The Student Affairs division’s strategic plan includes an objective to define and develop the AU experience, with the tactic “Reach divisional consensus about ‘the AU experience’ with regard to student affairs.” The targeted result is to achieve a clear division-wide understanding of AU’s distinctive qualities with regard to a student life experience. During our annual division kick-off in September, we administered a pre-test to see how we’re doing. A post-test will be administered at the end of the year. 40 staff members participated.

**Key Findings:**

- Staff were shown an unlabeled graphic element representing the student affairs vision statement and were asked the question “what is this image?” 60% of staff answered the question correctly by stating “student affairs vision,” “AU experience,” “Student Affairs logo” or something similar. A common incorrect answer was “WILD at Alfred” or “the WILD logo.”

- Staff were asked to name the three components of the AU Student Affairs Experience. 15% got it exactly correct, 43% correctly named two of the three elements, and 23% named one. 13% had no idea. The most common incorrect responses, in order, were integrity, leadership, and connections.

- Staff were asked for their opinion of the key elements of the AU student affairs experience.

  Results:
  - Campus/community involvement (12)
  - Diversity/Acceptance (11)
  - Supportive environment (10)
  - Leadership (7)
  - Students come first (6)
  - Positive relationships (4)
  - Integrity/Responsibility (2)

  *responses were summarized into broad categories.

**Action items:** Directors will be asked to incorporate awareness of the SA experience more intentionally. We’ll survey again in May.