



Georgia Gwinnett
COLLEGE

Student Affairs

Division of Student Affairs Strategic Plan

— 2024-2026 —



Power of WE

Power of WE

A Message from the Associate Provost



I am excited to share the inaugural strategic plan for the Division of Student Affairs at Georgia Gwinnett College. Anchored in the four pillars of the college’s comprehensive strategic plan, this document is a result of many months of creative brainstorming and intentional planning by the Student Affairs Leadership Team (SALT) with input by and feedback from professional staff across Student Affairs. This plan will serve as a roadmap for the work of our division over the next three years as we serve the wonderful students of Georgia Gwinnett College.

Through the Power of WE, Student Affairs will focus on four strategic priorities which will drive our work as we support student success and engagement.

The strategic plan outlines four key priorities that will guide us towards our shared vision:

1. Student Engagement and Development
2. Student Health and Well-being
3. Student Belonging
4. Divisional Efficiency and Effectiveness

These priorities are informed by the college’s plan and operationalized in the context of Student Affairs’ vision and mission and provide long-term direction for the division.

I invite all members of the Grizzly family to join the “WE.” For this plan to be fully realized, it will take all members of the campus community working passionately and purposefully together to take Georgia Gwinnett College to new and exciting heights. There are many good days ahead. WE are ready, let’s go!

Go Grizzlies!

Matthew K. Robison, Ph.D.
Associate Provost for Student Affairs

Mission

Student Affairs promotes holistic student growth and development. We provide comprehensive services and programs that empower students to maximize their full potential through engaging curricular and co-curricular experiences, intentional collaborations and inclusive environments.

Vision

Student Affairs aspires to create transformative experiences for all students.

Motto

Student Affairs Transforms.



Strategic Priority #1

Student Engagement and Development

Provide an intentional student experience grounded in meaningful engagement, holistic growth and comprehensive student success.

GOALS

1

Expand the number and variety of engagement and involvement opportunities for all students.

OBJECTIVES

1. Increase student usage of the GetInvolved platform.
2. Grow active registered student organizations to 100+.
3. Increase the number of social Greek fraternities and sororities.
4. Establish an executive leadership training program for student leaders.
5. Launch an Outdoor Adventure program.
6. Increase the number of club sports and intramural programs.
7. Create a Dean of Students Advisory Council.
8. Implement a Grizzlies in Memoriam Program.



2

Develop and implement a Student Affairs curriculum which outlines the unique curricular and co-curricular learning experiences centered in the Division of Student Affairs.

1. Establish a co-curricular transcript program for students utilizing GetInvolved.
2. Capture all student involvement/engagement experiences in GetInvolved.
3. Establish a residential curriculum in Student Housing.
4. Improve academic success and retention of residential students.
5. Increase the number of living-learning communities in Student Housing.
6. Establish a summer bridge program for EMBARK students.
7. Establish a certified personal training program with exercise science.

3

Partner with the QEP and academic departments on the engagement of students in experiential and service learning.

1. Collaborate with Provost Strategic Team on Academic-Student Affairs QEP work.
2. Establish GGC Serves platform as official data tracker for service learning.
3. Partner with Student Success on the participation of all first-year students in service learning.

4

Serve as a resource for and educator of campus partners on topics that will support student success both inside and outside the classroom.

1. Create marketing materials focusing on helping students in distress.
2. Implement outreach activities around mental health resources on campus.
3. Sponsor financial aid and registration workshops/seminars in residence halls.
4. Implement outreach activities regarding working with students with disabilities.
5. Create marketing and promotional materials for the Grizzly Care Team.

Strategic Priority #2

Student Health and Well-being

Foster a campus culture of student well-being and healthy behaviors and decision making.

GOALS

OBJECTIVES

1

Grow mental health support and well-being services on campus by expanding the BeWell@GGC: Student Mental Health Initiative.

1. Implement campus-wide, holistic health programs.
2. Implement a holistic health and well-being week to increase awareness of student mental health.
3. Launch well-being screenings.
4. Expand STI and HIV testing services.
5. Expand well-being services in the residence halls.

2

Increase collaborative opportunities between campus and community partners to nurture a campus culture focused on health and well-being.

1. Expand partnership between CAPS and Wellness and Recreation on psychoeducational presentations.
2. Implement QPR training for resident assistants and other student leaders and employees.
3. Include Health Services in the New Student Orientation program.
4. Collaborate with community partners (e.g., Driven Community, Vocational Rehab, Emory Autism, etc.) to bring wellness and accessibility community-based resources to campus.
5. Expand Wellness and Recreation services by working with community partners with a focus on healthy habits.

3

Develop a model to respond to and support students' holistic needs through strategies that focus on care, support and well-being.

1. Enhance stepped care model in CAPS to assist with student's first entry.
2. Assess appropriate counseling related community referral sources.
3. Update mental health-related incident response protocols in RHD and RA manuals.
4. Transition hardship withdrawal process to Student Affairs from Enrollment Services.
5. Expand non-clinical case management services in the Dean of Students Office.

4

Grow health and well-being services and programs with the opening of the Convocation Center.

1. Launch Wellness and Recreation operations in new facility.
2. Establish positive working relationships with Convocation Center colleagues.
3. Expand group fitness, intramurals, and healthy lifestyles programming and opportunities in the facility.



Strategic Priority #3

Student Belonging

Celebrate the unique experiences and identities of all students by creating a campus culture grounded in care and connection.



GOALS

OBJECTIVES

1

Expand accessible and meaningful programs, services and events that nurture a sense of connection and belonging within all students.

1. Acquire assistive technology equipment to enhance accessibility.
2. Assist faculty in closed-captioning processes for instructional materials.
3. Expand outdoor recreation activities that are inclusive of diverse interests and ability levels.
4. Revamp the Student Diversity Ambassadors program.
5. Educate RSO leaders around developing inclusive organizations.
6. Implement a Mosaic graduation ceremony.

2

Serve as a campus knowledge center and educator around issues of diversity, inclusion and belonging.

1. Educate the campus community around health care disparities and differences.
2. Implement bias incident training in the residence halls.
3. Collaborate with campus partners on inclusivity and sensitivity training focusing on students with disabilities.
4. Implement programming around healthy self-esteem and healthy body image.
5. Co-lead Strategic Imperative Four of the college's strategic plan.



3

Empower students to reach their full potential and be their authentic selves while supporting student self-advocacy and self-authorship.

1. Explore implementation of a student campus climate survey.
2. Launch orientation program for students with disabilities with a focus on self-advocacy.
3. Participate in high school-to-college transition events for students with disabilities.
4. Incorporate a developmental sanctioning model into the student conduct process.
5. Integrate self-advocacy and authorship training into RSO support and development.

Strategic Priority #4

Divisional Efficiency and Effectiveness

Leverage divisional strengths to intentionally improve and expand all aspects of the Student Affairs team and organization.

GOALS

OBJECTIVES

1

Improve website, social media and marketing functions across the division.

1. Review and update all departmental websites and online presence.
2. Expand social media presence of all departments.
3. Develop divisional marketing master plan.
4. Develop departmental marketing and promotional materials.

2

Evaluate technology and software platforms across the division to determine how technology can lead to a more efficient and effective operation.

1. Invest in staff training for the StarRez housing platform.
2. Improve cable and internet services in student housing.
3. Evaluate divisional and college processes that can be moved to Maxient.
4. Review and update assistive technology services for students with disabilities.
5. Update assistive listening devices.
6. Conduct a divisional software and technology audit.

3

Develop intentional assessment practices across the division that document and articulate the impact of the collective work of the division on student learning and success.

1. Implement yearly divisional assessment of departmental programs and processes.
2. Utilize Maxient to assist with assessment processes in Dean of Students, Student Integrity, Grizzly Care Team and Disability Services.
3. Implement a weekly, summer housing occupancy report.
4. Create assessment report templates that can be utilized to track residential student RPG.

4

Promote and nurture a culture of employee appreciation, growth and career-long professional development.

1. Develop and implement a divisional professional development committee.
2. Implement at least yearly staff retreats for all departments.
3. Implement a divisional awards and recognition program.
4. Develop programs that incentivize staff to present at conferences and serve in leadership roles of professional associations.





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