

UNIVERSITY of  
**HOUSTON**

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STUDENT AFFAIRS & ENROLLMENT SERVICES  
Dean of Students Office

**Goals: 2014-2015**

- A. Broaden the scope, reach, and impact of Student Advocacy Services to ensure timely resolution to student concerns and problems  
*(DSAES Strategic Initiative #1b)*
  
- B. Ensure that students interacting with the Dean of Students Office are made more aware of their rights, responsibilities, and resources as a member of the University of Houston Community.  
*(DSAES Strategic Initiatives #1, #3)*
  
- C. To engage students in strategic partnerships and solutions to aid their development in pursuit of graduation.  
*(DSAES Strategic Initiative #1d)*
  
- D. Implement the pilot semester of the Commuter Assistant Program helping first year commuters' transition successfully into the university culture via Map-Works, commuter-specific programming, and mentorship opportunities.  
*(DSAES Strategic Initiative #1d)*
  
- E. Create a comprehensive marketing and brand(ing) plan for Dean of Students Office; including the assessment of all print publications and all presences online for uniformity and consistency.  
*(DSAES Strategic Initiative #5a, 5b, 5c)*
  
- F. Establish protocols and guidelines that provide the highest quality customer service experience, utilizing technology, training and resources to improve student and staff experiences.  
*(DSAES Strategic Initiative #2a, 2e)*
  
- G. Identify strategic partnerships on-campus to enhance collaborations and comprehensive training programs as they relate to the Dean of Student mission and vision.  
*(DSAES Strategic Initiative #6)*