



WINSTON-SALEM
STATE UNIVERSITY

2016-18 Staff Senate Strategic Plan

Going for the Possibilities



Staff Senate



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President's Message

More than a decade ago, our university challenged its students, faculty, and staff to “Imagine Possibilities – Realize Success.” Now, over the next five years, we will be “Experiencing Academic Distinction: Transforming Learning for the 21st Century.” As the university transitions from imagining to experiencing, Staff Senate seeks to do the same.

The 2016-18 Staff Senate Executive Committee is mission driven, and we’re going for some possibilities that, over the years, have come within our reach. We have a threefold charge for ourselves:

- 1) Get on our mark.
 - *Identity* - Who are we? Each of us bring a unique set of skills and talents to WSSU that are only effective when we operate in them rather than in someone else’s.
- 2) Get Set.
 - *Destiny* - Where are we going? It is important that we have clear objectives we want to achieve, and focus on them from the start.
- 3) Go!
 - *Directory* - How are we going to get there? There will be challenges, distractions, and even setbacks along the way; however, if we use this strategic plan as our guidebook, we believe it will keep us on the right path to reach the finish line.

As we execute this plan over the next two years, we invite all Staff to join “Team Go” (*the Executive Committee*) on this journey by letting your voice be heard. Your involvement in our monthly meetings, committee activities, and dialogue with university and system administrative bodies is necessary for us to collectively achieve our goals outlined in this plan.

So, let’s get on our mark, get set, and go for the possibilities!

Darrell H. Jeter

Darrell H. Jeter
2016-18 Staff Senate President



Guiding Principles

Alongside our Chancellor, Staff Senate sees WSSU evolving into a place where:

Everyone is supported.

We embrace the “Team of Teams” concept. It is necessary that our staff inspire each other. We lend aid to a fellow employee we see in need so that our mission is accomplished. Recognizing that we are only as strong as our most vulnerable link, we build one another’s esteem.

Everyone is valued.

It takes all of us to make this campus great. Therefore, we recognize, acknowledge, and appreciate the successes of our co-workers. We have common respect for each other, regardless of our position’s rank or prominence. We believe in shared governance so that our priorities, though different, are proportionally heard.

Everyone is positioned to grow professionally.

We believe in equity of opportunity. We mentor each other. We encourage “all useful learning,” even among staff. We challenge the status quo because we challenge each other to reach for the next level.

Mission Statement

The mission of Staff Senate is to provide an opportunity for all staff members at Winston-Salem State University to have an interactive role in defining and maintaining a workplace that encourages input from all staff in creating a harmonious environment in which to work, while collaboratively supporting the University’s quest to provide a “premiere education” for its students.

University Strategic Plan Alignment

The strategic goals and objectives of Staff Senate for 2016-18 mainly align with the following university goals and objectives.

GOAL 3: Build commitment to social justice through enhanced community engagement

Obj 3.3: Issues of social justice will be advanced through the work of faculty, students and staff.

GOAL 4: Enhance Revenue & Stewardship of Resources

Obj 4.1: All plans, policies, practices, and reward structures will reflect a commitment to stewardship of resources.

Obj 4.3: Scholarships and grants will be provided to offset educational costs, especially for those with financial hardship.

GOAL 5: Enhance the Quality of Physical & Operational Infrastructure

Obj 5.2: Technology will be used to manage transactional processes efficiently, freeing staff to focus on customer service with an equity-minded approach.

Obj 5.5: Staff will be highly trained and committed to excellence.

Obj 5.6: Operational excellence will be evidenced by results-oriented goals, policies, procedures, and assessments.

Obj 5.7: Organizational structures will be aligned to foster and sustain strategic goals.

2016-18 Executive Goals & Objectives

Goal 1: Create Solidarity in Projecting the WSSU Story

Objective: To make a consistent impression on the majority of staff that results in them affirming WSSU as a great place to work and learn.

Activity 1: Orient current and new staff on our role in the university's strategic plan, and efforts underway to carry out that role.

Activity 2: Collaborate with staff and administrative units on workplace conditions needing critical attention, and identify achievable resolutions.

Activity 3: Foster events for staff that celebrate our cultural norms as well as welcome our cultural differences.

Goal 2: Broaden Visibility of Staff

Objective: To utilize every available platform that positively elevates the voice of staff.

Activity 1: Increase collaborative efforts between Staff Senate, Faculty Senate, and Student Government Association.

Activity 2: Propose and/or co-sponsor new university policies that help standardize our practices and improve retention.

Activity 3: Initiate events and/or activities that generate increased revenue and improved resources for support services that benefit staff.

Goal 3: Optimize Staff Senate's Organizational Structure

Objective: To craft a framework of operations that better reflects the university's current composition, and incorporates Staff Senate best practices.

Activity 1: Examine the current by-laws to identify operational gaps and opportunities for expanded senate representation.

Activity 2: Draft comprehensive amendments to the by-laws.

Activity 3: Conduct informational forums to receive feedback on proposed amendments for fine tuning and implementation.



Committee Goals & Objectives

[1] CAMPUS CULTURE

GOAL 1-1: Create a Support System Based on the Needs of the University

Objective: To offer opportunities that cultivate staff engagement.

Activity 1: Increase participation and engagement through programming that supports campus needs based on the cultural climate.

Activity 2: Connect WSSU staff with culturally-related events, programs, and resources to help enhance their experience and energy as an employee.

Activity 3: Supply WSSU staff with programs, events, and resources that allow them to engage with our students and local community with the practice of social justice.

GOAL 1-2: Develop Programming through Transparent Communication

Objective: To utilize communication to evaluate the life of campus culture.

Activity 1: Communicate with the campus to gauge what is needed to improve campus culture.

Activity 2: Collect data through surveys and focus groups in order to evaluate the culture of WSSU based on socialization and institutional norms and practices.

Activity 3: Implement and support the ideas of campus programs relevant to our staff on campus through ideas generated from surveys and focus groups.

[2] COMMUNICATIONS

GOAL 2-1: Promote and Foster Efficient Electronic Storage of Staff Senate Communications

Objective: To streamline Executive Committee member communications.

Activity 1: Clean-up email folders of the official Staff Senate email.

Activity 2: Establish retention strategy for email communication.

Activity 3: Organize, restructure and utilize the Staff Senate SharePoint site for document sharing.

GOAL 2-2: Build Efficient Communications Methods

Objective: To reduce email frequency, eliminate recipient complaints, and promote readership.

Activity 1: Establish an email communications strategy and delivery process.

Activity 2: Utilize existing university communication structure when appropriate.

Activity 3: Identify application for use by Staff Senate for marketing purposes (flyer development).

Activity 4: Identify a single system application for online Executive Committee communication.

GOAL 2-3: Promote Utilization of Staff Senate Web Pages by Staff Senate and the WSSU Community

Objective: To provide relevant information and promote interest and participation in all Staff Senate activities.

Activity 1: Work with committee chairs to develop and maintain committee web pages.

Activity 2: Keep all pages current or delete them.

Activity 3: Distribute the Staff Senate website address at every opportunity.

Activity 4: Encourage the use of the website in all activities.

[3] COMMUNITY SERVICE

GOAL 3-1: Engage Active Participation on the Committee

Objective: To increase the number of active committee members by December 16, 2016.

Activity 1: Recruit a minimum of three and no more than five staff members to join the Community Service Committee.

Activity 2: Develop meaningful partnerships within the community.

Activity 3: Enhance WSSU's visibility within the community.

Activity 4: Provide diversity amongst service related activities.

Activity 5: Encourage Board membership or committee participation within the local community.

GOAL 3-2: Improve Visibility and Secure Relevant University Partnerships

Objective: To maintain three principal partnerships as automatic volunteer sites annually.

Activity 1: Create a pipeline of partnerships within our own Campus community relative to our Centers, Student Engagement, etc.

Activity 2: Maximize the opportunities within the Corporate and Nonprofit Partnership Programs.

Activity 3: Increase the number of community partners to expand volunteer opportunities.

Activity 4: Foster effective relationships and timely collaboration with, but not limited to: Student Affairs, Career Development Services, and Student Coordinator of Community Service.

Activity 5: Prepare students for meaningful service and impact student learning.

Activity 6: Secure relevant community placements.

GOAL 3-3: WSSU Employees and Students are seen as Leaders in the Community

Objective: To increase WSSU employee and student morale by 50%.

Activity 1: Engage WSSU employees in holding leadership roles in this community.

Activity 2: Through collaborative efforts with students, positively impact surrounding areas of WSSU.

[4] EMPLOYEE RECOGNITION

GOAL 4-1: Identify Opportunities for Acknowledgement of Staff Service and Achievements

Objective: To determine effective and efficient ways to more routinely recognize staff.

Activity 1: Establish a Staff Senate Facebook page to highlight staff achievements and accomplishments.

Activity 2: Develop partnership with Human Resources to ensure that we are not duplicating their efforts in employee recognition.

Activity 3: Garner support from HR in encouraging managers to allow their staff members to attend monthly Staff Senate meetings.

GOAL 4-2: Implement Sustainable Staff Recognition Programs

Objective: To develop manageable morale-building awards systems for staff.

Activity 1: Host an end-of-year appreciation cookout for university staff.

Activity 2: Assist Orientation Committee with welcoming new staff employees and encouraging their participation in Staff Senate.

GOAL 4-3: Foster an Environment of Appreciation among Fellow Staff

Objective: To inspire and empower staff to recognize each other's value to the team.

Activity 1: Encourage departments to send greeting cards to their staff for special and somber occasions.

Activity 2: Encourage peer-to-peer acknowledgement of a job well done or other good deeds.

[5] FUNDRAISING

GOAL 5-1: Develop the Fundraising Committee and its On-campus Presence by Exploring New Opportunities and Promoting a Positive Giving Morale

Objective: To create a source of revenue for Staff Senate, aside from State funds, that may be used for various Staff Senate activities.

Activity 1: Host initial Fundraising Committee Kick-off event to raise money and educate staff about the purpose of the committee and use of funds.

GOAL 5-2: Implement a Minimum of Four Annual Fundraising Events/Campaigns

Objective: To create a standard for raising money and increase participation from WSSU Staff.

Activity 1: Conduct a Valentine's Day candy gram "Share the Love" Campaign.

Activity 2: Hold a used book fair.

Activity 3: Hold a silent bake auction.

GOAL 5-3: Thoroughly Evaluate Effectiveness of Fundraising Activities

Objective: To prepare a report summarizing the objectives, processes, and outcomes of established fundraisers.

Activity 1: Conduct routine analysis of each activity to determine its effectiveness and sustainability.

Activity 2: Provide a report on each fundraiser to the incoming Staff Senate Executive Committee and Fundraising Committee Chair.

[6] GOVERNANCE

GOAL 6-1: Review Internal Structure, Organization, and Management Processes that Affect Staff

Objective: To initiate a thorough review of the bylaws, policy and procedural processes that affect Staff Senate and ensure consistency, conformity and equity-mindedness amongst the campus.

Activity 1: Engage staff in the political process.

Activity 2: Review Staff Senate constitutions, bylaws, and procedures to ensure they reflect a more equity minded approach.

Activity 3: Communicate to the staff regarding legislative issues impacting higher education and the University.

GOAL 6-2: Implement Internal Structure, Organization, and Management Processes

Objective: To ensure that bylaws, policies, and procedural processes are now aligned, not only with equity-mindedness, but the University's Strategic Plan.

Activity 1: Be a visible advocate on campus for the betterment of the staff.

Activity 2: Encourage staff involvement within the political process.

Activity 3: Review policy structure for consistency purposes.

Activity 4: Increase communications amongst the staff regarding legislative issues impacting higher education.

GOAL 6-3: Evaluate the Internal Structure, Organization and Management Processes

Objective: To review the bylaws, policies and procedural processes that affect Staff Senate and ensure continued consistency, conformity and equity-mindedness amongst the campus.

Activity 1: Continue to serve as an advocate for the staff.

Activity 2: Have staff involvement initiatives to inform staff of how they can advocate for themselves.

Activity 3: Continue to communicate amongst the staff regarding legislative issues.

[7] HEALTH & WELLNESS

GOAL 7-1: Develop Physical Activity Programs for Staff

Objective: To allow staff to engage in physical activities during their lunch or 15 minute breaks.

Activity 1: Develop walk, run, and bike routes.

Activity 2: Identify run, walk and bike coordinators.

GOAL 7-2: Create and Conduct Health Disparities Workshops

Objective: To bring awareness to the campus as it relates to diabetes, heart disease, cancer, and other health disparities.

Activity 1: Offer resources and expert counsel to assist staff with preventive health measures and maintenance.

GOAL 7-3: Promote the Importance of Health and Wellness

Objective: To provide sufficient health and wellness information, activities and workshops to staff.

Activity 1: Work with health and wellness organizations across campus.

Activity 2: Utilize students majoring in nursing, sports and exercise science, and physical therapy to assist staff senate with health and wellness activity like blood pressure checks, massages, and flu shots.

[8] ORIENTATION

GOAL 8-1: Introduce Staff Senate to New Personnel and Provide a Base for its Purpose

Objective: To introduce Staff Senate to new permanent personnel.

Activity 1: Initiate a 30-day checkup program for new hires that expresses our appreciation and concern, and recap Staff Senate's mission and purpose.

Activity 2: Actively engage participation of new personnel in the Senate.

Activity 3: Continue to introduce Staff Senate to new personnel in orientation on the 1st and 10th of each month.

GOAL 8-2: Continue to Promote Engagement in Staff Senate

Objective: To collaborate with other committees within the Senate and other departments to foster growth.

Activity 1: Help provide incoming and existing staff information about the Senate and its benefits.

GOAL 8-3: Remain a Visible and Relevant Entity on Campus

Objective: To remain in contact with personnel by actively extending our assistance in various programs and activities on campus.

Activity 1: Serve as Staff Senate's first point of contact with new employees to garner their interest and participation.

Activity 2: Remind new hires of upcoming general Staff Senate meetings.

[9] PROFESSIONAL DEVELOPMENT

GOAL 9-1: Identify the Purpose and Mission of the Committee

Objective: To outline the mission of the Professional Development Committee.

Activity 1: Revise the Professional Development application and current guidelines to reflect the WSSU 2016-2021 Strategic Plan.

Activity 2: Provide revised guidelines, and a revised application that align more with the transformative and progressive changes in climate for both the UNC System Strategic Plan and the current WSSU plan.

GOAL 9-2: Improve Transparency

Objective: To improve transparency of the Professional Development committee and organizational structure.

Activity 1: Encourage staff to become highly trained and committed to excellence as it relates to the WSSU 2016-2021 Strategic Plan.

Activity 2: Enhance visibility of the committee by providing financial assistance and encouragement to permanent staff as they continue to develop in their current roles and responsibilities at the University.

GOAL 9-3: Transformation

Objective: To provide a different perspective of the Professional Development Committee and how resources are allocated for professional development.

Activity 1: Begin promoting a higher altitude of career growth and development opportunities campus wide.

Activity 2: Encourage visibility of staff involvement including managers and senior administration.

[10] WORKPLACE IMPROVEMENT

GOAL 10-1: Commitment to Building and Reinforcing Goodwill among Employees and Promoting Fairness, Openness, and Transparency

Objective: To allow employees an opportunity to re-examine their jobs and build morale, trust, and stronger working relationships through collaborative efforts.

Activity 1: Collaborate with HR and Employee Recognition to establish a “RAM of the Month” program.

Activity 2: Establish a “Can You Hear Us Now Bright Ideas Campaign” to improve work processes and procedures, quality of service, customer satisfaction, and efficiency.

GOAL 10-2: Support of Student Centeredness through Enhanced Campus Safety and Beautification

Objective: To coordinate with SGA and administrative units to address campus health and safety concerns.

Activity 1: Initiate a “RAMS Pick-It-Up Project” to help beautify WSSU’s campus.

Activity 2: Partner with administrative units to improve campus lighting.

Activity 3: Implement a safety buddy system students.

GOAL 10-3: Promote Fairness, Open Dialogue, and Effective use of Resources and Processes

Objective: To collaborate with HR on workplace needs and skills through a comprehensive assessment of staff job descriptions and classification.

Activity 1: Conduct departmental job fairs and job shadowing program for increased awareness of department functions.

Activity 2: Establish a job pool for employees to assist in other departments with temporary staffing shortages.

Closing Statement

The Winston-Salem State University Staff Senate serves an essential role in the overall organization. It provides a conduit for Staff to be actively engaged in the planning, development, and execution of campus strategic initiatives. The extent and impact of that engagement is dependent on each Staff member sharing the responsibility of letting his or her voice be heard and being productively involved. This 2016-18 Staff Senate Strategic Plan signifies a commitment from the entire WSSU Staff body to support the development of thriving graduates, and value student-centeredness, excellence, stewardship, integrity, social justice, and trust.

STAFF SENATE
Let your voice be heard.



www.wssu.edu/staffsenate