MISSION/VISION
The Planning and Outreach team coordinates, serves as a resource for, and increases staff engagement with Division of Student Affairs strategic projects and priorities around assessment, communications, and development and alumni relations. The team also coordinates the Presidential Administrative Fellowship (PAF) to enhance and extend the GW student experience for a group of high-achieving and high-ability recent alumni.

DEPARTMENT GOALS
• **Assessment**: Continue to develop a culture of assessment within DSA by implementing the matrix project across the division to intentionally document, connect, and map assessment and strategic planning efforts;
• **Communications**: Promote the work of DSA and its staff by developing a list of DSA subject-matter experts and distributing the list to external media sources in coordination with External Relations;
• **Development and Alumni Relations**: Create and promote, in partnership with Development and Alumni Relations, case statements for philanthropic support of DSA services, programs, and initiatives to inform the “Support Students” pillar of the GW comprehensive campaign; and
• **Presidential Administrative Fellowship**: Ensure the legacy of the PAF program by enhancing the PAF recruitment process and celebrating the 25th anniversary of the start of the program.

### KEY PERFORMANCE INDICATORS

<table>
<thead>
<tr>
<th>METRIC</th>
<th>PREVIOUS YEAR</th>
<th>ACTUAL (TO DATE)</th>
<th>CURRENT GOAL</th>
<th>FUTURE GOAL</th>
<th>TREND</th>
<th>REPORTING PERIOD</th>
<th>EXPLANATION/NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>GW TODAY STORIES FEATURING DSA PROGRAMS, SERVICES, AND INITIATIVES</td>
<td>[ ]</td>
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<td>↔</td>
<td>All</td>
<td>The Planning and Outreach team is charged with increasing DSA visibility throughout the GW community, including in GW Today. Last year the team focused on increasing the number of stories, and the goal going forward is to maintain that progress. There are typically more stories during the spring semester than during the fall semester so the team feels it is on track to achieve this goal.</td>
</tr>
<tr>
<td>REQUESTS FOR PRESIDENT/PROVOST ATTENDANCE AT DSA EVENTS</td>
<td>[ ]</td>
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<td>All</td>
<td>The goal is to advocate for the continued engagement of the President and Provost in DSA events, defined as maintaining the enhanced engagement achieved last year. The team feels it is on track with this goal given the number of events during the spring semester in which the President and/or Provost typically participate.</td>
</tr>
<tr>
<td>PRESIDENTIAL ADMINISTRATIVE FELLOW (PAF) ALUMNI ENGAGEMENT</td>
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<td>[ ]</td>
<td>All</td>
<td>As the PAF program celebrates its 25th year, the Planning and Outreach team seeks to increase the unique percentage of the 117 PAF program alumni who participate in PAF events and provide service to the university.</td>
</tr>
</tbody>
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- PAF Alumni Day of Service
- Student Affairs Advisory Council Launch
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PROGRAM REVIEW UPDATES

This year, the Center for Student Engagement Student Organizations team (CSE) and Health Promotion and Prevention Services (HPPS) are participating in DSA's newly developed, comprehensive program review process. The process, which is coordinated by Planning and Outreach, involves self-study, internal review, external review, and strategic planning phases.

Recently, HPPS completed its external review site visit, in which three health promotion and alcohol education experts came to campus to meet with students, staff, and stakeholders to review the department's operations and make recommendations, which the department will review when setting its strategic vision for the next five years.

Meanwhile, CSE is in the midst of its internal review, where GW staff, faculty, and students are meeting with the department and other stakeholders in advance of the external review, which will involve national experts in student leadership and activities.

See attached for one page summaries of each review's research questions, reviewers, and milestones.

PAF ALUMNI DAY OF SERVICE

On Saturday, March 28, PAF Alumni returned to the Foggy Bottom Campus to participate in the inaugural PAF Alumni Day of Service as part of the PAF 25th anniversary celebration. Current PAFs, including the two members of the newly selected 2015-2017 cohort, served alongside PAF alumni, PAFriends, and members of the PAF Advising Team to complete two service projects. The nearly 20 participants constructed paracord survival bracelets to be sent to active duty service members through Operation Gratitude and created cards for children with severe illnesses at local hospitals.

See the attached story from the PAF alumni newsletter.

STUDENT AFFAIRS ADVISORY COUNCIL LAUNCH

The Division of Student Affairs (DSA) Advisory Council is a diverse group of 10-30 alumni, parents, and community leaders who: serve as champions of DSA and of the student experience; volunteer their time to enhance the student experience; connect and introduce DSA to new funding sources and strategic partnerships; identify potential employment and internship opportunities for GW students and alumni; attend Council meetings and participate in Council projects; and provide an annual leadership-level (Luther Rice Society) financial contribution in support of DSA.

The Student Affairs Advisory Council, which is the university’s 19th advisory council, launched with an initial tele-conference meeting on Thursday, April 16.

ASSESSMENT “LUNCH AND LEARN” STAFF TRAINING

The DSA Assessment Committee provided DSA staff with the “Intervention: Data Hoarding” session on March 30 and “Using CAS Standards to Structure Your Program and Learning Outcomes” on April 2 with Dr. Laura Dean via Skype. The committee plans on providing more quality assessment programming to DSA staff by presenting on “Data Driven Decision-Making” and “Assessment Programming.” Beginning in 2016, the DSA Assessment Committee will be bringing a curriculum-based approach to learning about best assessment practices.

See the attached flyer for additional information.