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Guiding Principles

for Delivering Student Life Services and Programs



1. Be Supportive of Students

Consistently interact with students in a helpful and friendly way.

2. Involve Students in Developing New Services and Programs

Seek meaningful student input and involvement in conceptualizing a new service or program in order to tailor it optimally to meet students' needs.

3. Emphasize Convenience

Use the internet and other forms of technology to make it convenient for students to sign up and access your program or service. Always be willing to explain the reasoning behind policies and procedures to students. Revise or discontinue policies and procedures that have become unreasonable obstacles to student involvement.

4. Advertise Effectively and Professionally

The quality of your promotions communicates the quality of your service or program. Discover the channels of communication that are the most effective to reach your audience, and use more than one channel to get your message out.

5. Examine Best Practices

Investigate best practices at other universities. Share this information and use it to improve your program or service.

6. Serve Diverse Audiences

Develop programs and services targeted to diverse audiences including underrepresented students, graduate students, commuter students, and other audiences.

7. Facilitate Active Learning

Create programs that provide students opportunities for active hands-on learning.

8. Encourage Faculty-Staff-Student Interaction

When appropriate, develop programs that create opportunities for students to interact with faculty, staff, and other educational role models.

9. Collaborate on Programs and Services

Form partnerships with campus departments, student organizations, alumni, and community groups to elevate the quality of your program and service and increase participation levels.

10. Generate Feedback

Track student utilization and attendance on a regular basis. As a consistent practice, ask students if they are satisfied with your program or service. Find out if it made a positive difference in their lives. Seek their recommendations for improvements.