

A group of students, mostly young men, are covered in blue paint. They are cheering, shouting, and posing for a photo outdoors. One student in the foreground is sitting on the grass, wearing sunglasses and a blue shirt, holding a camera. The background shows a grassy field and some distant structures under a clear sky.

BYU

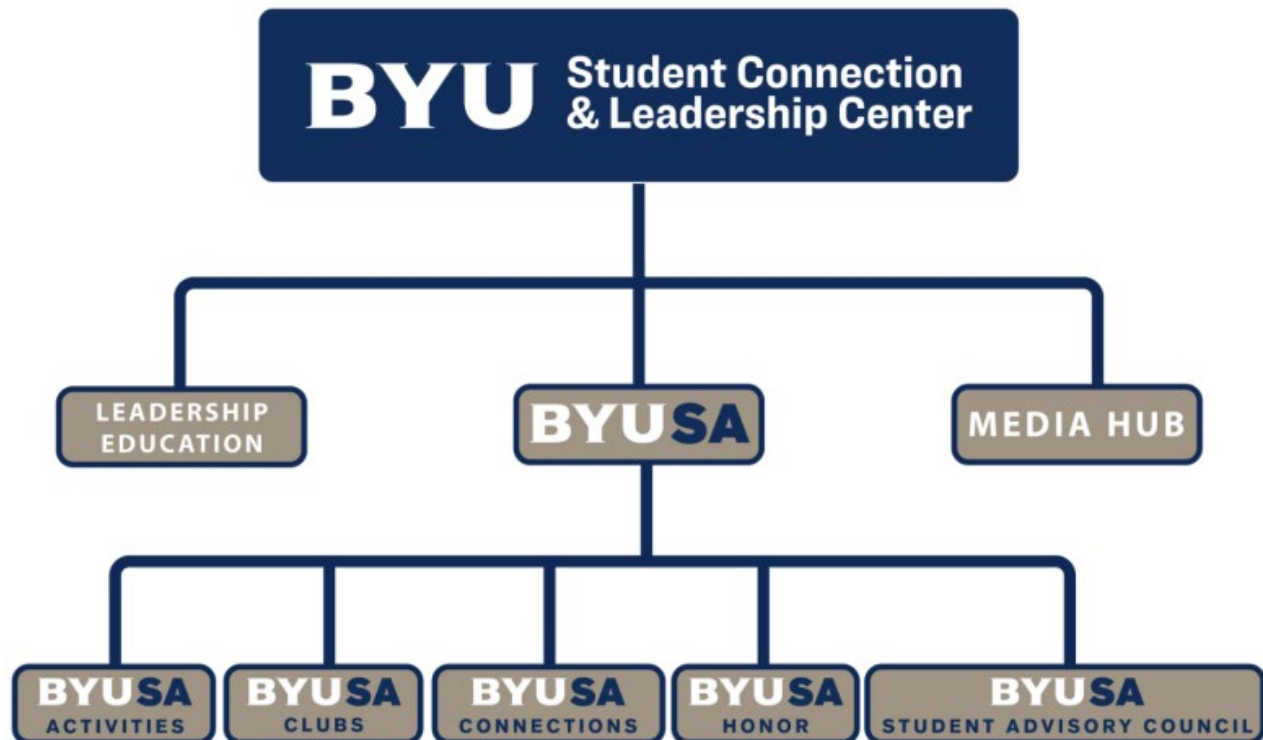
**Student Connection
& Leadership Center**

Strategic Plan

Academic Years
2023-27

INTRODUCTION

The BYU Student Connection and Leadership Center (Center) is a part of Campus Life, led by the Dean of Students Office, in the College of Student Life. This strategic plan is designed to outline the specific work of the Center under their larger purposes and direction. This document outlines the Center's vision, mission, learning outcomes, values, and objectives for the 2023 through 2027 school years. The goals are revised annually by Center leadership and updated to meet the needs of current BYU students and support the strategic plan of Campus Life.



Reference

TERM	DEFINITION
Vision	The long-term condition we are working to create
Mission	The aims and activities we engage in to achieve the vision
Values	What is most important about how employees go about their work. Values set boundaries for employee behavior. Even if an action works toward the vision, if it violates a value, it is not appropriate
Leadership Outcomes	How students grow and develop by being involved
Strategic Objectives	Goals for the next 3-5 years that identify what needs to be accomplished in order for the mission to be achieved and the vision to be realized
Annual Priorities	Actions to take this year towards achieving the strategic objectives
Success Indicators	Metrics which measure implementation of the annual priorities
Involvement	Students, both volunteer and student employee, who help create and run Center programs
Engagement	Students who are impacted by/attend/participate with our programs

GUIDING PRINCIPLES

In support of the BYU Mission and Aims and the Division of Campus Life, the Vision, Mission, Values, and Learning Outcomes of the Student Connection and Leadership Center are...

Vision

To inspire BYU students to create lasting connections, foster an inclusive campus, cultivate skills and talents, and live with integrity.

Mission

To provide Christ-centered leadership opportunities and create meaningful student-focused experiences.

Values

The Student Connection and Leadership Center adopts the shared values of BYU Campus Life.

Collaboration	We actively coordinate efforts across the campus community to strengthen our service to and support for students
Compassion	We approach our work in a spirit of kindness, charity, and understanding
Discipleship	We aspire to follow the Savior's example and emulate His attributes
Diversity & Belonging	We invite contributions from, respect the views of, create safe environments for, and support students and employees from all backgrounds, cultures, disabilities, ethnicities, life experiences, and perspectives
Empowerment	We respect student's autonomy and support their efforts to identify and pursue their personal and educational goals
Responsibility	We take responsibility for our duties, actions, and resources and seek to optimize services for students through assessment and evaluation
Student Focus	We proactively center our efforts and decisions on advocating for students and supporting their development

Leadership Outcomes

Through involvement with BYUSA, and the Student Connection and Leadership Center, students have an opportunity to be trained in, experience, learn, and develop leadership knowledge and skills. BYUSA leadership outcomes may apply differently in depth and scope based on the position a student holds, but the collective mastery of these outcomes provide an immersive leadership development experience.

As a result of participating in BYUSA, students will be able to...

- Recognize and model Christ-centered leadership principles.
- Apply and model organization principles and values.
- Provide quality service.
- Recognize and respect the variety of individual characteristics, life experiences and circumstances, perspectives, talents, and gifts of each person.
- Demonstrate healthy teamwork skills.
- Understand and apply an organization's operations, policies, and procedures.
- Understand and apply data-informed decision making.

STRATEGIC OBJECTIVES

Enhance data-informed decision making (USO 3)

Align SCL Center budgeting with designated annual allocation

- Balance budget allocation

Integrate Annual Report into a year long process

- Published report by May 2024
- Prepare template and introduce to student leaders during summer training

Implement a process with new QR code to create demographic baseline

- 50% of programs utilize the new QR system

Engage students through all four pillars of the Center vision

- Number of programs focused on creating lasting connections
- Number of programs focused on fostering an inclusive campus
- Number of programs focused on developing skills and talents
- Number of programs focused on living with integrity

Improve SCL Center branding and program marketing (USO 1, 3)

Increase Social Media Presence

- Increase Instagram engagement rate to 12%
- Increase Instagram followers to 15,000
- Increase Facebook average engagements per post to 15
- Increase Facebook fans to 8,500
- Increase website users to 40,000

Improve the usage of marketing tools

- Create standardized marketing materials by August 2023
- Track the usage of marketing materials to create a baseline
- Create and implement advertising workbook evaluation tool

Market experiential learning opportunities based on specific skills and growth

- Conduct fall semester marketing campaign about open volunteer opportunities
- Conduct winter semester marketing campaign for 2024-25 leadership positions

Foster leadership development experiences of students (USO 2)

Increase student involvement within the Center

- Increase total number of students involved
- Increase total number of volunteer hours

Integrate Christ-Centered leadership development into the culture of the center

- Increase number of volunteer leaders who participates in the Authentic Leadership course
- Complete Christ-centered leadership development plan by August 2023
- Implement Christ-centered leadership development plan

Provide staff and students access to additional conference trainings

- Connect BYUSA President and Executive Vice President with Big 12 opportunities
- Send two staff to professional development conferences

Enhance student reflective learning

- Review alignment of office programs with university experiential learning standards
- Each student volunteer experience will end with a final reflection
- Send two staff to professional development conferences

Promote a sense of belonging among all students (USO 1, 2)

Apply student feedback on belonging integration into Center Vision, Mission, and Program Areas

- Complete review by August 2023

Continue seeking collaborations with other campus offices

- Match the number of collaborations with Campus Life departments
- Match collaborations with non-Campus Life departments

Increase student engagement with Center programs

- Increase total number of survey responses
- Increase total number of engaged students

NOTE: USO notes the University Strategic Objective(s) with which these Objectives align

BYUSA AREA PURPOSE AND OBJECTIVES

BYUSA is the primary vehicle by which SCL provides volunteer involvement, leadership, service, and student engagement opportunities. Each year, direction for BYUSA comes from the seven members of the BYUSA Presidency. The BYUSA President and Executive Vice President are elected positions. Upon election, they conduct an application and interview process to select vice presidents for each of the following areas: Activities, Clubs, Connections, Honor, and Student Advisory Council. The presidency works to fulfill the following:

BYUSA Presidency

Purpose: Create relatable and accessible opportunities for student involvement and engagement.

Objectives:

- Develop personal growth, teamwork, appreciation, and leadership experiences for individual volunteers.
- Communicate involvement and engagement opportunities to the student body



BYUSA



The five BYUSA areas each have their own unique method of adding to the student experience, guided by the following purpose and objective statements. A few signature programs are highlighted for reference.

BYUSA Activities

Purpose: Create meaningful student events that respond to the needs and interests of the general student body.

Objectives:

- Maintain quality activities with a variety of types, times, themes, interests, and unique target populations which will collectively serve the whole of the student body
- Seek, explore, and implement student feedback where feasible
- Maximize awareness of and implement quality student events
- Create inclusive, accessible and safe social environments

Signature programs include: True Blue Foam, Homecoming BBQ and Dances, Fall Freeze, Bingo Night, art nights, Cougar Skate, Sweetheart Swing, and Unforum.

BYUSA Clubs

Purpose: Help BYU students find a meaningful connection to BYU and fellow students who have similar interests and passions.

Objectives:

- Provide time, place, and structure for BYU students to develop meaningful relationships
- Provide opportunities to create and carry-out activities and events that align with their interests and passions

Signature programs include weekly Clubs Night, Care Week, Club Rush, and Showcase.

BYUSA Connections

Purpose: Strengthen the Center's relationships with individual students, partnerships with campus organizations and groups, and ties to the greater campus.

Objectives:

- Develop and improve volunteer recruitment, orientation, appreciation, and retention
- Maximize awareness of BYUSA, it's programs, opportunities, initiatives, and events
- Maintain a leadership network with Center alumni

Signature programs include Get to Know BYUSA and volunteer recruitment booths, BYUSA branding campaigns, BYUSA yearbook, Blue Crew, and managing BYUSA alumni relations.

BYUSA Honor

Purpose: Foster and celebrate the benefits of personal integrity, service, and inclusion.

Objectives:

- Develop and carry out informational campaigns
- Provide individualized service to the campus community
- Create opportunities for students to dialogue and increase unity

Signature programs include Pen Talks, Honor Week, Service Squad, Y Wishes, and Mental Health Matters.

BYUSA Student Advisory Council

Purpose: Serve as a credible, representative, and sought-after resource for students and campus leadership to improve the BYU student experience.

Objectives:

- Strengthen student voice through awareness and outreach
- Explore student suggestions through mentored research and dialogue with administrators and faculty
- Impact the student experience by continually collaborating with relevant BYU stakeholders

Signature programs include Student Voice and Council research projects.

SCLC AREA PURPOSE AND OBJECTIVES

The following purpose and objectives guide the employee based work of the Center. The Committees are groups of full time and student employees focusing on universal needs of the Center. The other areas outlined here are student employee groups who provide support to BYUSA and additional means of Vision and Mission fulfillment outside of the volunteer areas.

Accounting Area

Purpose: Ensure that the sacred funds given to the Student Connection and Leadership Center are used to serve the students in a responsible and effective manner.

Objectives:

- Facilitate the Center's budgeting, expense request approvals, and transactions
- Track and manage records for all of the Center's transactions
- Produce financial reports for the Center

Assessment & Accountability Committee

Purpose: Implement and contribute to student affairs best practices and to tell the Student Connection and Leadership Center's story.

Objectives:

- Identify, collect, process and interpret both quantitative and qualitative data generated by the Center's programs and services.
- Identify critical audiences and formulate the best methods to convey the Center's story
- Ensure the Center's programs and services have quality impact that are commensurate with student affairs best practices, the Center's mission, and institutional values.

Employee ROAR Committee

Purpose: Create an environment where excellent, student-focused staff are recruited, appreciated, and retained

Objectives:

- Recruit compassionate, knowledgeable, passionate, and skilled candidates and employees
- Orient employees to comprehend and contribute to the office culture and to ensure they can understand and apply Center and university policies, practices, and procedures
- Appreciate employees by helping them feel heard, recognized, empowered, and valued
- Retain employees by remaining vigilant regarding workplace conditions, environment, expectations, and opportunities

Leadership Education

Purpose: Strengthen and maintain the Center's leadership development programs and support the initiatives of Center leadership.

Objectives:

- Develop and maintain leadership education experiences that are quality, proven, and engaging
- Develop and improve the content and delivery of the Center's Leadership Outcomes
- Assess and document the fulfillment of the Center vision and mission
- Provide administrative support for Center and BYUSA Presidency initiatives



Media Hub

Purpose: Maintain quality advertising which promotes Student Connection and Leadership Center programs, campaigns, and events to the student body in a professional and engaging way.

Objectives:

- Create and capture content that can be produced in a variety of mediums including graphic design, photography, videography, social media, and an online presence
- Assist clients in developing successful advertisement plans
- Track and report success rates of the Center's advertising campaigns
- Provide in-house print services

Student Development Courses

Purpose: Supplement the Student Connection and Leadership Center's experiential learning opportunities with an academic experience that expounds on the Center's vision and mission

Objectives:

- Provide in-depth exploration of various components of the Center's vision and mission
- Demonstrate and facilitate the application of concepts and principles found in the Center's vision and mission

Support Staff

Purpose: Provide a welcoming and productive work environment, which supports the volunteer and employee experience for the Student Connection and Leadership Center.

Objectives:

- Maintain physical space and resources of the Center
- Educate on and encourage the use of the Center's space and resources
- Manage and distribute information for Center personnel and clientele

Volunteer ROAR Committee

Purpose: Enable the flexibility and agility of the Student Connection & Leadership Center in order to meet the changing needs and preferences of student volunteers.

Objectives:

- Support growth and development of potential and current volunteer leaders
- Organize an accessible and engaging training program for topics with Center wide impact
- Provide a consistent framework upon which volunteer leaders can build culture and community