

***I. Vision***

We will be the true center of campus: the place where students, staff, faculty and community will meet to learn from each other and share experiences in inclusive, innovative and inspiring ways.

***II. Values (optional)***

- Unconditional Human Worth
- Joy
- Learning
- Leadership & Service
- Diversity
- Caring Community
- Integrity

***III. Mission***

Creating community at the heart of campus.

***IV. Goals***

***Kirby Student Center Goals Mapped to the UMD and Student Life Strategic Plans***

<b>Kirby Student Center Goals</b>	<b>Mapping to University Goals</b>	<b>Mapping to Student Life Goals</b>
Goal 1: Promote student wellbeing and success in the areas of employment, programs, and services.	1	1,2,3,4,5
Goal 2: Enhance marketing and communication to promote the value of Kirby Student Center.	1,2,5,6	1,2,4,5
Goal 3: Create a vision for the future to maximize the physical, technological, fiscal and human resources.	1,2,6	1,2,3,4,5

**V. Objectives/Outcomes/Assessment**

<b>Objective/Outcome</b>	<b>Mapping to Department/Committee Goal</b>	<b>Assessment Strategy</b>
Pilot the GROW program for two years to assess its effectiveness in connecting skills and knowledge from the classroom to/from the workplace.	Goal 1	<ul style="list-style-type: none"> <li>A) Identify knowledge areas that student workers would like to develop and connect them to on-campus resources.</li> <li>B) Use aggregate data from surveys and check-ins to tailor our approach to student worker training and resource sharing</li> <li>C) Provide resources/training to student workers to support their mental health a minimum of 2 times per year.</li> </ul>
Using data driven quantitative and qualitative methods, prioritize Kirby Student Center's program offerings and services for impact and effectiveness.	Goal 1	Analyze participation rates using biennial survey and CampusGroups data to determine priority programming needs.
Promote sponsorship opportunities that connect businesses to students in ways that support growing KSC nonSSF revenue and/or reducing program costs.	Goal 2	<ul style="list-style-type: none"> <li>A) Create an engagement portfolio of sponsorship opportunities, costs, benefits</li> <li>B) Initiate conversations with 5 potential sponsors</li> </ul>
Develop an engaging marketing and communications plan that demonstrates the value and tells the story of Kirby Student Center to campus and greater community.	Goal 2	<ul style="list-style-type: none"> <li>A) Implement a social media plan for current UMD students. Use student survey results to adapt and improve our social media presence each semester. Post at least 3 times on social media sites per week, with a goal of 10% (of follower count) engagement per post; Reach 5000 followers by end of school year 2025. Create trendy, engaging, and student focused content for social media accounts.</li> <li>B) Implement a print/social media plan for the greater community to</li> </ul>

		promote & increase external event rental revenue. Share 5 communications per year.
Create an engagement strategy with alumni who were involved in Kirby Program Board, Greek Life and Bulldog Beginnings as well as former KSC staff	Goal 2	<ul style="list-style-type: none"> <li>A) Create a contact list of UMD alum involved with Kirby Program Board, Greek Life, Bulldog Beginnings and former KSC staff</li> <li>B) Implement a communications engagement plan that includes a minimum of 2 mailings or emails during the academic year.</li> <li>C) Hold an on-campus event in Fall 2025 to engage with alum and former KSC staff</li> </ul>
Enhance the event services model in Kirby Student Center.	Goal 3	<ul style="list-style-type: none"> <li>A) Optimize use of Mazevo by attending MazevoConnect and assessing application for Kirby Student Center.</li> <li>B) Streamline content and policies related to events.</li> </ul>
Create a professional development plan that supports staff's sense of purpose in their role in Student Life.	Goal 3	Develop PAT goals and guided conversations to identify sense of purpose opportunities and action plans for implementation.