

BYU

Student Connection & Leadership Center



BYUSA



Strategic Plan 2025-29

(2025 Annual)

INTRODUCTION

The BYU Student Connection and Leadership Center (SCL Center) is a part of Campus Life, led by the Dean of Students Office, in the College of Student Life. The SCL Center is home to the BYU Student Association (BYUSA). Department programs are either housed within BYUSA or are ancillary supports to it. As such the department is commonly recognized by the student body and campus administration as the BYUSA office. To simplify branding and support the connection of students with their student association, messaging and branding from the department uses the BYUSA name and imagery. This document also defaults to BYUSA. Specific labels within this document are for organizational clarity only.

This strategic plan is designed to outline the specific work BYUSA under their larger purposes and direction. This document outlines the vision, mission, learning outcomes, values, and objectives for the 2025 through 2029 school years. The goals are revised annually by department 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
Learning Objectives	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
Project	Collective term for all research, campaigns, events, etc. created by the Center

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 SCL 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 SCL Center staff adopt the shared values of BYU Campus Life.

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
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
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

Learning Objectives

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

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

1. Recognize and model Christ-centered leadership principles.
2. Apply and model organizational vision and mission.
3. Provide quality service.
4. Recognize and respect the variety of individual characteristics, life experiences and circumstances, perspectives, talents, and gifts of each person.
5. Demonstrate healthy teamwork skills.
6. Understand and apply BYUSA and Student Connection and Leadership Center operations, policies, and procedures.
7. Understand and apply data-informed decision making.

STRATEGIC OBJECTIVES

Enhance student leadership experiential learning (USO 1.B, 3.B)

Integrate standard use of Project Management concepts

- Begin every project with a standardized Proposal document
- End every project with a formal reflection and reporting experience

Align Center projects with university experiential learning standards

- Educate full time staff on the standards
- Review the student experience against these standards

Implement data-informed decision making

- Collect demographic and experiential data for projects where feasible
- Review data by project, area, and semester
- Apply findings to future project planning

Center brand messaging on the BYUSA name (USO 4.A)

Standardize use of branding materials

- Establish an expectation that BYUSA branding be included at all programs and events
- Explore and create additional BYUSA branding options

Increase BYUSA specific messaging

- Create general BYUSA branding outdoor banners for use when the banner frames are not otherwise scheduled
- Increase BYUSA logo visibility in the physical office space

Standardize use of the BYUSA logo

- Conduct market research on brand recognition of BYUSA

- Publish a style guide for volunteers to know and understand the use of the logo
- Emphasize the BYUSA logo on the annual volunteer shirt

Build and support covenant community among all students (USO 1.A, 5.A)

Emphasize Jesus Christ as the primary example of leadership

- Create a written plan for how the SCL Center helps students to build faith and testimony
- Conduct research with office staff and volunteers on how to represent Jesus Christ in the physical space of the Center

Maintain a master list of all volunteers for the year

- Create a workflow for volunteer recruitment and placement
- Create an onboarding list for all volunteers

Increase student involvement within the Center

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

Increase student engagement with Center projects

- Increase total number of engaged students
- Match the Instagram post engagement from previous year

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

BYUSA AREA PURPOSE AND OBJECTIVES

BYUSA is the Brigham Young University Student Service Association. Members include all currently enrolled students. Every student is invited to be actively involved in the work of their Student Service Association, through 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. The five area vice presidents are selected through an interview process. Each area has a number of Directors who work with the Presidency. Together the Presidency and Directors make up the Officers of BYUSA.

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

The 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, Cougar Skate, Sweetheart Swing, and Unforum.

BYUSA Clubs

Purpose: Give students with similar interests a place to meet, enjoy activities, render service, and develop leadership skills.

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: Support the Executive Vice President's in their charge to strengthen BYUSA's relationships with

individual students and support the volunteer needs of the organization..

Objectives:

- Educate students about and connect students with BYUSA involvement opportunities.
- Provide training and support to new volunteers.
- Celebrate the volunteers serving within BYUSA.
- Support volunteers with their ongoing service and leadership journey.

Signature programs include recruitment events, office tours, volunteer highlights, appreciation events, training meetings, and Cougs On Call.

BYUSA Leadership Education

Purpose: Develop the divine leadership potential of students.

Objectives:

- Develop and maintain leadership education experiences that are quality, proven, and engaging
- Educate students about leadership opportunities and resources on campus
- Recognize outstanding examples of Christ-centered leadership within the campus community

Signature programs include Christ-centered Leadership, Lunch and Learn Workshops, President's Award, Honor/Leadership Campaigns, BYUSA Alumni, and Brigham Awards.

BYUSA Marketing

Purpose- Direct the messaging between BYUSA and the student body.

Objectives

- Strategize a consistent, distinct voice and personality for all of BYUSA that engages the student body
- Coordinate messaging of BYUSA Presidency projects and support other BYUSA area marketing efforts
- Research and support area implementation of current marketing trends

Signature programs include Presidency Theme campaign, BYUSA Yearbook, Get to Know the Presidency campaign, and all Presidency led campaigns such as Spookify the Y.

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.

STUDENT EMPLOYEE AREA PURPOSE AND OBJECTIVES

The following purpose and objectives guide the student employee-based work which provide support to BYUSA and additional means of fulfilling the Vision and Mission outside of the volunteer areas.

Accounting Area

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

Objectives:

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

BYUSA Elections

Purpose: To start and promote productive conversation and positive interactions between future student leaders and students on campus.

- Create and communicate campaigns that educate the student body on BYUSA and its vision, mission, and values through the lens of the candidate
- Provide personal growth, development, and leadership opportunities for candidates and campaign volunteers

Foundations of Leadership Conference

Purpose: Encourage and prepare incoming freshman to make the most of their BYU experience through leadership and involvement.

Objectives

- Highlight the divine leadership attributes of the Savior Jesus Christ
- Connect students with a variety of involvement opportunities
- Model the integration of spiritual insights into daily life
- Empower students to be proactive in shaping their BYU experience

Media Hub

Purpose: Maintain quality advertising which promotes BYUSA 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 department's advertising campaigns
- Provide in-house print services

Support Staff

Purpose: Provide a welcoming and productive work environment, which supports the volunteer and employee experience.

Objectives:

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

ADDITIONAL FTE ASSIGNMENT PURPOSE AND OBJECTIVES

The Committees are groups of full-time employees focusing on universal needs of the Center.

Assessment Committee

Purpose: Implement and contribute to student affairs best practices and to tell the story of BYUSA's impact on students.

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.

Volunteer ROAR Committee

Purpose: Enable the flexibility and agility of the department 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

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

Student Development Courses

Purpose: Supplement the experiential learning opportunities in the department with an academic experience that expounds on the vision and mission

Objectives:

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