GORHAM TASK FORCE

SUMMARY of
STUDENT AND UNIVERSITY LIFE PLAN 2011-2015

Mission

Supporting Student Success through a Vibrant, High Quality Student Experience;
Enhancing Learning...Supporting Student Needs;
In A Diverse and Respectful Community Environment.

Our Goal

**MAINTAINING OR INCREASING RETENTION RATES OF ALL STUDENT COHORTS**

<table>
<thead>
<tr>
<th>First Time In College</th>
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<tbody>
<tr>
<td>Transfer</td>
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<tr>
<td>Traditional and Adult</td>
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<tr>
<td>Distance Learner</td>
</tr>
<tr>
<td>Graduate</td>
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<tr>
<td>International/Multicultural/Under-represented Student</td>
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<tr>
<td>Resident and Commuter</td>
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**WHILE ENHANCING STUDENT RECRUITMENT AND SUCCESS TOWARD GRADUATION**

MEASURES OF SUCCESS

- Maintain or exceed continuing undergraduate student enrollment.
- Increase first-to-second year cohort retention rates of FTIC undergraduate students.
- Increase retention rates of full-time FTIC undergraduate students.
- Maintain 3rd to 4th year cohort attrition rates.
- Maximize Residence Hall (Dining) participation (20% increase; fall 2012).
- Increased student participation in defining educational experiences.
- Increased involvement in the University community”.
- Positive movement re: Annual Climate Survey.
- Improved satisfaction with the “student experience” (resident and commuting).
- Maintain success rate – ameliorating “at risk student situations” and emergency response.
- Decreased recidivism - Student Conduct Code violations.
- Increased retention of at risk students (i.e. conduct code violators).
- Completion of Student and University Life Development Plan by 2015.
- Increased satisfaction with all services and support programs.

Complimentary Initiatives

<table>
<thead>
<tr>
<th>Academic Schedule Reform</th>
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<tr>
<td>Adult Student Demand Study</td>
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<tr>
<td>Foundations of Excellence (FoE) Initiative</td>
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<td>Gorham Task Force</td>
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<tr>
<td>USM Strategic Plan 2011-15 Implementation</td>
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<tr>
<td>USM Enrollment Plan</td>
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<tr>
<td>Strategic Priorities</td>
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<td>---------------------</td>
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<tr>
<td><strong>(A) A Comprehensive USM Experience</strong></td>
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| Enhance and add value to the student experience through Engagement in University Life and Applied Learning Opportunities.  
(Reference: Enrollment Plan 5.7) |
| **(B) An Enhanced Sense of Place** |
| Cultivate a diverse, respectful, safe and healthy learning community.  
(Reference: Enrollment Plan 5.8) |
| **(C) Personalized Student Support and Services** |
| Provide personalized academic, developmental and life-skill support and services to ALL student cohorts  
(Reference: Enrollment Plan 5.9) |

| **(A1) Key Strategy** |
| Paths to Student Engagement and Involvement Increase involvement in applied learning experiences and engagement opportunities that enhance academic and developmental success. |
| Lead: J. Saucier, J. Arey |
| **Key Actions** |
| - Define student cohorts.  
- Create new experiential and applied learning experiences.  
- Foundations of Excellence (Examine the “first year experience”)  
- Develop Center for Student Leadership Development  
- Leverage athletics and recreation expertise to encourage additional academic programs.  
- Implement the Residential Learning Initiative and cultivate a similar model for non-residential students.  
- Strengthen Learning Communities (i.e. Community of Arts, Pioneers, S.E.N.S.E., Russell Scholars, Athletics, and International).  
- Create new Learning Communities (Possible: Sports Management, Honors Housing etc.)  
- Expand number of academic offerings in nontraditional classroom settings.  
- Leverage success of USM Scholar Athlete Program to increase numbers of traditionally aged transfer and FTIC students. |

| **(B1) Key Strategy** |
| Enhance Community Gathering Places Improve and increase gathering places and student engagement venues that encourage social and community interaction.  
Lead: C. O’Connor, G. Stephenson |
| **Key Actions** |
| - Improve and fully utilize “student facilities” that encourages interaction among students, faculty and staff  
  - Community Gathering Venues (Brooks; Woodbury)  
  - Residence Facilities  
  - Dining and Retail Units (7)  
  - Athletics, recreation, fitness and intramurals venues  
  - Health and wellness facilities  
  - Alternate classrooms  
- Ensure appropriate student government/organization “presence” on all campuses. |

| **(C1) Key Strategy** |
| A Customer Service with Responsibility Philosophy Add value to the USM Student Experience through commitment to a customer service-based philosophy.  
Lead: L. Belanger, S. Nelson |
| **Key Actions** |
| - Define a “customer service” philosophy for USM.  
- Assess support and service needs of student cohorts  
- Review key support and service programs.  
- Create advisory (board) capacity for all services and support programs.  
- Create strategic liaisons with non-Student and University Life units and programs (and off-campus partners) that provide services and programs to students.  
- Develop effective on-line service provision and support capacity.  
- Implement recommendations of “Adult Student Demand Study”  
- Create a divisional Staff Development Plan.  
- Participate in student-centered “Scheduling Initiative”. |

| **(A2) Key Strategy** |
| Commit to Early Engagement of Students Engage students in the USM Experience prior to enrollment and matriculation; enhance Orientation and Welcome Programs.  
Lead: Arey, Bickford |
| **(B2) Key Strategy** |
| Build Community and Traditions Heighten the sense of community and strengthen USM traditions...Connect students to each other...to faculty...and to staff.  
Lead: C. O’Connor, D. Welter |
| **(C2) Key Strategy** |
| Re-envision the USM Resident Student Experience Align residence hall and Dining programs with student cohort needs...maximize occupancy.  
Lead: D. Nelson, Fifield |

| **Initial Key Actions** |
| **Action**: Fully engage Student and University Life staff in the recruitment cycle.  
**Action**: Enhance professional relationships, communications with graduate and undergraduate Admission Offices and Student Success Centers.  
**Action**: Create “Experience USM Now”, a program designed to begin acclimating high school students to life at USM.  
**Action**: Expand the overnight Orientation Program. |

| **Initial Key Actions** |
| **Action**: Participate in the Gorham Task Force  
**Action**: Enhance and increase community events and traditions.  
**Action**: Develop institutional “signature” event(s).  
**Action**: Increase collaboration with external community |

| **Initial Key Actions** |
| **Action**: Review of the residence and dining programs.  
**Action**: Enhance marketing of the “resident student experience” and campus dining/retail services.  
**Action**: Reduce room and board costs.  
**Action**: Increase attention of residence staff to student academic success.  
**Action**: Decrease need for (resident) students to travel between campuses  
**Action**: Collaborate on “transit solutions”. |
<table>
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<tr>
<th>(A3) Key Strategy Measure Success</th>
<th>(B3) Key Strategy Create A Culture of Well Being</th>
<th>(C3) Key Strategy Resource Stewardship</th>
</tr>
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<tbody>
<tr>
<td>Regularly assess effectiveness of student engaged learning opportunities and university activities. Lead: SUL Assessment Team (J. Saucier, J. Pufhal)</td>
<td>Develop a university culture of health and well-being that enhances individual student learning and development. Lead: K. Bertini, L. Dodge</td>
<td>Create a Student and University Life Development Plan which adds value to the USM Experience for all student cohorts without adding to the cost of a USM education. Lead: SUL Development Team (A. Bean, J. Nelson)</td>
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| **Initial Key Actions**  
Action: Develop benchmarks for "measures of success" for all programs, units and the division.  
Action: Create and maintain an "inventory" of all involvement, experiential learning, co-curricular and university activity programs.  
Action: Create a mechanism to track student involvement in defining learning experiences (with Student Success).  
Action: Regularly review the inventory of learning experiences and programs. | **Initial Key Actions**  
Action: Develop Community Wellness Advisory Board  
Action: Implement "Campus Safety Project".  
Action: Further develop "The Well" project.  
Action: Review/revise relevant campus policies that "guide the student experience" (i.e. Alcohol, Campus Violence etc.).  
Action: Fully implement Higher education Reauthorization mandates. | **Initial Key Actions**  
Action: Conduct a "needs assessment".  
Action: Cultivate new and innovative concepts that attract high school students.  
Action: Increase use of meeting venues and facilities by external partners and friends.  
Action: Review fee and charging structures. |

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<tr>
<th>(B4) Key Strategy Celebrate A Diverse and Inclusive University Community</th>
<th>(C4) Key Strategy Communicate, Communicate, Communicate!</th>
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<tr>
<td>Ensure that all student cohorts, especially those that may be under-represented and/or under-supported, are able to fully participate in the USM Experience. Lead: S. Holmes, R. Small</td>
<td>Create a technology enhanced USM Student Experience Communications Plan highlighting student involvement and engagement, applied learning opportunities and responsive support services. Lead: SUL Communications Team: Brainerd, O’Connor</td>
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| **Initial Key Actions**  
Action: Identify and assess needs of student cohorts and communities that may require support.  
Action: Develop guidelines that ensure that all programs and events are inclusive of all members of the university community.  
Action: Develop university-wide partnerships among all “diversity units”.  
Action: Update the Student and University Life Diversity Plan. | **Initial Key Actions**  
Action: Develop a “Virtual Commons” to market available programs and services.  
Action: Develop opportunities for community exchanges and university-wide community events (“University Hour”?).  
Action: Revise division and unit communications mechanisms (web and print) content and presentation.  
Action: Highlight success of students (within the greater community).  
Action: Develop a “Catalog of Experts” that inventories resources for programming and services for use by campus and off-campus individuals and entities.  
Action: Maximize appropriate use of “social media” in communications |

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<thead>
<tr>
<th>(B5) Key Strategy A Safe Community</th>
<th>(B6) Key Strategy Student Advocacy and Support</th>
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<tr>
<td>Implement a “USM Public Safety” model based on education/awareness, preparedness and response...with involvement of all community members in their own safety. Lead: Conger, R. Saindon</td>
<td>Reestablish “Dean of Students” model based on student advocacy, effective problem solving and emergent behavioral intervention and management for “at risk” university community members. Lead: D. Nelson, J. Pufhal</td>
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| **Initial Key Actions**  
Action: Create/Implement an "All Hazards Emergency Response Plan".  
Action: Review all Public Safety policies and procedures; ensure that all student cohorts are provided with similar services, protections and outreach.  
Action: Create Public Safety Services unit within USM Public Safety Services.  
Action: Implement "Operation Easy Park" | **Initial Key Actions**  
Action: Re-establish "Dean of Students" function.  
Action: Review Behavioral Intervention Team (BIT) program.  
Action: Complete implementation of Higher Education Re-Authorization mandates.  
Action: Review all "compliance mandates", policies (i.e. Campus Violence Policy, Campus Safety Reporting, AOD, UMS Conduct Code etc.). “Policies shape the student experience”. |