

Strategic Planning

With an inspired (and inspiring)
institutional strategic plan, To Boldly Go,
setting a direction and guiding innovations
and initiatives at UC Davis, the Division of
Student Affairs is poised to take on a significant
leadership role in bringing the University's goals to life.

Creating the ecosystem needed to ensure an educational experience that centers inclusive excellence, strives for equity and prepares students for the challenges of a divisive and changing social and cultural landscape is not only a worthy cause, but also an educational imperative.

The Division seeks to establish a strategic plan that will complement the University's goals by enhancing the experience and promoting the success of both undergraduate and graduate students while building an inclusive and equitable environment for students and the staff who support them.

Guiding Questions: Questions such as these will frame discussions throughout the project:

- What should be true of the student experience at UC Davis that is not true now?
- What trends in students' preferences, needs and resources should Student Affairs anticipate and prepare for?
- What are the most distinctive and positive qualities of the student experience at UC Davis that should be preserved or enhanced?
- What should be true of the Division in three to five years that is not true now? What steps should Student Affairs take to get there?
- What are the highest priority ideas, concerns and issues the Division should address during the strategic planning process?
 - How does Student Affairs align and operationalize the UC Davis Strategic Plan, To Boldly Go? How should Student Affairs partner with campus stakeholders to best support students?

- How should Student Affairs contribute to building an inclusive campus with equitable outcomes?
- What internal challenges (e.g., structure, operations, resources, working relationships) might hinder Student Affairs from achieving its goals? What might be solutions for those challenges?
- How might the UC Davis Division of Student Affairs emerge as a leader in the field?



July and August 2023

- Project Launch
- · Data and Document Review
- Initial Interviews

September-November 2023:

- Strategic Planning Committee
- Staff and Stakeholder Engagement
- Student Engagement
- · Comparative Research

December 2023

- Data and Information Synthesis and Analysis
- Theme Development

January and February 2024

- · Priority and Goal Setting
- Formulation of Strategic Plan

March and April 2024

- Implementation Planning
- Final Strategic and Implementation Plans







Keeling & Associates, LLC (K&A; the firm) is working with the University of California, Davis (UC Davis; the University) to support and facilitate the development of a strategic plan for the Division of Affairs (Student Affairs; the Division). K&A will partner with the Division's leadership and staff, UC Davis students and other stakeholders to develop consensus about shared aspirations, an overarching strategy for the Division and priorities for the student experience; define practical goals and objectives in support of those priorities; and develop a practical and feasible implementation plan.