

Year 1 Activities by Semester

| Priority | Goal | Activity | Activity Text | Primary Responsibility | Other Responsibility | Explanation | Spring 2018 | Fall 2018 | Spring 2019 |
|----------|------|----------|--|------------------------|----------------------|---|--------------|----------------|-------------|
| 1 | 2 | a | Apply and optimize use of theme- and value-based branding strategies through continual testing, measurement, analysis, and refinement of messages and marketing tactics. | Scott Faust | | Comprehensive Brand Assessment (FY19); brand-orientated advertising campaign, primarily in digital media. | Planning | Implementation | Ongoing |
| 2 | 2 | a | Develop and implement an American Indian student recruitment plan | Bill Blackwell | Michelle Frenzel | Outreach/Recruiter salary and benefits, plus programming and travel expenses | Begin | Ongoing | Ongoing |
| 2 | 2 | b | Develop and implement an American Indian student retention plan | Bill Blackwell | Jesse Grant | | Begin | Ongoing | Ongoing |
| 3 | 3 | a | Academic Affairs will create and implement a formal training program for academic advisers | Tony Pepper | Zak Johnson | | Planning | Implementation | Ongoing |
| 3 | 3 | b | Advising Success Center will evaluate and expand the mentorship program (Beaver Success program). | Zak Johnson | Michelle Frenzel | | Reassessment | Implementation | Ongoing |

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| 4 | 1 | a | Establish a committee to provide input and direction on the Master Academic Planning process and implementation | Tony Pepper | | | Begin | Ongoing | Ongoing |
| 5 | 1 | a | Increase engagement with access programs that encourage college attainment among historically underserved students | Michelle Frenzel (recruitment); Jesse Grant (retention) | | Engage with high school access programs to recruit underserved students; create programming to retain underserved students | Begin | Have recruiter on staff | Ongoing |
| 5 | 1 | b | Renew and develop articulation agreements with international partners | Tony Pepper | | Add'l travel costs; agent fees | Begin | Ongoing | Ongoing |
| 5 | 1 | c | Establish collaborative relationships with Historically Black Colleges and Universities (HBCU) and Hispanic-Serving Institutions (HSI) to recruit faculty, staff, | Megan Zothman | Tony Pepper | Salary cost are assumed to be part of current budget; (employee key activity - not students?) | Begin | Ongoing | Ongoing |

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| 5 | 1 | d | Review hiring practices and job qualifications to widen pools of potential candidates | Megan Zothman | Deb Peterson | | Begin | Ongoing | Ongoing |
| 5 | 1 | e | Review and expand international scholars program | Tony Peffer | | Self-Sustaining Model; FY18 scholars = 38, FY19 scholars = 50, FY20 scholars = 68; FY21 scholars = 80, FY22 scholars = 100 | Begin | Ongoing | Ongoing |
| 5 | 2 | a | Open a diversity center on campus by Fall 2018 | Jesse Grant | Coordinator | Salary/ Benefit expenses already in BSU budget; th is represents programming expenses | Begin | Ongoing | Ongoing |
| 5 | 2 | c | Develop and promote support networks for diverse groups of students and employees | Deb Peterson | Megan Zothman Jesse Grant | Group development, support and assessment 1-2 per year \$750 | Begin | Ongoing | Ongoing |

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| 1 | 2 | b | Beginning Fall 2018, use annual research to establish a baseline for and measure change in whether and how identification with place is influential in student and employee decisions to become and remain members of the university community. | Michelle Frenzel (students) | Megan Zothman (employees) | | No activities | Establish baseline & administer | Ongoing |
| 3 | 1 | c | Housing & Residential Life will initiate resident participation in weekly arts and/or social activities | Loralyn Kuechle | Jesse Grant | | No activities | Planning | Ongoing |
| 3 | 2 | b | Facilitate timely and comprehensive use of the university events calendar on the BSU website for all campus events | Scott Faust | | | No activities | Begin | Ongoing |

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| 3 | 2 | c | Promote faculty and staff event participation by identifying and reducing barriers to attendance | Megan Zothman | Tracy Dill Deans | | No activities | Begin | Ongoing |
| 4 | 2 | a | Ensure that the assessment cycle for academic programs includes review of the Shared Fundamental Values within the curricula. | Randy Westhoff | | | No activities | Begin | Ongoing |
| 5 | 2 | b | Use teaching, training, and dialogue to increase diversity competence among individuals and within organizational units | Deb Peterson | Deans ELT | Annual Safe Zone Ally Training for key student groups and employees - \$1500; 2 workshops with related events \$5000, supplies and materials (e.g., books) \$500 TOTAL = \$7000 | No activities | Begin | Ongoing |
| 1 | 1 | a | Engage faculty and administrators in establishing a structure for evaluating the incorporation of place themes and values into existing and proposed programs | Randy Westhoff | | May be minimal costs, like refreshments for a few meetings. | No activities | No activities | Begin |

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| 1 | 3 | a | Review current place- and value-related activities within academics, student life, and athletics. Identify ways to expand, leverage, and/or connect them to maximize student learning and growth | Jesse Grant | | | No activities | Planning | Implementation |
| 3 | 1 | a | Work with student union, athletics, and academics to devise and implement a consistent method of tracking student participation | Jesse Grant | Tracy Dill | | No activities | Planning | Planning |