Goal 1: Enroll a new student population that represents the excellence, potential, and diversity of the region, state, and world.

Mid-Year Progress Report:

Admissions

- 342 students attended a Pirate Preview in Fall 2014, an increase of 114 students (33%) from Fall 2013.
- From January 1 to November 1, 2014, more than 11,000 inquiries were uploaded from different sources (reply cards, College Week Live, SAT/PSAT purchased names, CBSS-purchased names and NRCCUA names.)
- From January 1 to November 1, 2014, more than 48,000 names were purchased from CollegeBoard, CBSS, ACT, and NRCCUA.
- Adult, Transfer, and Grad Recruitment Efforts: Recruiting events held between 9/14/14 – 10/24/14 generated a total of 199 inquiries.
- Undergraduate Admissions reached out to prospective students through various venues: 121 private high school visits, 65 PROBE Fair events, 4 College Week Live Events, 4 All Access events, and participation in NACAC National College Fairs.
- Banner Document Management System (BDMS) has been implemented. Files are being scanned as of October 1, 2014.

Disability Services

- The Director of Disability Services made a presentation to students at Islands High School on the differences between accommodations in high school and college.

Multicultural Affairs (including CAMINO and HOLA)

- CAMINO’s College Prep served more than 147 high school students throughout Toombs, Tattnall, and Chatham County School Districts by helping students and their families with college preparation.
- CAMINO held a joint ABC (Adults Back to College) session with partners Savannah State University and Savannah Tech on October 16, 2014. There were 30 in attendance.
- Multicultural Affairs hosted 20 students from Georgia Highland’s African American Male Initiative with a campus tour and interaction from various campus departments on October 17, 2014.
- Multicultural Affairs hosted 89 high school students from Cobb County in conjunction with Pirate Preview on November 1, 2014.

Recreation & Wellness

- The recreation center staff visited three high schools, obtaining 15 inquiries and 4 applications in October 2014.
Goal 2: Execute division-wide student success initiatives to support retention, progression and graduation.

Mid-Year Progress Report:

Division of Student Affairs

- Staff in the Student Affairs Division was trained on the Title IX policy and mandatory reporting procedures at the divisional meeting in November 2014.

Career Services

- Career Services held 31 classroom presentations reaching 889 students, a 20% increase from Fall 2013.
- Career Services met with 31 individual students for career assessments, a 5% increase from Fall 2013.

Counseling Center

- Starting in August 2014, the Counseling Center completed multiple presentations to approximately 300 students, focusing on classroom settings that are either “First Class” or highly populated with first-year students.
- During the 2014 “Navigate” freshman orientation sessions, the Counseling Center gave presentations on “How College is Different From High School” and an “Introduction to Counseling Services” to students. A total of 907 students attended Navigate.

Disability Services

- Held 54 intake meetings with new students and 57 progress meetings with continuing students. Also proctored 600 tests during Fall 2014.

Multicultural Affairs

- The African American Male Initiative (MOVE) has a total of 56 participants inclusive of 23 freshmen, 17 mentors (various classes), and 16 participants (various classes).
- Initiated the State of Georgia’s first Student African American Sisterhood (SAAS).
- Administered 14 Goizueta scholarships to Latino Students.

Recreation and Wellness

- The Recreation Center added two new sport clubs teams Fall 2014 semester: Tennis and Running

Student Integrity

- The Title IX Policy was drafted, in conjunction with Diversity, Inclusion and Equity and Legal Affairs, and implemented by the Office of Student Integrity.

Student Life

- Oriented 907 incoming students who attended summer Navigate sessions.
- With the addition of three new organizations, participation in the Greek Community has risen from 3.8% of the undergraduate student body to 5.35% in Fall 2014. This is an increase of 40% in participation for the overall community. New organizations include Phi Mu Women’s Fraternity, Omega Psi Phi and Lambda Theta Phi.
**Goal 3:** Administer programming that supports our diverse student population.

**Mid-Year Progress Report:**

Division of Student Affairs

- 14 Student Affairs staff members have completed the Green Zone Program.

**Multicultural Affairs**

- Hosted Latino Heritage Celebration week with more than six programs and approximately 200 total participants September 19-26, 2014.
- An overall total of more than 500 participants attended the six events held for the University’s Inaugural “Diversity Week” November 3-7, 2014.
- In collaboration with BB&T, CAMINO hosted the University’s first DACA Forum November 11, 2014 with over 80 participants.
- The African American Male Initiative (MOVE) has held five empowerment sessions, four programs/ events, and three overnight trips for a total of approximately 300 participants.
- Student African American Sisterhood (SAAS) has held eight Empowerment CORE Leadership meetings and three General Body meetings/ programs with a total of approximately 118 participants.
- HOLA (Hispanic Outreach and Leadership at Armstrong) has held four Lunch N’ Learn meetings and 10 events/ programs with a total of approximately 450 participants.

**Recreation & Wellness**

- The entire professional and graduate assistant staff completed Safe Space training in Fall 2014.

**Student Life**

- Two new multicultural Greek letter organizations have been added to the Greek community during Fall 2014: Lambda Theta Phi and Omega Psi Phi.

**Goal 4:** Assist students in accessing resources and information that will lead to knowledgeable financial decisions and a successfully funded college education.

**Mid-Year Progress Report:**

**Financial Aid**

- Awarded $311,565.36 in institutional scholarships to 182 students for the 2014-2015 year. Fall only disbursements of $164,838.68.
- Disbursed $128,606.35 in external scholarships to 116 students for the Fall 2014.
- October is Default Prevention Month and Financial Aid Day is October 15th. On October 15th, Financial Aid staff spoke to 151 students about defaulting on student loans and offered a $250 scholarship. The scholarship was awarded to Marcus Walker.
• The Peer Financial Counseling program has participated in 31 events in the Fall 2014 semester with a total of 650 hours of financial literacy training.
• The nine peer financial counselors who received funding from the Strategic Planning And Research Council Grant program have had 409 students participate in their Fall 2014 presentations.
• The Armstrong Commitment Fund has awarded $16,300 to 30 students. 16.67% of the Armstrong Commitment Funds recipients will graduate Fall 2014.
• The recipients of the Armstrong Commitment Fund have participated in six financial literacy events.

**Goal 5:** Maximize the residential living experience for Armstrong students.

**Mid-Year Progress Report:**

**Housing and Residence Life**

• Implemented the “Finish Strong” Community in Fall 2014 with 32 upper class students. Note: this is 100% occupancy for this community.
• Housing and Residence Life has partnered with various offices including the Financial Aid Office, Bursar’s Office, and Academic Advisement to offer 7 programs in the Fall 2014 semester. More than 100 students attended a session aimed to assist them with questions regarding these important processes.
Mission
To provide student-centered opportunities and services that promotes engagement and support transformative learning experiences.

Vision
To provide exemplary student centered experiences and services that engage, support and develop world-class citizens and leaders.

Values
Integrity, Empowerment, Advocacy, Inclusivity, & Diversity

Goal 1: Enroll a new student population that represents the excellence, potential, and diversity of the region, state, and world.

Objectives:
I. To create and implement a strategic recruitment plan that meets our enrollment goals, supports the efforts of Complete College Georgia, and enrolls a diverse student body.
II. Increase scholarship opportunities for first year students.
III. Student Life, the Student Recreation Center, and Multicultural Affairs will engage with prospective students (Domingo Universidad, Celebrate, high school visits, etc.).

Target Outcomes:
- Enroll 860 Freshman, 630 transfers, 195 graduate, and 203 other (dual enrolled, transient, etc.) students for Fall of 2015.
- Enroll 618 new students for Spring of 2015.
- Increase the use of technology in admissions processes to include: on-line graduate applications, iPad use for inquiry generation, and implementation of document imaging and workflow (AY 15).
- Increase new applications and admits of students from the 6-county region by 1% a year.
- Award $100,000 in scholarships to new students.
- Produce 450 inquiries through the following programs in AY15: Celebrate, Recreation Center High School visits, and campus visitations organized by HOLA and Multicultural Affairs.

Mid-Year Progress Report:

Admissions
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• From January 1 to November 1, 2014, more than 11,000 inquiries were uploaded from different sources (reply cards, College Week Live, SAT/PSAT purchased names, CBSS-purchased names and NRCCUA names.)
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• CAMINO’s College Prep served more than 147 high school students throughout Toombs, Tattnall, and Chatham County School Districts by helping students and their families with college preparation.
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• Multicultural Affairs hosted 20 students from Georgia Highland’s African American Male Initiative with a campus tour and interaction from various campus departments on October 17, 2014.
• Multicultural Affairs hosted 89 high school students from Cobb County in conjunction with Pirate Preview on November 1, 2014.

Recreation & Wellness
• The recreation center staff visited three high schools, obtaining 15 inquiries and 4 applications in October 2014.

Goal 2: Execute division-wide student success initiatives to support retention, progression and graduation.

Objectives:
I. Require new students to participate in an on-line or on-campus Navigate session.
II. Introduce students to the differences between Armstrong and their previous educational environment.
III. Develop and implement civic engagement, community standards, and sexual violence prevention programming.
IV. Increase students’ career knowledge outside the classroom through career assessments and internships.
V. Hold sessions for faculty on Universal Design for Learning (Disability Services).
VI. Enhance engagement in activities by adding new club sports teams, new fraternities and sororities, increasing social media “followers and friends”, and engaging residential students in campus activities.
VII. Celebrate Armstrong traditions and develop new traditions with current students.
VIII. Develop a parent/family organization to engage parents and families as informed supporters in students’ success.

Target Outcomes:

- All new students will participate in an on-line or on-campus Navigate session for AY 16.
- The Counseling Center will deliver various presentations (Navigate sessions, WOW, First Class, Residence Life Programs, etc.) about the college experience in the fall of 2014. Approximately 500-600 students total will participate.
- Increase the rate at which students take career assessments and participate in internships by 10% each year for the next 3 academic years.
- Various programming initiatives will be implemented at Navigate, WOW, in the Residence Halls, via Social Media, etc. that identify Armstrong expectations. Approximately 1000 students will participate.
- Two sessions will be held for faculty on Universal Design by Disability Services Staff in 2014-15.
- Increase participation in Greek Organizations by 5% in 2014-15.
- At least one male HBGLO will be chartered and have members at Armstrong by the end of Spring 2015.
- Implement a session and/or activities at Navigate that enable students to experience Armstrong traditions.
- Develop a parent/family organization with 25 participants by AY15.

Mid-Year Progress Report:

Division of Student Affairs

- Staff in the Student Affairs Division was trained on the Title IX policy and mandatory reporting procedures at the divisional meeting in November 2014.

Career Services

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- Career Services met with 31 individual students for career assessments, a 5% increase from Fall 2013.

Counseling Center

- Starting in August 2014, the Counseling Center completed multiple presentations to approximately 300 students, focusing on classroom settings that are either “First Class” or highly populated with first-year students.
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Recreation and Wellness

- The Recreation Center added two new sport clubs teams Fall 2014 semester: Tennis and Running

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- The Title IX Policy was drafted, in conjunction with Diversity, Inclusion and Equity and Legal Affairs, and implemented by the Office of Student Integrity.

Student Life

- Oriented 907 incoming students who attended summer Navigate sessions. With the addition of three new organizations, participation in the Greek Community has risen from 3.8% of the undergraduate student body to 5.35% in Fall 2014. This is an increase of 40% in participation for the overall community. New organizations include Phi Mu Women’s Fraternity, Omega Psi Phi and Lambda Theta Phi.

Goal 3: Administer programming that supports our diverse student population.

Objectives:
I. Each divisional staff member will engage in Green Zone and Safe Space Training.
II. The Admissions Office and HOLA will play an instrumental role in Latino student enrollment.
III. Commuter and student activity/engagement space will be enhanced through repurposing and/or remodeling current campus space.
IV. Programs designed for underrepresented, veteran, and adult students will be fully implemented.
V. Campus-wide programming on heritage and theme month will introduce and engage students in cultures and diversity within the U.S. and around the world

Target Outcomes:
- Repurposed space in the Student Union for a private breast feeding room (AY15), increased square footage for Military Outreach (AY15), and improved space for commuters in the Student Union (AY16).
- The establishment of a National Pan-Hellenic Council (NPHC) and a National Association of Latino Fraternal Organizations (NALFO) which traditionally support African-American and Latino students (AY17).
- Armstrong will be an Associate Hispanic Serving Institution by 2020.
- Student African American Brotherhood, Student African American Sisterhood, and a
new Hispanic Fraternity will be active on campus (AY16).

- Campus-wide programming such as Black History Month, Women’s Empowerment Month, Asian Heritage, and Hispanic/Latino Heritage will be supported or led by Student Affairs.

**Mid-Year Progress Report:**

**Division of Student Affairs**

- 14 Student Affairs staff members have completed the Green Zone Program.

**Multicultural Affairs**

- Hosted Latino Heritage Celebration week with more than six programs and approximately 200 total participants September 19-26, 2014.
- An overall total of more than 500 participants attended the six events held for the University’s Inaugural “Diversity Week” November 3-7, 2014.
- In collaboration with BB&T, CAMINO hosted the University’s first DACA Forum November 11, 2014 with over 80 participants.
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- HOLA (Hispanic Outreach and Leadership at Armstrong) has held four Lunch N’ Learn meetings and 10 events/ programs with a total of approximately 450 participants.
- Facilitated Safe Space to Recreation and Wellness, supported Gender Neutral Bathrooms in MCC, and the Preferred Name on student Pirate Card imitative(s).

**Recreation & Wellness**

- The entire professional and graduate assistant staff completed Safe Space training in Fall 2014.

**Student Life**

Two new multicultural Greek letter organizations have been added to the Greek community during Fall 2014: Lambda Theta Phi and Omega Psi Phi.

**Goal 4:** Assist students in accessing resources and information that will lead to knowledgeable financial decisions and a successfully funded college education.

**Objectives:**

I. Engage in efforts to increase the number of scholarship applications.

II. Increase information flow to students through peer financial aid counselor presentations and joint programming with campus departments.

III. Reduce the “waiting time” for students in financial aid verification process.
Target Outcomes:
- Reduce the financial aid verification process to by 2 weeks for AY 15.
- Triple direct contact (from 300 to 900) with students by peer financial aid counselors by AY 16.
- Increase scholarship applications by at least 20% (480 students).
- Required use of an electronic (on-line module or “app”) mechanism for all students receiving federal aid or campus scholarships by AY18.

Mid-Year Progress Report:

Financial Aid
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- The Armstrong Commitment Fund has awarded $16,300 to 30 students. 16.67% of the Armstrong Commitment Funds recipients will graduate Fall 2014.
- The recipients of the Armstrong Commitment Fund have participated in six financial literacy events.

Goal 5: Maximize the residential living experience for Armstrong students.

Objectives:
I. Develop competitive and relevant housing options for Armstrong students
II. Connect students to the Armstrong community and the greater Savannah area by providing engaging opportunities for involvement

Target Outcomes:
- The Finish Strong Community will be extended in the Fall of 2015
- 88% of residential survey respondents will agree that participation in residential programs has provided them with information that will help them be better students.
- A National Residence Hall Honorary (NRHH) chapter will be established at Armstrong by Fall of 2015
Mid-Year Progress Report:

Housing and Residence Life

- Implemented the “Finish Strong” Community in Fall 2014 with 32 upper class students. Note: this is 100% occupancy for this community.
- Housing and Residence Life has partnered with various offices including the Financial Aid Office, Bursar’s Office, and Academic Advisement to offer 7 programs in the Fall 2014 semester. More 100 students attended a session aimed to assist them with questions regarding these important processes.
Division of Student Affairs Strategic Plan
Support Goals ((FOR INTERNAL USE))

Student Affairs will also implement “Support Goals.” These goals will assist in developing the foundation for long-term growth and continuous improvement.

**SUPPORT GOAL 1:** The execution of a divisional information campaign.

*Objectives:*
- A divisional newsletter will be developed for distribution (at least 1 per term).
- A divisional presentation will be developed to share with Academic Affairs with an emphasis on Student Integrity, Behavior Assessment Team, and Student Advocacy Efforts.
- Monthly “All Staff” meetings will be held by the Vice President.

*Target Outcomes:*
- Publish two newsletters in AY15.
- An informational meeting will be held with Academic Affairs to communicate Student Affairs programs and services.
- Staff members will have opportunities to participate in professional development and divisional activities designed by a Student Affairs-wide committee.
- Staff members will be expected to be familiar with the divisional mission and understand the divisional priorities.

*Mid-Year Progress Report:*
- The Dean of Students and Student Integrity have presented at 11 faculty department meetings regarding resources and reporting procedures for students of concern and potential honor or behavioral violations of the Student Code of Conduct. An overview of Student Affairs and a resource list were also presented. A resource guide is ready to be distributed upon completion of the mid-year strategic plan update.

**SUPPORT GOAL 2:** Professional and Staff Development

*Objectives:*
- Develop a professional development committee to assist with recommending and implementing divisional professional development activities.
- A staff development committee will assist with making recommendations and implementing staff development activities.

*Target Outcomes:*
- Award the Treasure Cup each month during the academic year to an office
demonstrating excellence in student service.

- Committees will develop Staff and Professional Development Outcomes.
- Increase teamwork and divisional morale.

**Mid-Year Progress Report:**

- The Professional Development Committee, formed Fall 2014, has drafted goals and outcomes and created a professional development series: Lunch & Learn Series, PD Fridays, and an Incentive Program.
- Treasure Cup recognition began again for Summer 2014 and each month of Fall 2014. The office recipient selects the office for recognition for the following month. Career Services, Counseling Center, Multicultural Affairs, Admissions, and Student Life have been recognized during this time.

**SUPPORT GOAL 3: Revamp Navigate**

**Objectives:**

I. Implement a Navigate program that addresses the needs for first year and transfer students.

**Target Outcomes:**

- Receive/review orientation consultant report in August 2014.
- Present recommendations for Navigate to the Division and Campus Leadership.
- Select and implement recommendations for summer 2015 Navigate sessions.

**Mid-Year Progress Report:**

- Navigate programmatic changes are being implemented for Summer 2015 based on an external consultant report, Navigate evaluations (summer 2014), university leadership and Campus Partners Feedback Sessions in September 2014.