



HOUSING & RESIDENCE LIFE

22-27 STRATEGIC PLAN



DRURY
UNIVERSITY

Letter from the Directors

Dear Student and Colleagues,

The Housing and Residence Life Experience is a critical component of the Drury philosophy. We are a residential campus and require the majority of our students to live on campus. This means as an institution, we believe in the transformative power of the on-campus living experience.

In congruence with the University's Strategic Plan and the Division of Student Affairs, this document outlines our commitment to progress and how we plan to advance our six goals: Recruitment and Retention, Technology, Equity, Inclusion, and Access, Safety and Security, Fiscal Responsibility, and Staff Development.

Our mission of providing safe, comfortable living environments that fosters academic achievement, holistic engagement, mutual respect, and personal growth provides the framework that help focus our efforts over the next several years.

This document was created through a labor of love. Several staff, faculty, stakeholders, and students provided feedback in the process, resulting in the comprehensive plan. I am very proud of the Housing and Residence Life team for their contributions to this initiative.

Despite the unknown of the current environment, we are devoted to the student experience. We know that process must continue, even through adversity. I look forward to sharing updates as we track our progress in the next five years.

Warm Regards,

Ethan Sykes

Director, Housing and Residential Programs



Letter from the Directors



Dear Student and Colleagues,

The Office of Residence Life works diligently to create experiences within a student's home that hold as much value and education as traditional classrooms. We also continue to work towards shifting a student's perspective of "home" to match the experience Drury University offers. We do this by taking pride in inspiring our students to find their own path to success in all aspects of life during their time at Drury University and continuing after graduation. In order to create these experiences, it is vital that we not only offer opportunity but that we create an environment that nurtures opportunity. This means students must feel safe to be themselves and explore their identity.

It is through our strategic efforts that we intend to manage our next steps towards the residential experience. To enhance what we offer, we will continue to foster opportunity for responsibility in these endeavors for staff, graduate assistants, and students alike.

Through the past two years, it's more important than ever that our department remain committed to excellence while moving forward to meet the constantly changing student experience. I look forward to seeing our progress over the next five years.

Warm Regards,

Alexis Sparks

Director, Residence Life



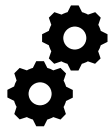
Housing & Residence Life Mission

Housing & Residence Life supports the mission of Drury University by providing safe, comfortable living environments that fosters academic achievement, holistic engagement, mutual respect, and personal growth.

Values



Excellence



Innovation



Inclusivity



Safety



Integrity





STRATEGIC GOALS



Recruitment and Retention



Technology Application



Equity, Inclusion, and Access



Safety and Security



Fiscal Responsibility



Staff Development

GOAL I: RECRUITMENT AND RETENTION

OBJECTIVES

1.1 Improve and enhance residence halls and apartments.

1.2 Increase overall student engagement in the halls

1.3 Increase the percentage of upper-class students living on campus

INITIATIVES

- *Create unique indoor and outdoor spaces for residents*
- *Actively seek regular feedback from Housing Services student and professional employees related to support and resources available in the department (On-going)*
- *Create and implement a housing improvements committee (2021)*
- *Work with Facilities to lower response times (On-going)*
- *Prepare and implement a furniture turnover schedule*
- *Improve the overall move-in and move-out experience*
- *Create staple building-wide programming.*
- *Develop traditions in each residence hall that create hall pride and identity.*
- *Develop and implement residential curriculum with outcomes*
- *Create a student leadership organization to have representation at MACURAH and NACURH*
- *Track program outcomes and evaluate successes*
- *Build branding for each area*
- *Identify and review Department policies that result in students choosing to move off-campus*
- *Create marketing strategies that address the misconception that it is cheaper to live off-campus*
- *Create incentives for students over 21 or living with parent to live on campus*

1.4 Identify strategies to retain more students from fall to spring semester.

1.5 Identify strategies to recruit more students to live on campus.

- *Track percentage of students leaving campus housing after the Fall semester.*
- *Collaborate with Partners in Prevention (PIP) and P4P to increase prevention efforts across campus*
- *Gather and evaluate information from students as to why they leaving campus housing.*
- *Utilize social media and venues to market living on campus.*
- *Involve students in marketing strategies. EX. Student Ambassadors*
- *Set designated tour spaces to be used all year, pending availability.*

GOAL I: RECRUITMENT AND RETENTION

PROJECTS

- ☐ Updated Furniture and Appliances in Halls and Apartments – Needs Assessment
- ☐ Furniture Replacement Plan
- ☐ Residential Curriculum Development and Implementation
- ☐ Hall Branding – Logos, Shirts, Identity Development
- ☐ National Residence Hall Honorary Creation and Implementation
 - ☐ Student Leadership Conferences
- ☐ Social Media Marking
- ☐ Housing Reapplication Incentive Programs



GOAL 2: TECHNOLOGY APPLICATIONS

OBJECTIVES

2.1 Upgrade residential services such as laundry, technology services, and enhancements

2.2 Strengthen the effectiveness of software platforms and operational tools

2.3 Identify and pursue technology solutions that can be used in the field to expedite information sharing.

INITIATIVES

- *Research and implement a mail package delivery system.*
- *Ensure student have fast, reliable internet. Students should know how to report issues.*
- *Assess the current laundry system and identify improvements. Determine if more units need to be added.*
- *Integrate Maxient into current system operations for analytics*
- *Migrate all forms to the Housing Website*
- *Review Housing and Residence Life website for accessibility and updated information*
- *Create personalized automatic emails for all applicable operations*
- *Develop mobile technology with a focus on staff in the field, such a`s asset tracking, improved facility inspections and check-ins.*
- *Create online version of housing condition report.*
- *Research and retain other technologies as opportunities are discovered*

LARGE-SCALE PROJECTS

- ☐ Mail packaging software implementation
- ☐ Assess Laundry units and identify areas of need
- ☐ Move all Housing forms to the Housing Website
- ☐ Buy iPads for the RACAs, train on how to properly use and care
- ☐ Develop and implement Roommate Matching Program
- ☐ Identify other areas for technology implementation—Study Areas, Program Evaluations, etc.



GOAL 3: EQUITY, INCLUSION, AND ACCESS

OBJECTIVES

3.1 Develop initiatives to increase the retention and graduation rates of underrepresented students living on campus

3.2 Increase the accessibility of the residence halls and apartments

3.3 Promote Sustainability in all functions of HRL

INITIATIVES

- *Create opportunities for underrepresented students: LLCs, Themed Housing, programming, etc.*
- *Develop hall programming centered around inclusivity, diversity, and equity*
- *Promote diverse-positive spaces within our residences halls*
- *Ensure HRL programs, organizations, and meetings are welcoming to all, including those with disabilities*
- *Collaborate with Disability Support Services to assess physical spaces for access and address needs.*
- *Review benchmark institution's accessibility initiatives and develop best practices*
- *Encourage residents to incorporate sustainable practices in daily life*
- *Provide small and large-scale initiatives to reduce waste*
- *Utilize organizations to engage students in volunteering to better the surrounding Drury Community*

LARGE-SCALE PROJECTS

- ☐ Restructure Organization and Themed houses to support our student population
- ☐ Support LLC/TLCs in provide inclusive spaces for our students.
- ☐ Raise awareness of Gender Inclusive Housing
- ☐ Assess the physical barriers with Disability Support Services and address, as needed.
- ☐ Increase sustainability initiatives on campus—Reduce Your Use, Recycling, and Sustainable Practices



GOAL 4: SAFETY AND SECURITY

OBJECTIVES

4.1 Increase awareness of safe practices and encourage personal ownership of safety

4.2 Enhance current facilities to promote student safety

4.3 Create effective training and collaboration with the HRL and Security departments

INITIATIVES

- *Key Locking Campaign During Health and Safeties*
- *Staple Programming about Safety – Safety Defense Classes, P4P programming*
- *Increase promotion of residents investing in their own safety. (Renter's insurance, Locking Doors, etc.).*
- *Secure all access to bedrooms. (Smith Hall Bathrooms)*
- *Reduce student risk by enhancing facilities. (Automatic locking doors, cameras in residential areas)*
- *Restructure Jefferson Park Numbers*
- *Order large braille numbers for all residential units*
- *Yearly HRL and Security collaborative development*
- *On-going Response assessments to determine best practices*
- *After action meeting for serious issues to review responses*

LARGE-SCALE PROJECTS

- ☐ Secure all Smith Bathroom Locks
- ☐ Create and implement staple prevention programs.
- ☐ Provide on-going assessment of prevention and collaborate with campus partners to increase student success
- ☐ Implement door locking campaigns to encourage students to lock their doors
- ☐ Install cameras in high-traffic areas in the Residence Halls
- ☐ Order standard braille room numbers and apartment letters for all housing assignments.
- ☐ Provide on-going training for HRL and Security Staff



GOAL 5: FISCAL RESPONSIBILITY

OBJECTIVES

5.1 Increase Department revenue by 3-5 percent annually.

5.2 Generate external revenue to be used for housing improvements

5.3 Assess revenue and expenses to ensure fiscal responsibility is of the utmost importance

INITIATIVES

- *Analyze benchmark institutions and local housing markets to determine annual increases*
- *Increase utilization of unused spaces. (Private Rooms, Guest Housing, etc.)*
- *Attract more Camps and Conferences to Drury*
- *Increase On Campus Marketing Sales, including the addition of care packages*
- *Drop the Housing Deposit and replace with an orientation fee that is kept in house*
- *Promote break housing for all students.*
- *Perform quarterly expense reports for the HRL Office*
- *Provide weekly revenue and meal plan reports for the Dean of Students and Fresh Ideas*
- *Evaluate expenses to determine effectiveness and fiscal responsibility*

LARGE-SCALE PROJECTS

- ☐ Promote private rooms for incoming and returning students
- ☐ Purchase linens for conferences and develop an implementation plan
- ☐ Increase On Campus Marketing revenue by adding the care package program and further promoting the linens program
- ☐ Generate additional revenue to use for housing improvements



GOAL 6: STAFF DEVELOPMENT

OBJECTIVES

6.1 Explore strategies to recruit and retain Student and Professional staff.

6.2 Ensure an effective transition for each Student and Professional staff member.

6.3 Pursue opportunities that promote connections

INITIATIVES

- *Publish positions on multiple outlets such as Higher Ed Jobs, LinkedIn, Indeed, and Social Media sites.*
- *Attend the Oshkosh Placement Exchange, as needed.*
- *Communicate with regional schools and advise within professional affiliations.*
- *Create recognition initiatives to reward staff for positive performance*
- *Provide detailed bi-annual training for all staff members*
- *Afford timely, effective feedback to improve operations and increase development*
- *Assess staff development through evaluations and 1-1 conversations*
- *Encourage staff to get involved in local, regional, or national committees/organizations*
- *Challenge staff to identify strengths and share knowledge with colleagues*
- *Establish a collaborative culture through intentional dialogue and planned development activities*

LARGE-SCALE PROJECTS

- ☐ Work with Human Resources to post jobs to multiple job sites: LinkedIn, Higher Ed Jobs, Indeed, etc.
- ☐ Attend the Oshkosh Placement Exchange or The Placement Exchange to recruit high caliber candidates to Drury
- ☐ Review the current interviewing structure and make edits, as needed.
- ☐ Provide opportunities for staff to get involved on campus through committees, conversations, and campus initiatives
- ☐ Review current staff structure to determine effectiveness and sustainability





Questions?



Ethan Sykes



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