ vision, was incredibly insightful. We were able to drill down what it meant for us as a department, and for us individually. In a nutshell, here is what we learned about how we fit into fulfilling the vision:

Because there are only 24 hours in a day and we don’t want to work all of them, we need to be more strategic about how we spend our time.

In addition to responding to projects that walk in our door, can we also work more proactively and identify marketing projects that help fulfill the University’s goals?

We need to include more data (from focus groups, tracking traffic on the web, surveys) to drive decision making.

How can we spend less time on low-impact projects and more time on high-impact, far-reaching marketing efforts?

Our priorities need to continue to match the University’s strategic plan, and ultimately the 2035 portrait. That is manifested in the stories we choose to run in the magazine, the photos on the web site, which students tell the story in Admissions pieces, where we spend our advertising budget, and more.

How do we balance our service function to students, faculty and staff, with our responsibility to the bigger marketing role?

What do we need to learn to do more, better, bigger and more creatively? Most of our resources need to go into those projects that best shape our image – giving the most attention to projects that impact those eight goals, from attracting world class faculty to promoting a year-round calendar.

Over the next few months, University Marketing and Communications will be rolling out a new organizational structure that we hope will help us be more strategic and creative and insightful, building on a great staff and an unwavering vision to serve students.

Left: Jonathan Hamilton  
Right: Wes Frahm

New Staff in Student Affairs

Left to Right:  
Nic Paquiz, Athletics & Recreation, Brad Dupay, Housing and Residential Life, Mariya McCormick, Enrollment Services Information Systems, Daniel Messinger, University Marketing and Communications, Maria Kasza, Athletics & Recreation, Dustin Fletcher, University Marketing and Communications
Our Vision—Dr. Les Cook

Over the course of the past year and a half the campus community has been engaged in strategic planning efforts; these include re-examining our current plan as well as looking ahead to 2035. Likewise, Student Affairs has also been focused on doing much of this same introspection.

Since 2005, nearly every department within Student Affairs has completed an external review. Once these were completed, it made sense to complete a thorough analysis of student affairs as a whole. This 2011 comprehensive review provided Student Affairs the opportunity to examine the best from our past to inform our present and then use this information to inform our future.

Our mission, as it should, remains the same, we prepare students to create the future and make their success our highest priority.

Our redefined vision; “Create possibility. Inspire learning. Exceed expectations,” speaks boldly about who we are, what we do and our role at the University. We create possibility when we work with students on their financial aid, serve as mentors to those involved with Youth Programs, counsel a student in need or help a student navigate an experience abroad. We inspire learning through the experiences our students have serving as leaders of a Greek organization, participating on a conduct board, leading an adventure trip, on the field or on the trails. Through all of these we aspire to exceed expectations as evidenced at move-in, through a 96% placement rate, when students walk across the stage at commencement and the continued pride our students have as a Husky once they graduate.

In place of our guiding principles, we have adopted the University values as those that will guide us and provide us the framework for our work. As such we are committed to inspiring an engaged community that actively seeks improvement through acceptance and understanding; students to achieve world-class scholarship through academics, research, and continued learning; the exploration and creation of all possibilities through innovative use of their skills and knowledge; individuals to hold themselves accountable, and to act with integrity, honesty, and diligence; and the tenacity required to make ethical choices and to persevere through all obstacles.

Finally, we have refined our learning outcomes to align with the learning goals of the University. As a result, students engaged in programs, initiatives, and experiences offered by Student Affairs will understand and act as ethically and civically engaged leaders; develop communication skills necessary to adapt to and engage effectively in groups; acquire and demonstrate personal responsibility and accountability; obtain and apply intercultural knowledge to thrive in our global society; and exhibit a sense of pride and affinity for Michigan Tech.

In just a few weeks we will welcome new students and will reconnect with current students. As we embark upon the year ahead, I look forward to the ways in which we embrace, open up and create possibility with our students. I am continuously reminded of the good work we do within the University and with our faculty colleagues to inspire learning; and I know through each and every action, we will endeavor to exceed expectations to ensure the success of our students. It makes me proud to be a Husky and I appreciate the work we do, both individually and collectively to make a difference in the lives of our students.

With gratitude,

Les Cook

I touch the future. I teach. ~Christa McAuliffe
**Headlines—Dean of Students**

**COMPASS**—Reading as Inquiry Author, Connor Grennan, Speaks to First-Year Students and Community during O-Week

**Conduct Services**—Reviewing Conduct Policies Practices to Better Serve Students for the 2012-13 Academic Year

**Counseling and Wellness Services** Changes Name to Counseling Services to Better Reflect Recent Organizational Changes

**Dean of Students Office** Establishes a Policy and Procedure Review Committee

**Registrar’s Office**—Academic Advisors Can Now Enter Exceptions to Major Degree Requirements Online

**Student Disability Services** Proctoring Approximately 90 Exams a Semester

**Headlines—Enrollment Services**

**Admissions**—New Regional Admissions Events! Summer Send Offs, Ice Cream Chats, and Picnic/ Baseball Game

**Career Services**—New Campus/Community Student Employment Webpage (www.career.mtu.edu/student-employment) is Now Available That Connects Job-Seeking Students with Department and Community Employers

**Center for Pre-College Outreach**—NHL, NSF, and NBC Officially Allows Mind Trekkers to Use the “Science of Hockey” Logo in Association With Their Events

**Enrollment Services Information Systems** Re-Aligns Business System Analysts to Provide Better Service

**Financial Aid**—Financial Aid is Awarded and Packaged for the Majority of Students

**International Programs & Services**—Planning for the 2012 Parade of Nations is Underway

**Headlines—Student Life**

**Center for Diversity and Inclusion**—Chanavia Smith, Junior in Social Sciences, Recently Received the Gilman Scholarship and Will be Studying Abroad in Japan for the 2012-13 Year

**Housing and Residential Life** Stays Super Busy in the Summer with Summer Students, Academic Adult Conferences, Youth Programs, and Athletic Camps, as well as Housing Assignments and Preparations for Incoming Fall Students

**Student Activities**—Outdoor Adventure Program (OAP) is Currently Undergoing Backyard Improvements.
Conference Presentations and Publications

Association of College and University Housing Officers International (ACUHO-I)
National Conference, July 2012
Co-Presenters: Shezwae Fleming, Diversity & Inclusion and Beth Lunde, Student Life
Title: A Cultural Competency Training Model for Student Staff

National Conference on Race and Ethnicity in Higher Education (NCORE), June 2012
Presenter: Ashley D. Step, Center for Diversity & Inclusion
Title: From Community College to a Four-Year University: MICUP/MILSAMP Summer Research Internship

College Source User’s Conference, June 2012
Co-Presenters: Karen Giddings, ESIS and Jean Burich, Registrar’s Office
Title: Auto Awarding Degrees Using DARS

Domino’s Pizza Campuspalooza Event at Worldwide Rally, May 2012
Co-Presenters: Jonathan Hamilton, Athletics and Recreation and Adam Lambert, local Domino’s Owner
Title: Pizza and Sports: Can You Think of a Better Combo?

The newsletter committee members include Lynda Heinonen, Susan Liebau, and Mary Ann Struthers. If you have any suggestions or comments, please forward them to lheinone@mtu.edu.