



2024 STRATEGIC IMPACT REPORT

DIVISION OF STUDENT AFFAIRS

EXECUTIVE SUMMARY:

- The University of Houston aims to become a **Top 50 public university**, with the **Division of Student Affairs** playing a key role in shaping the student experience.
- This report highlights progress in **student success, well-being, and engagement** through **innovative programs, strategic partnerships, and data-driven initiatives**.
- The report outlines **key accomplishments, challenges, and strategic priorities** for the upcoming year.
- With the **support of university leadership, alumni, and community partners**, the Division of Student Affairs is dedicated to student success.
- Together, we are building a **transformative Student Experience** that prepares students for lifelong success.



MISSION

The Division of Student Affairs cultivates an environment that facilitates belonging, wellbeing, and student success through engagement, discovery, and learning.

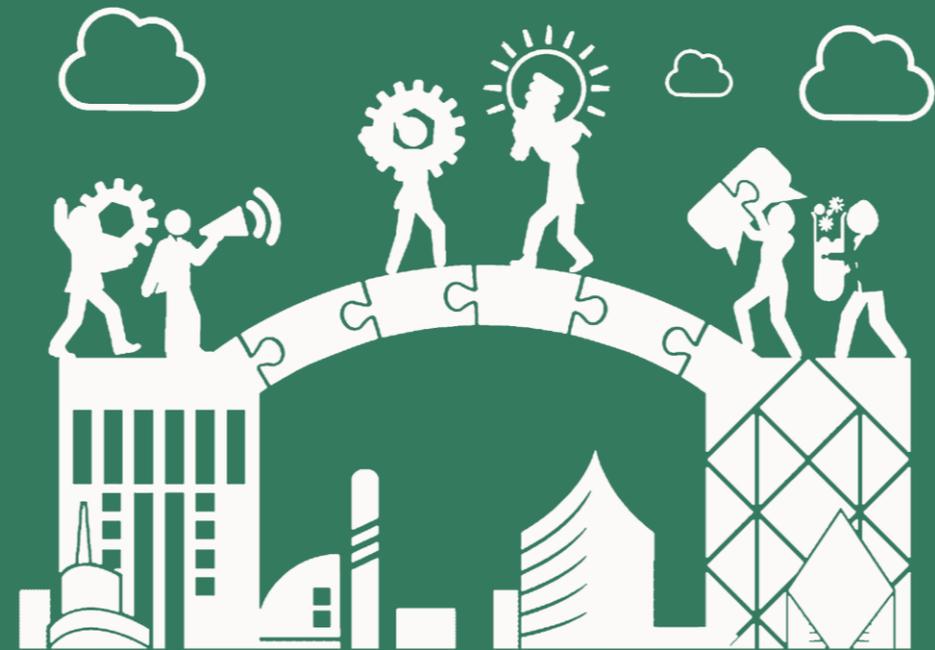
VISION

The Division of Student Affairs builds a transformative Cougar Experience of a Top 50 Public University.

VALUES

Care, Collaboration, Innovation, Empowerment, Integrity, and Community.

BUILDING BRIDGES





ALIGNING STRATEGIC PRIORITIES WITH UNIVERSITY OF HOUSTON

UNIVERSITY OF HOUSTON STRATEGIC PRIORITIES:

ENHANCING

Enhancing Retention and Graduation Rates

- Analysis of FTIC retention and strategies implemented.
- Graduation rates and their alignment with U.S. News and World Report Criteria.

PROMOTING

Promoting Social Mobility

- Support for Pell-eligible students.
- Programs and initiatives contributing to social mobility.

SUPPORT

Increasing Alumni Support

- Alumni participation in giving campaigns and engagement programs.
- Impact of alumni contribution on DSA initiatives.

FUNDING

Building Competitive Funding

- Progress in securing grants and donations.
- Financial strategies to sustain and expand DSA programs.

ENGAGEMENT

Engagement and Belonging Initiatives

- Programs fostering student connection and inclusions.
- Events and activities increasing campus community engagement.

THE DATA



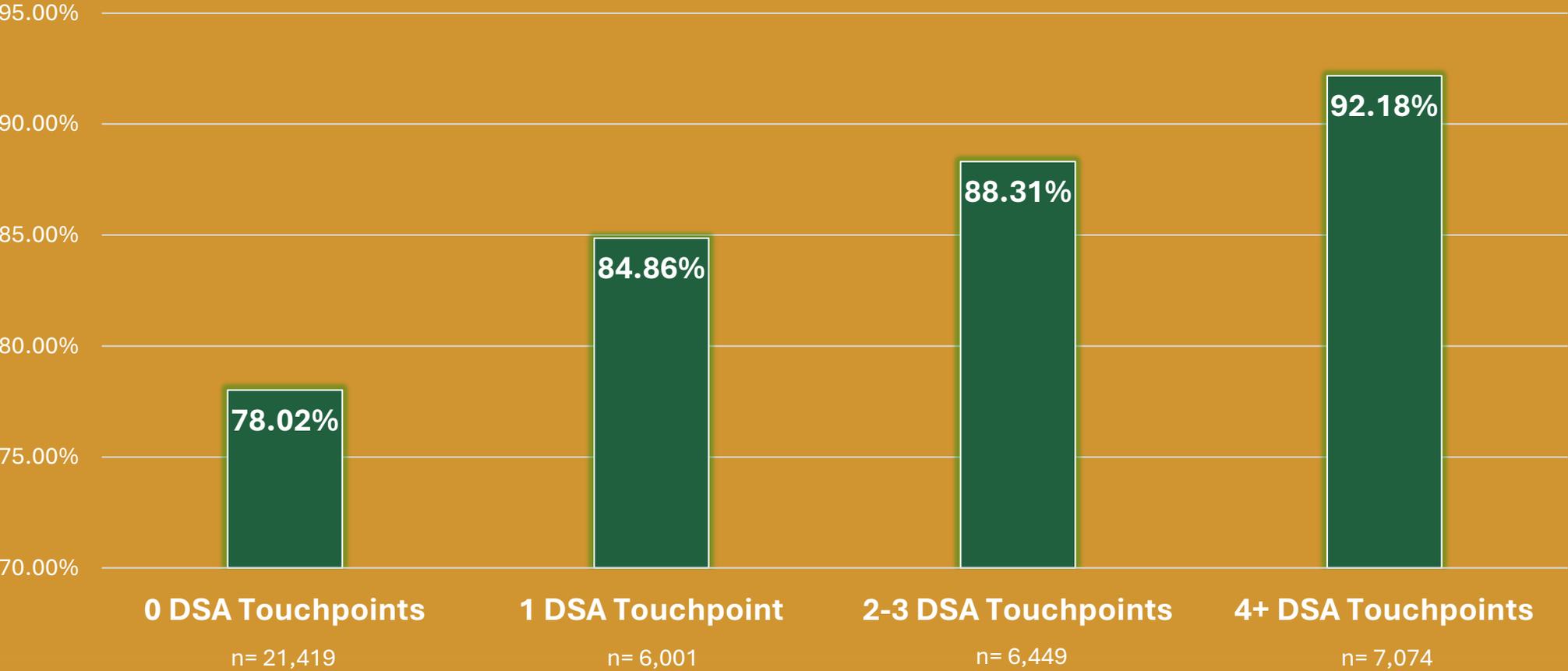
Division of Student Affairs
UNIVERSITY OF HOUSTON

**ENGAGEMENT HELPS IMPROVE
RETENTION RATES**

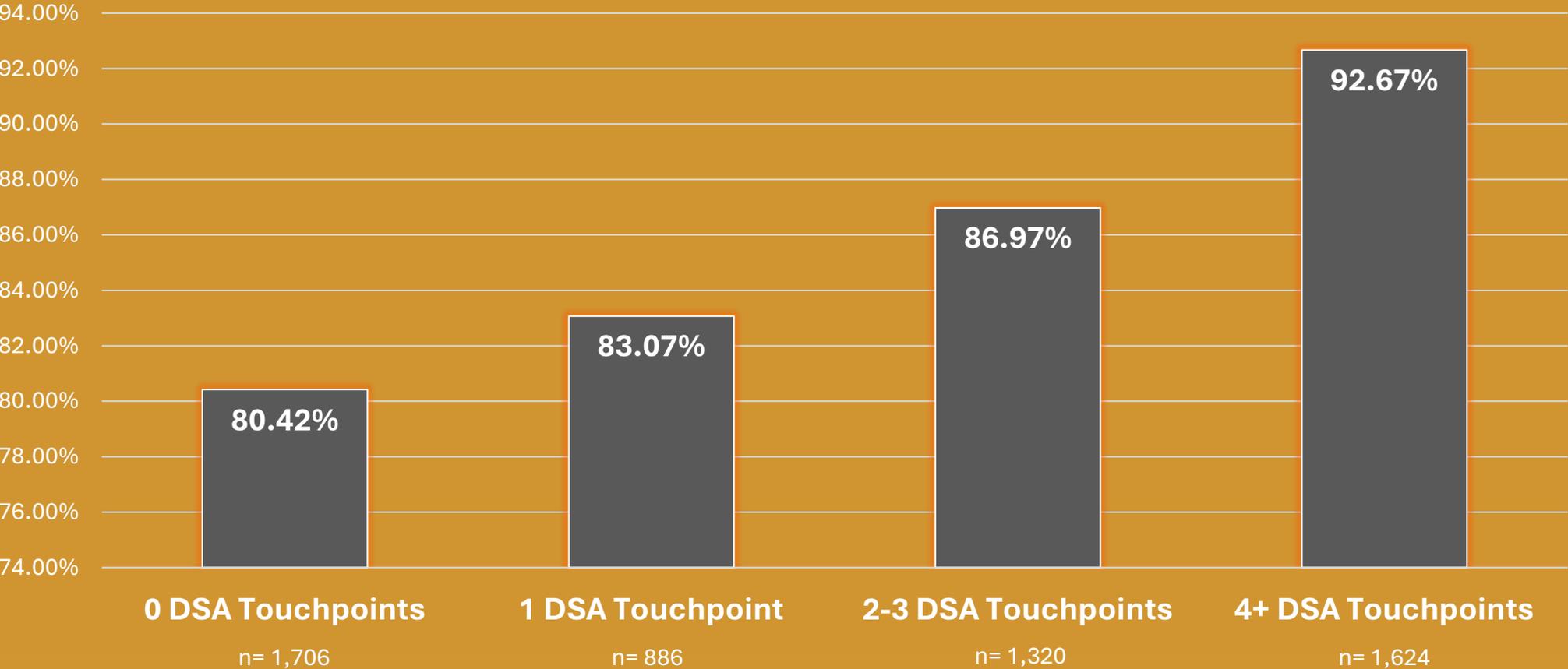
INVOLVED STUDENTS DO BETTER:

	TOTAL UNDER-GRADUATES	AVERAGE GPA	AVERGAE UNITS PASSED	RETENTION RATE	SENSE OF BELONGING	FTIC TOTAL	FTIC RETENTION	FTIC PELL TOTAL	FTIC PELL ELIGIBLE RETENTION
1+ DSA ENCOUNTER(S)	19,524	3.166	24.42	88.73%	3.894	3,830	88.49%	1,702	86.31%
0 DSA ENCOUNTERS	21,419	3.063	19.55	78.02%	3.741	1,706	80.42%	867	79.24%

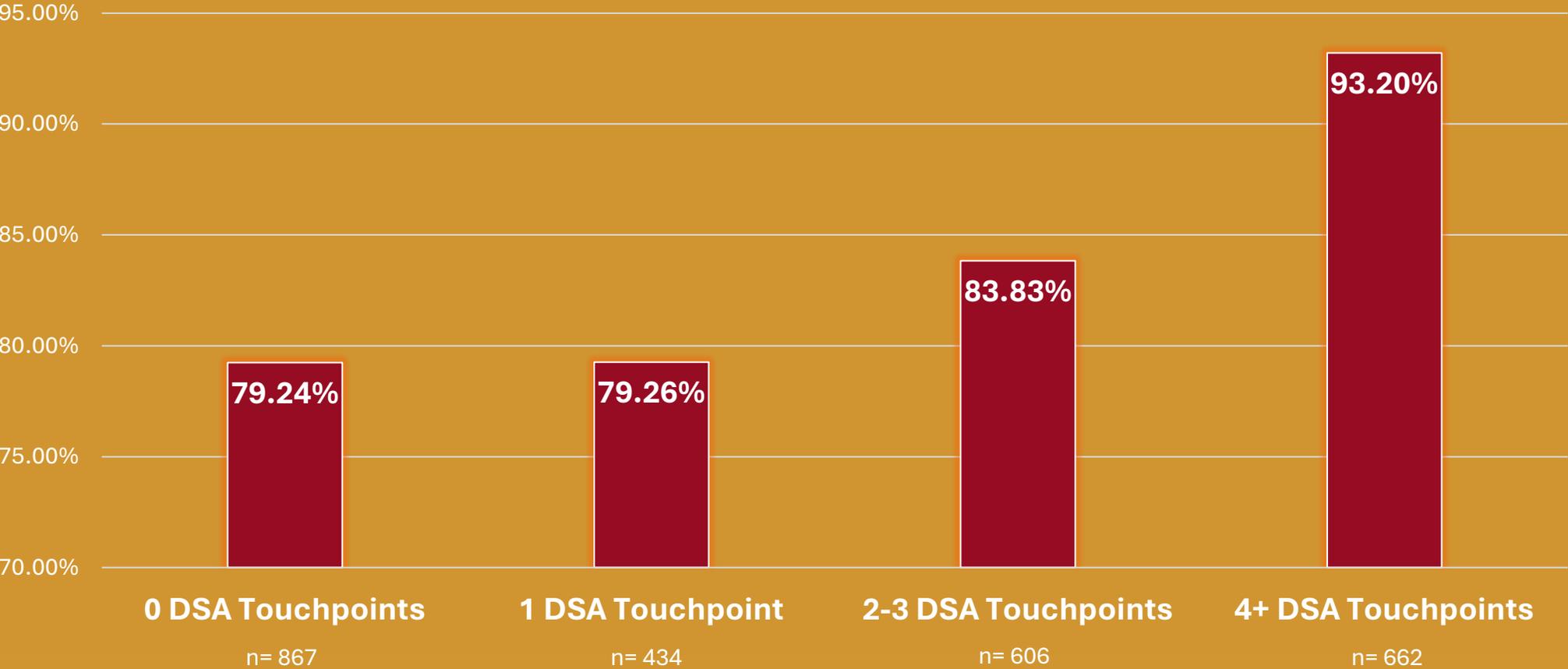
UNDERGRADUATE RETENTION RATES BY STUDENT AFFAIRS TOUCHPOINTS:



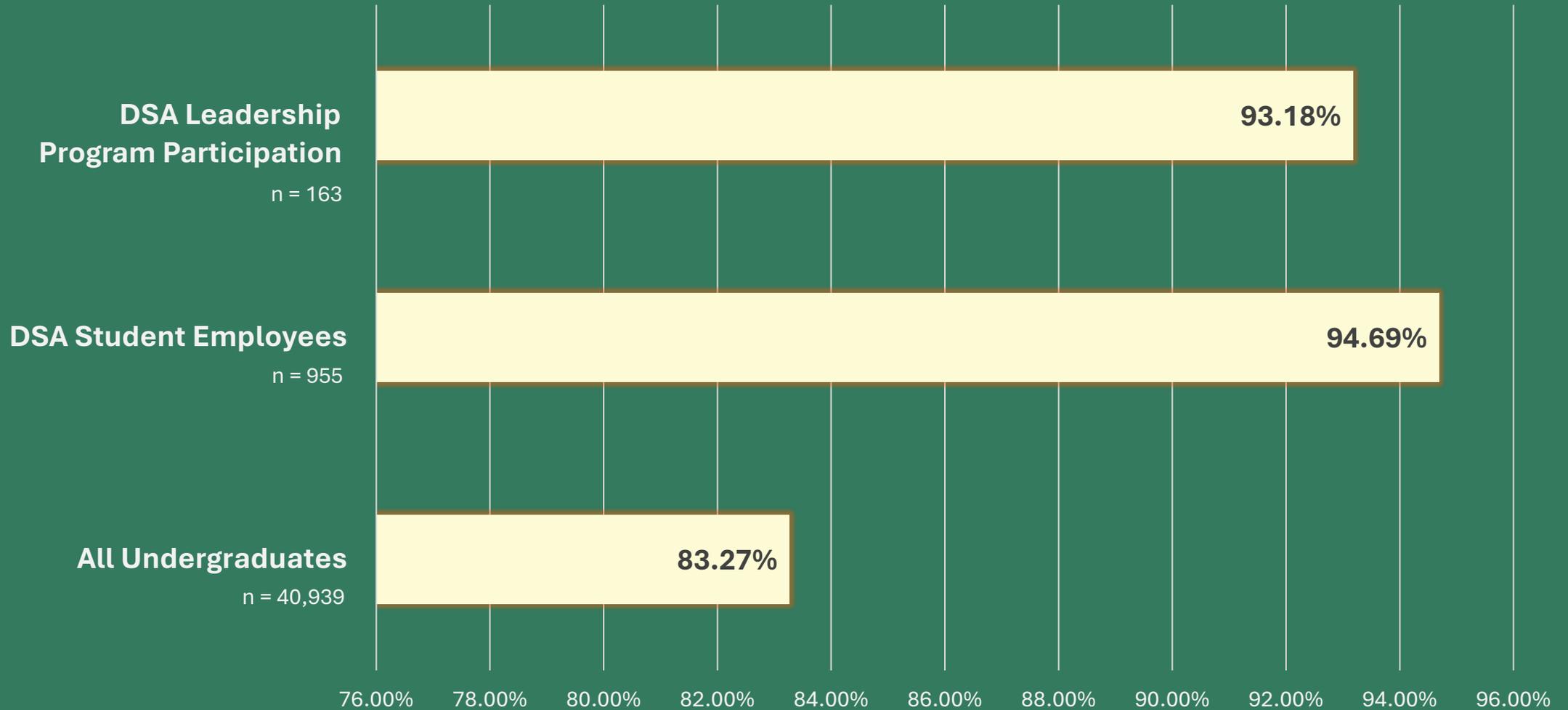
FTIC RETENTION RATES BY STUDENT AFFAIRS TOUCHPOINTS:



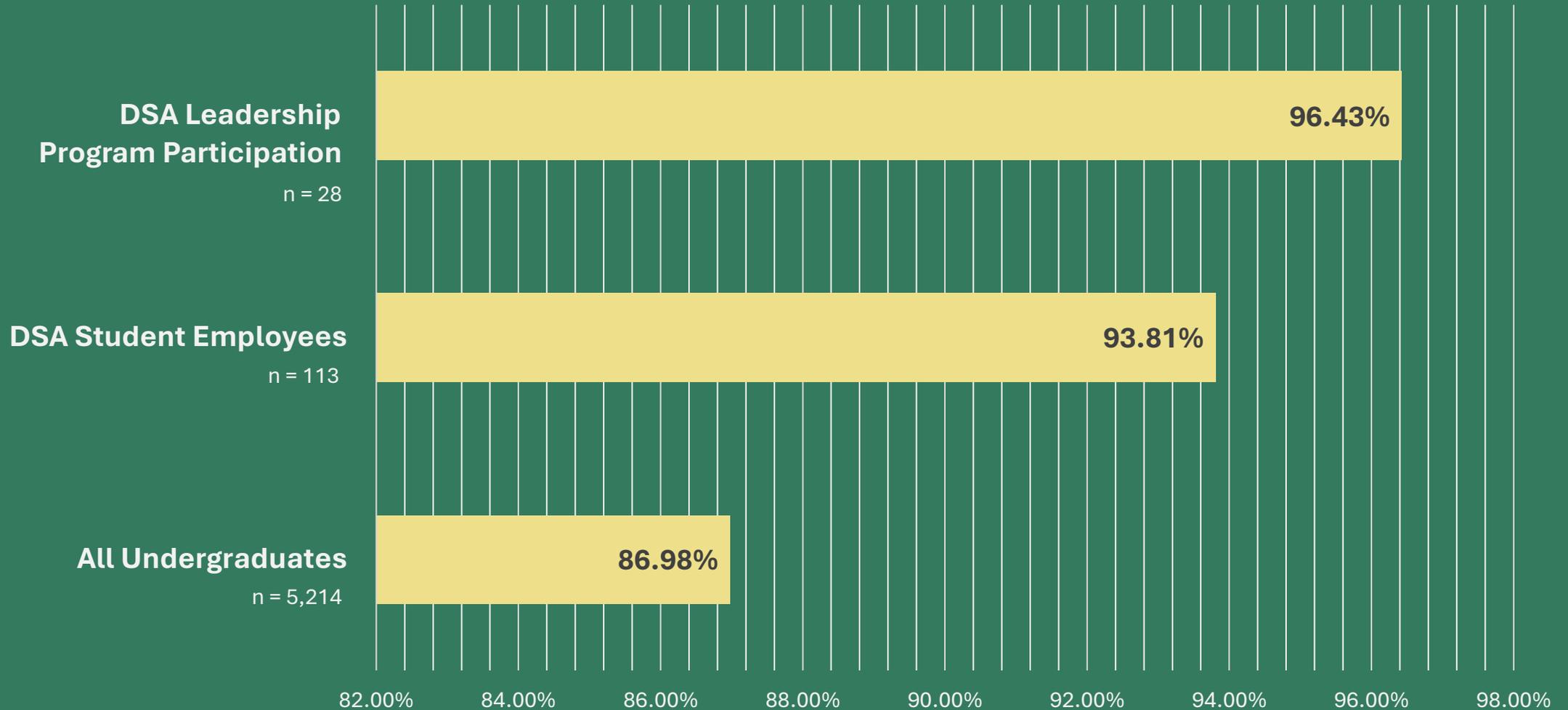
FTIC PELL ELIGIBLE RETENTION RATES BY STUDENT AFFAIRS TOUCHPOINTS:



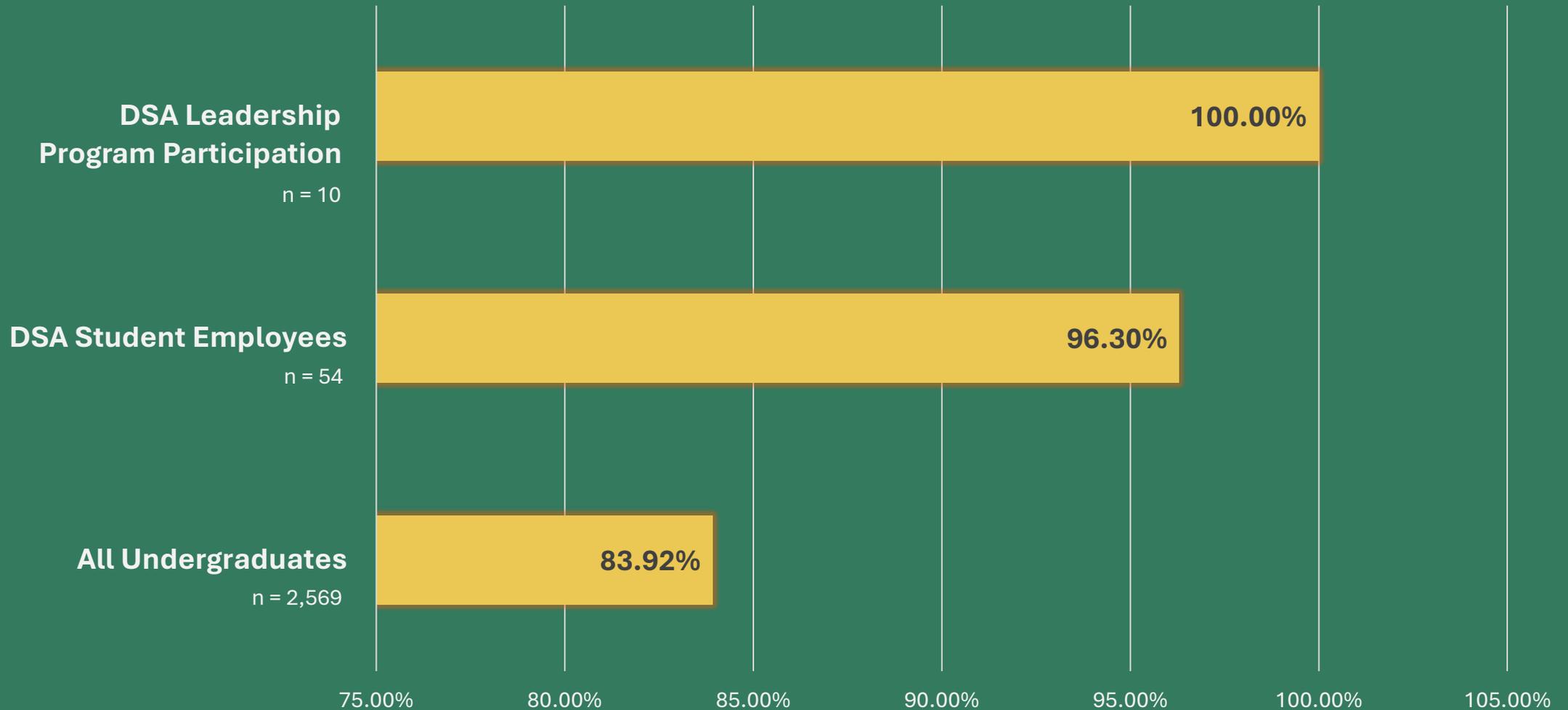
RETENTION RATES – ALL UNDERGRADUATES:



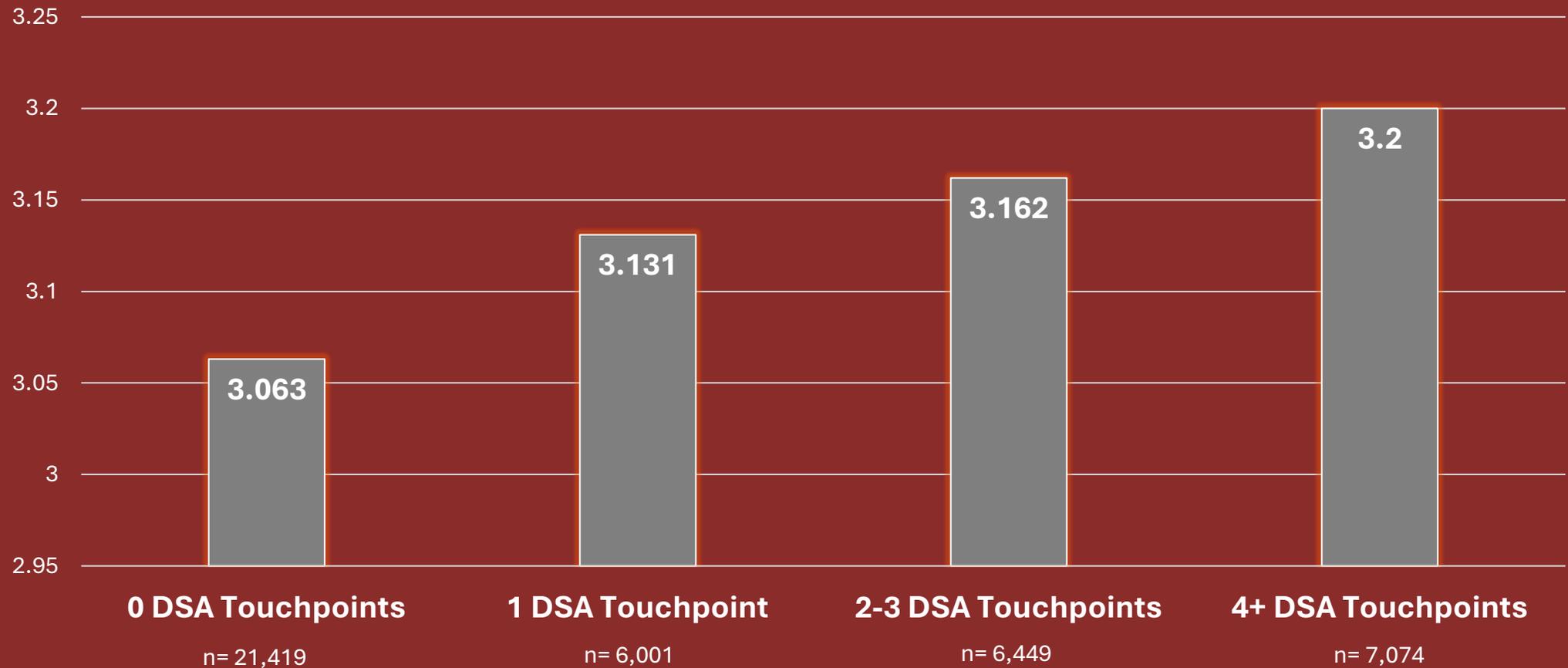
RETENTION RATES – FTIC STUDENTS:



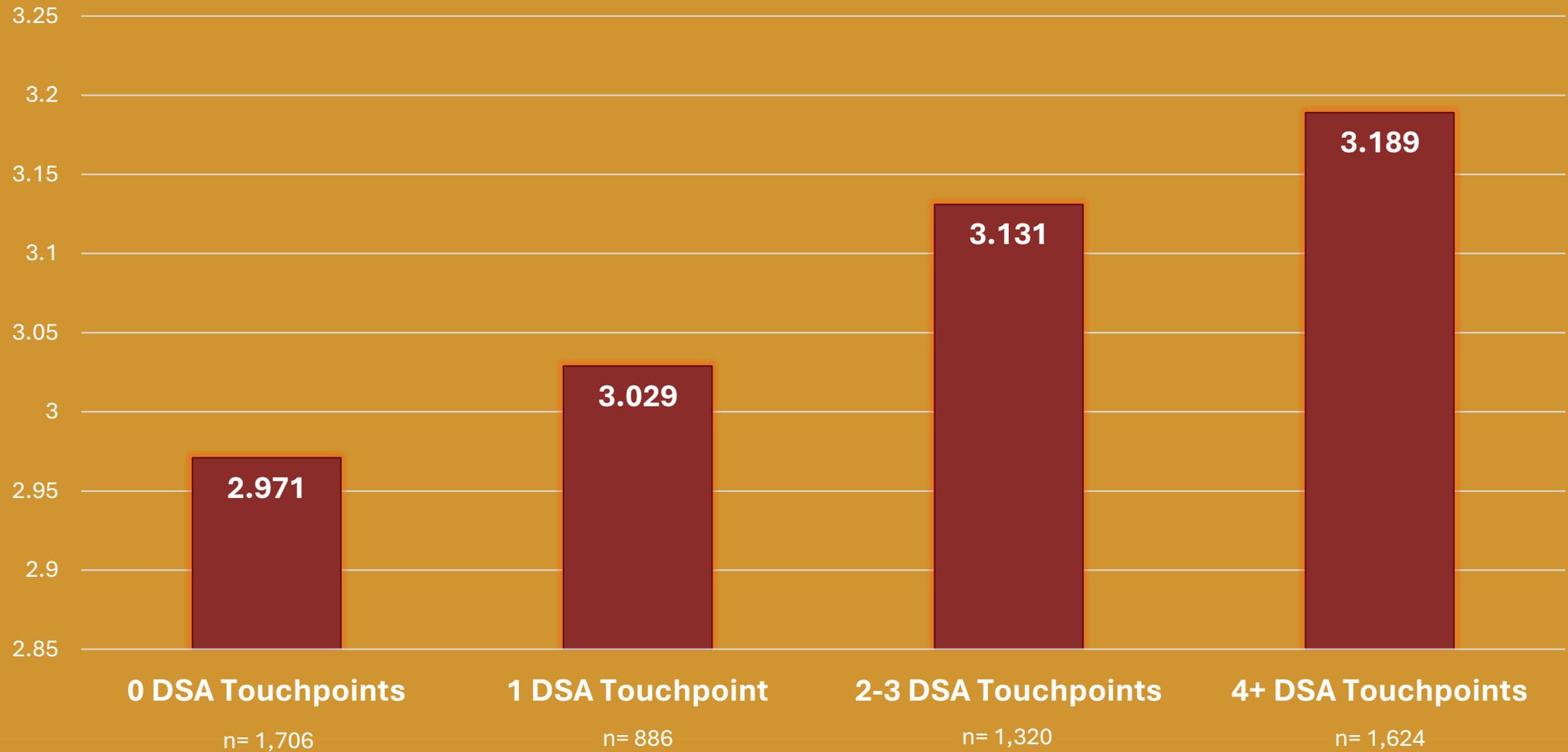
RETENTION RATES – PELL ELIGIBLE FTIC STUDENTS:



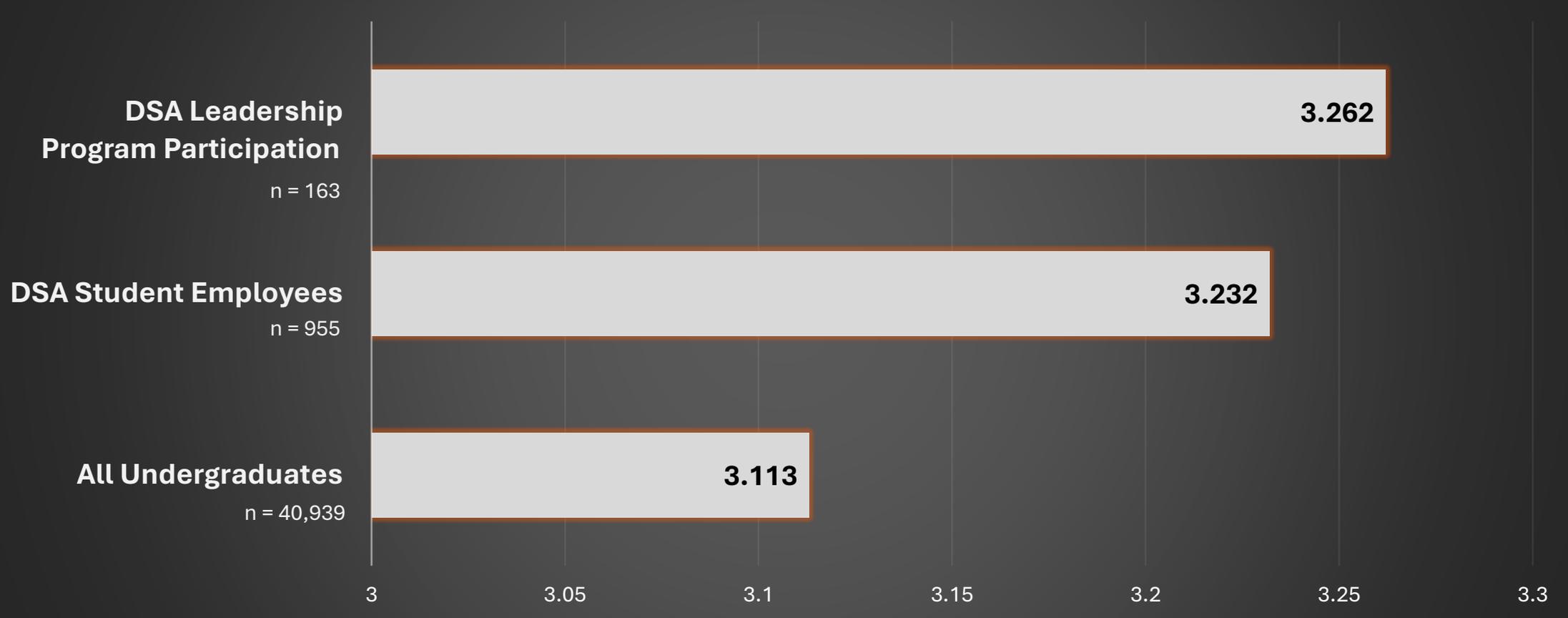
ALL UNDERGRADUATES - AVERAGE GPA BY STUDENT AFFAIRS TOUCHPOINTS:



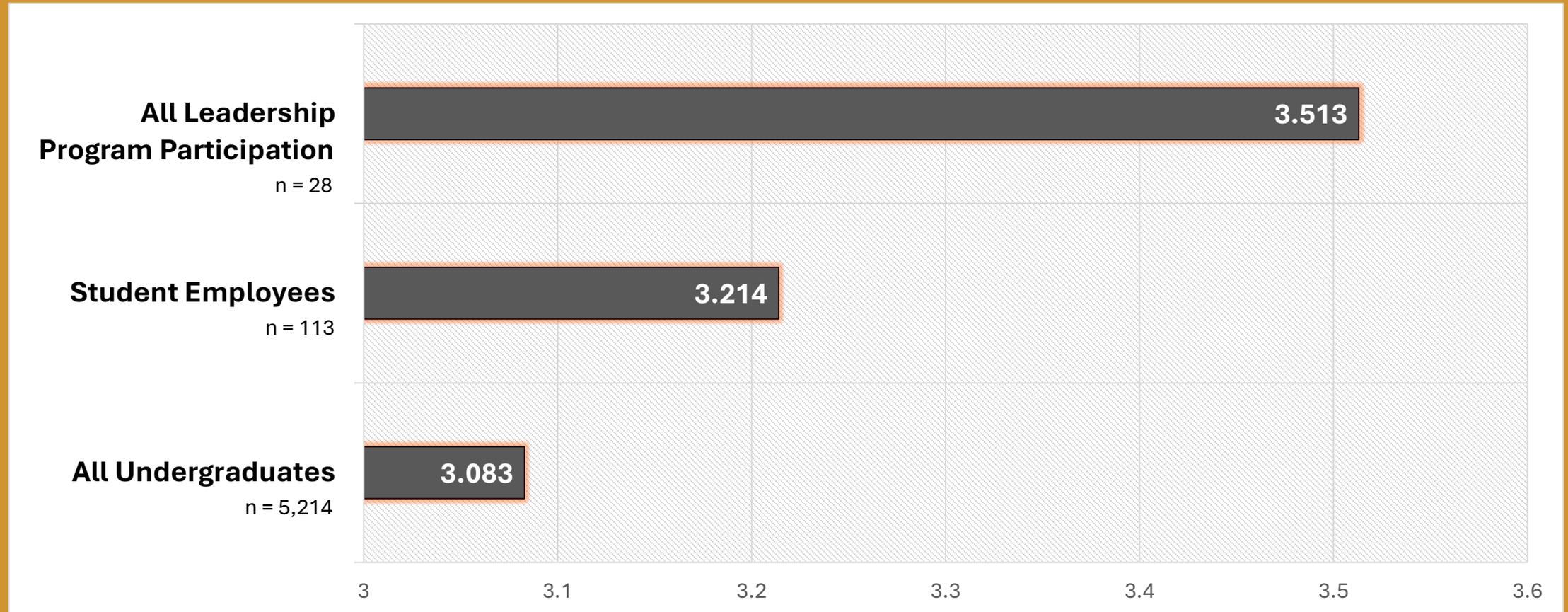
FTIC - AVERAGE GPA BY STUDENT AFFAIRS TOUCHPOINTS:



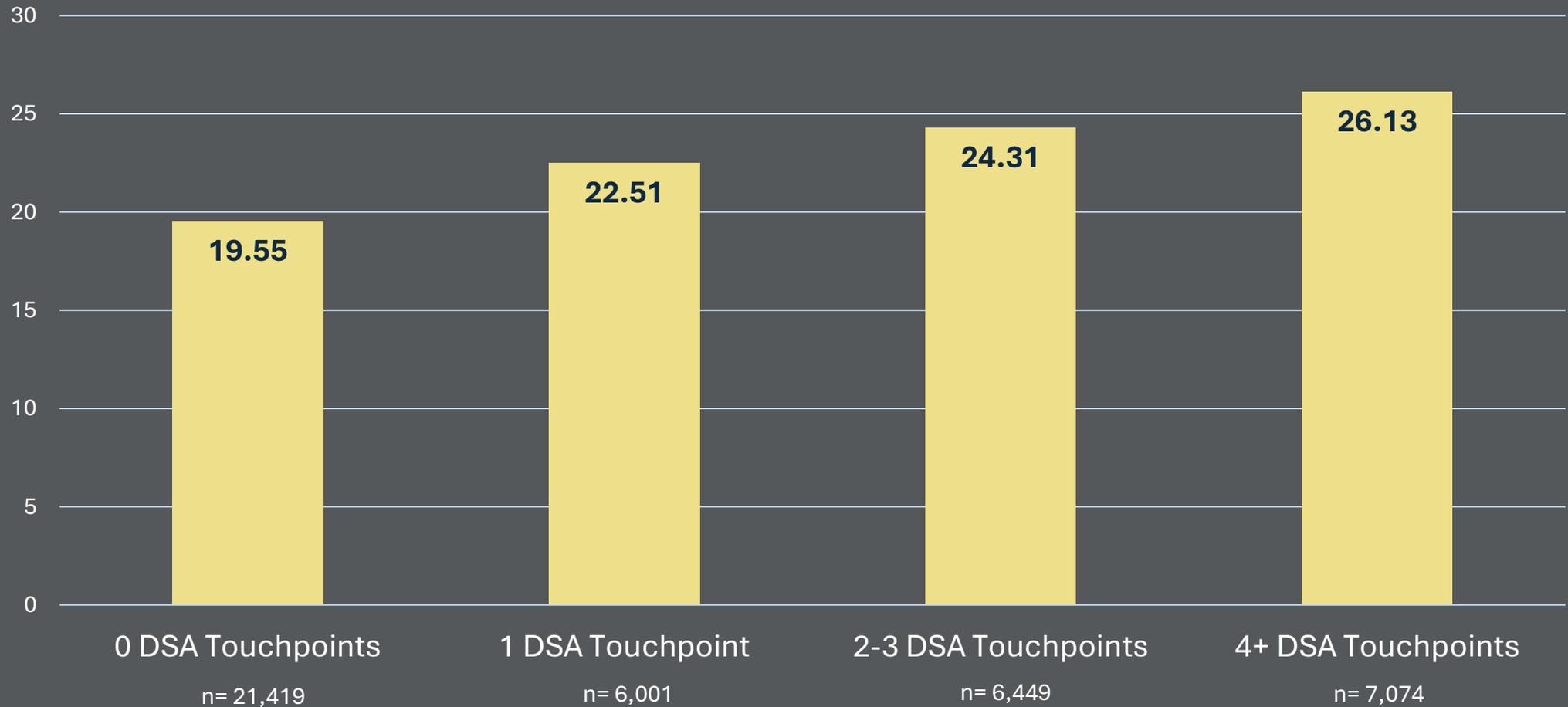
ALL UNDERGRADUATES - AVERAGE GPA :



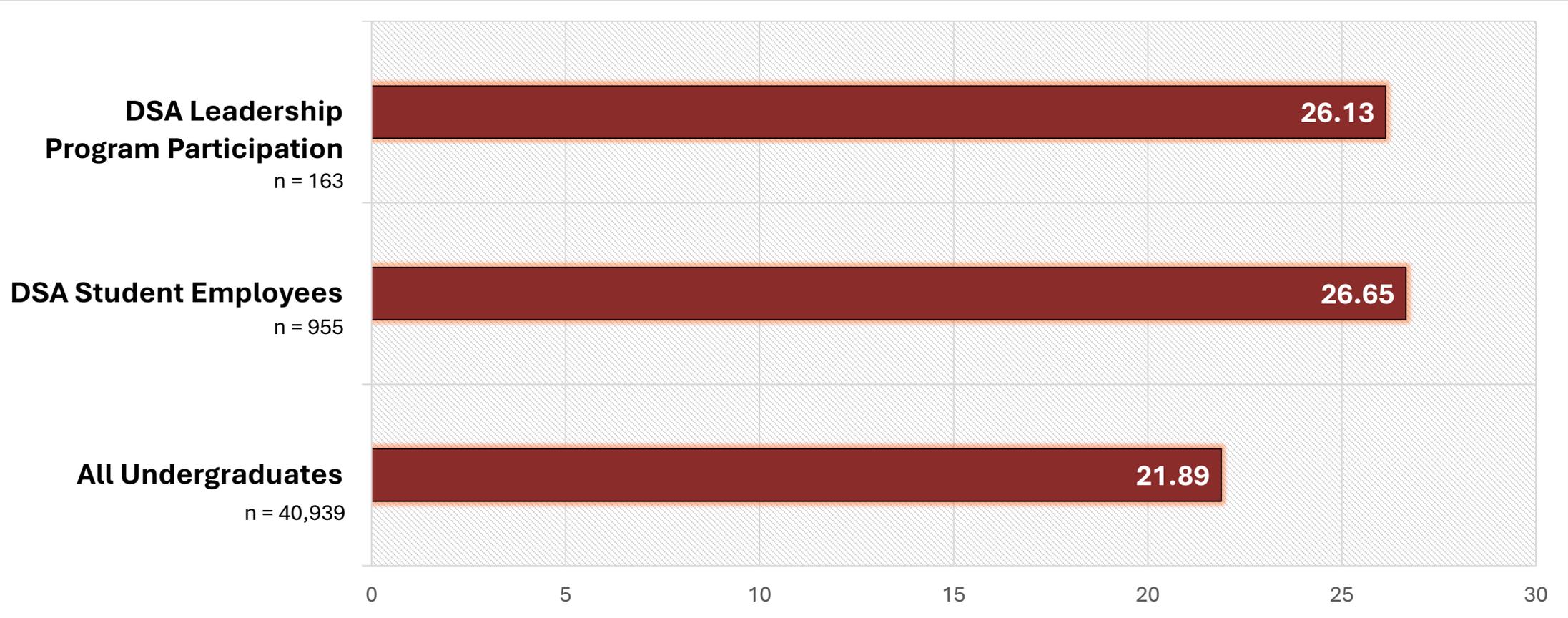
FTIC - AVERAGE GPA :



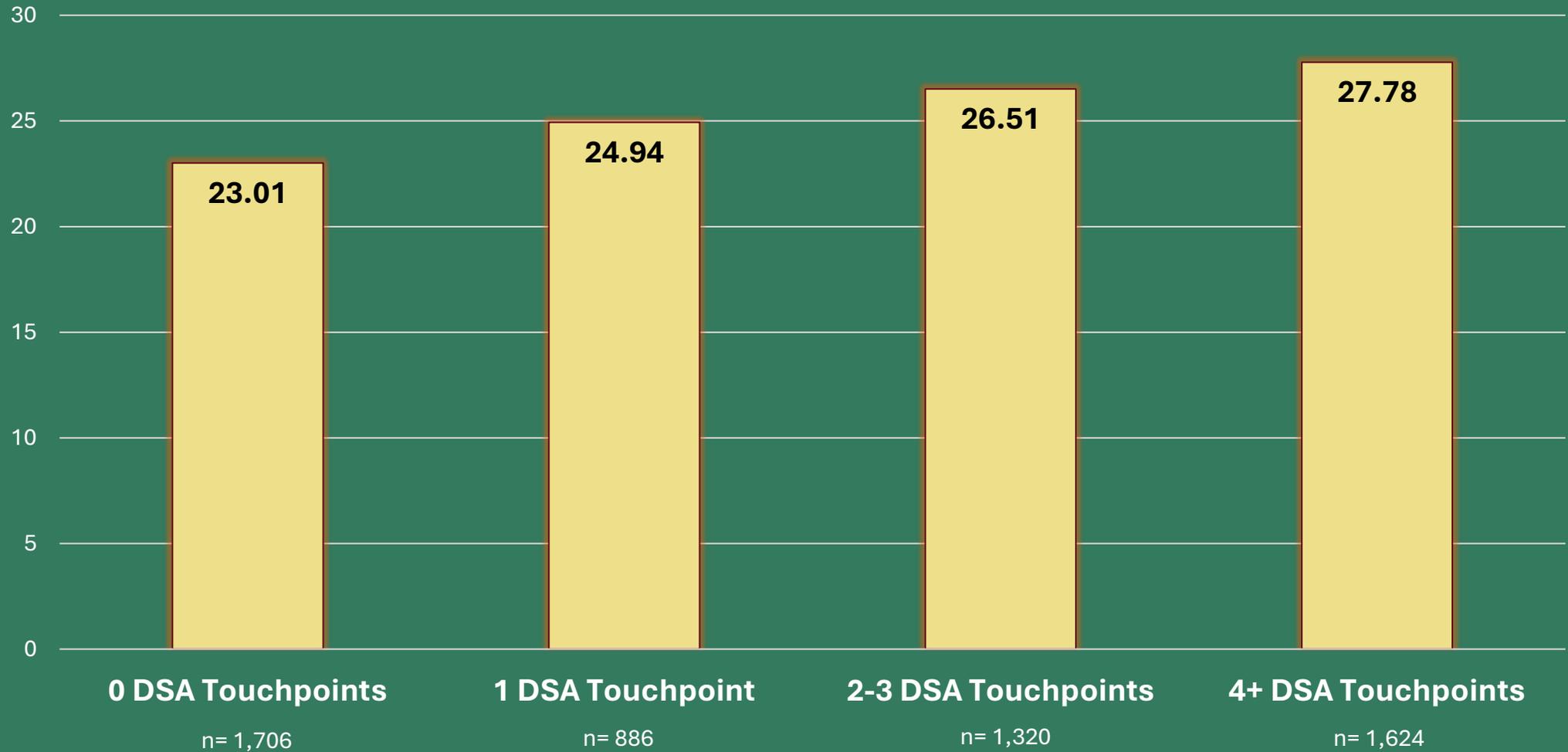
ALL UNDERGRADUATES - AVERAGE CREDITS COMPLETED BY STUDENT AFFAIRS TOUCHPOINTS:



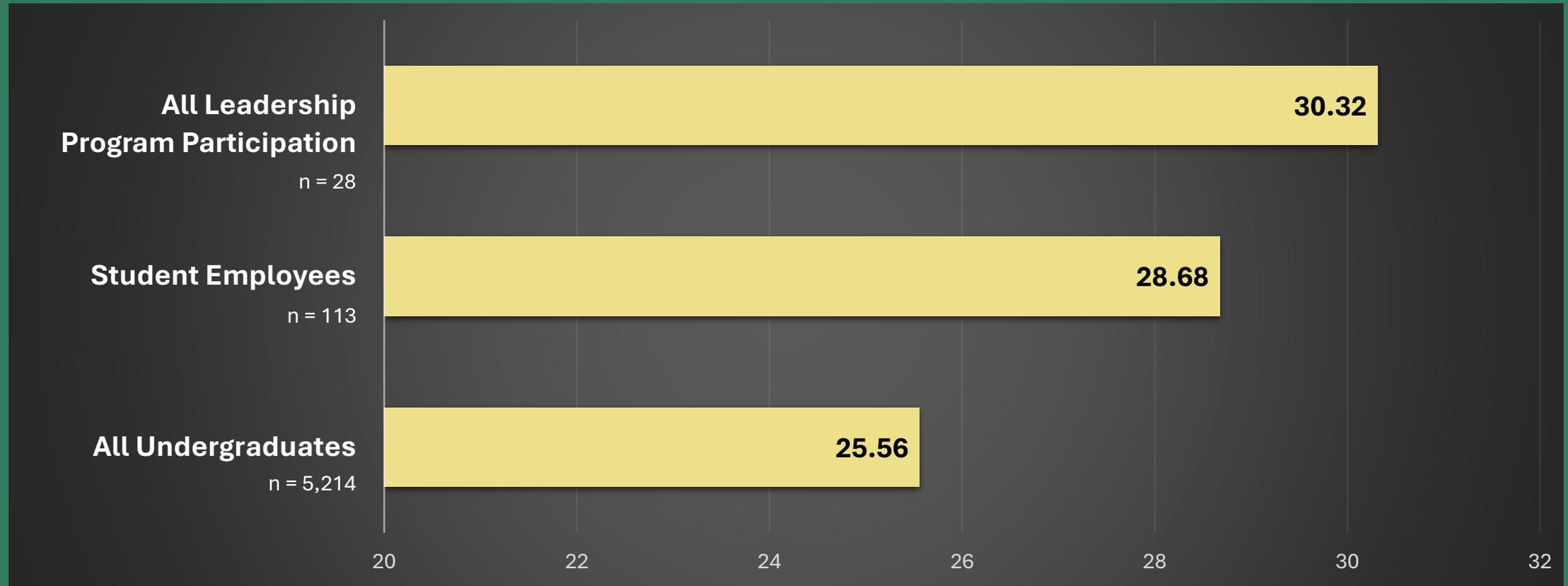
ALL UNDERGRADUATES - AVERAGE CREDITS COMPLETED:



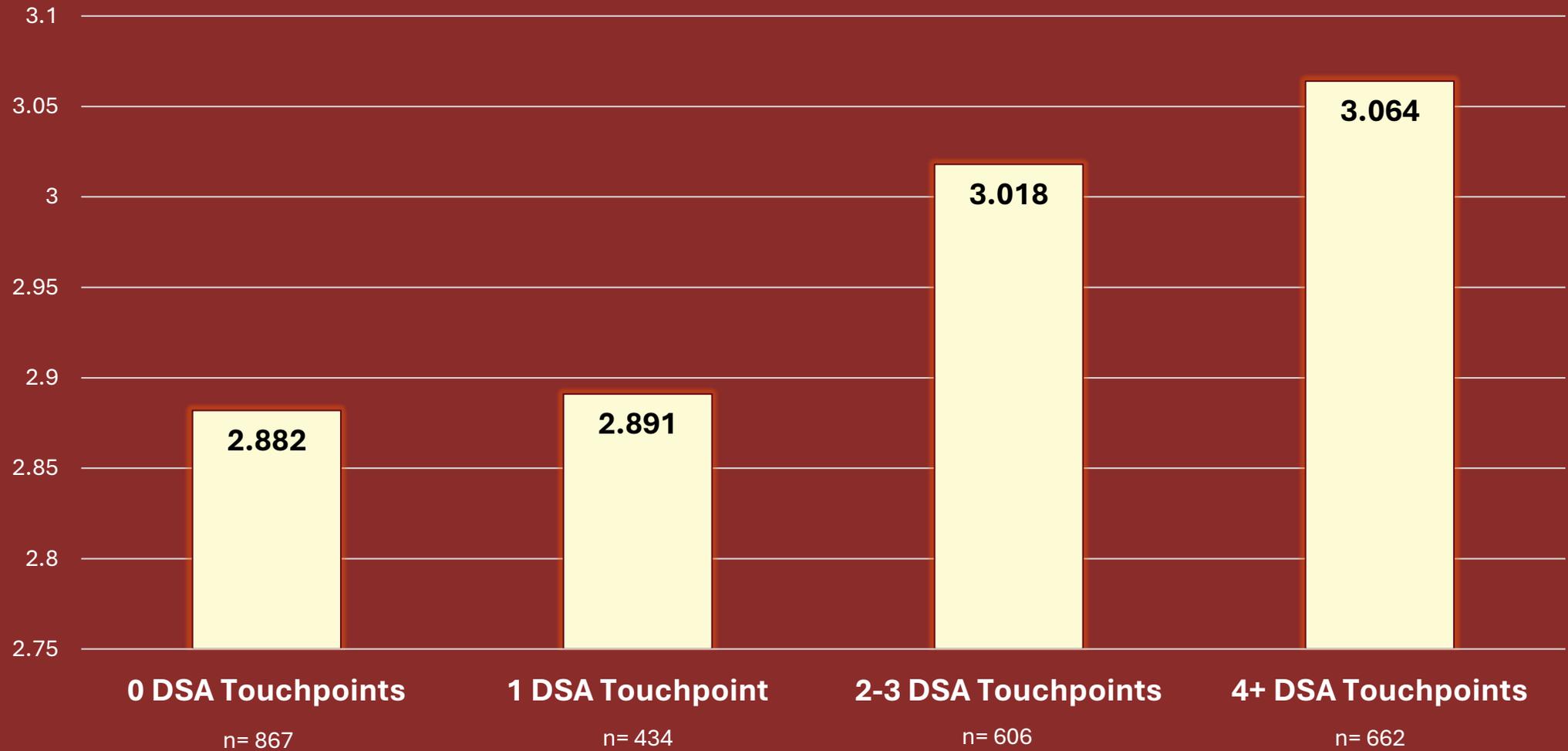
FTIC - AVERAGE CREDITS COMPLETED BY STUDENT AFFAIRS TOUCHPOINTS:



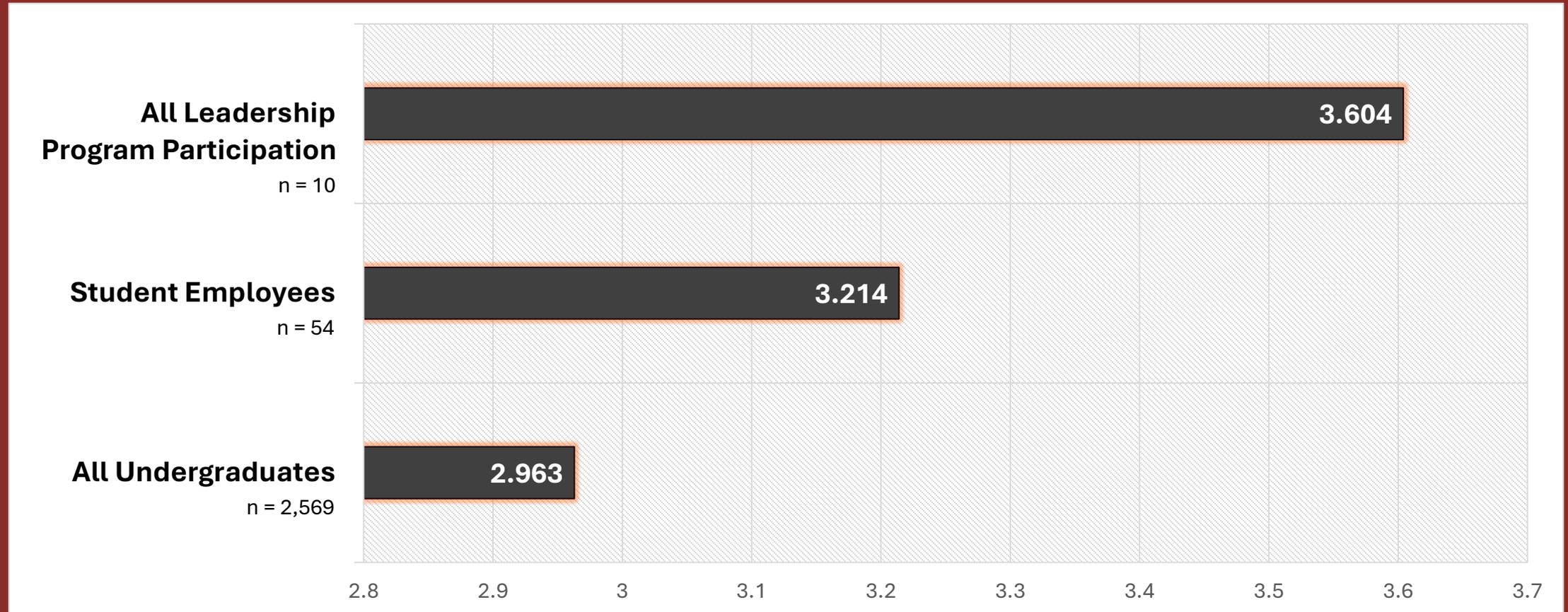
FTIC - AVERAGE CREDITS COMPLETED:



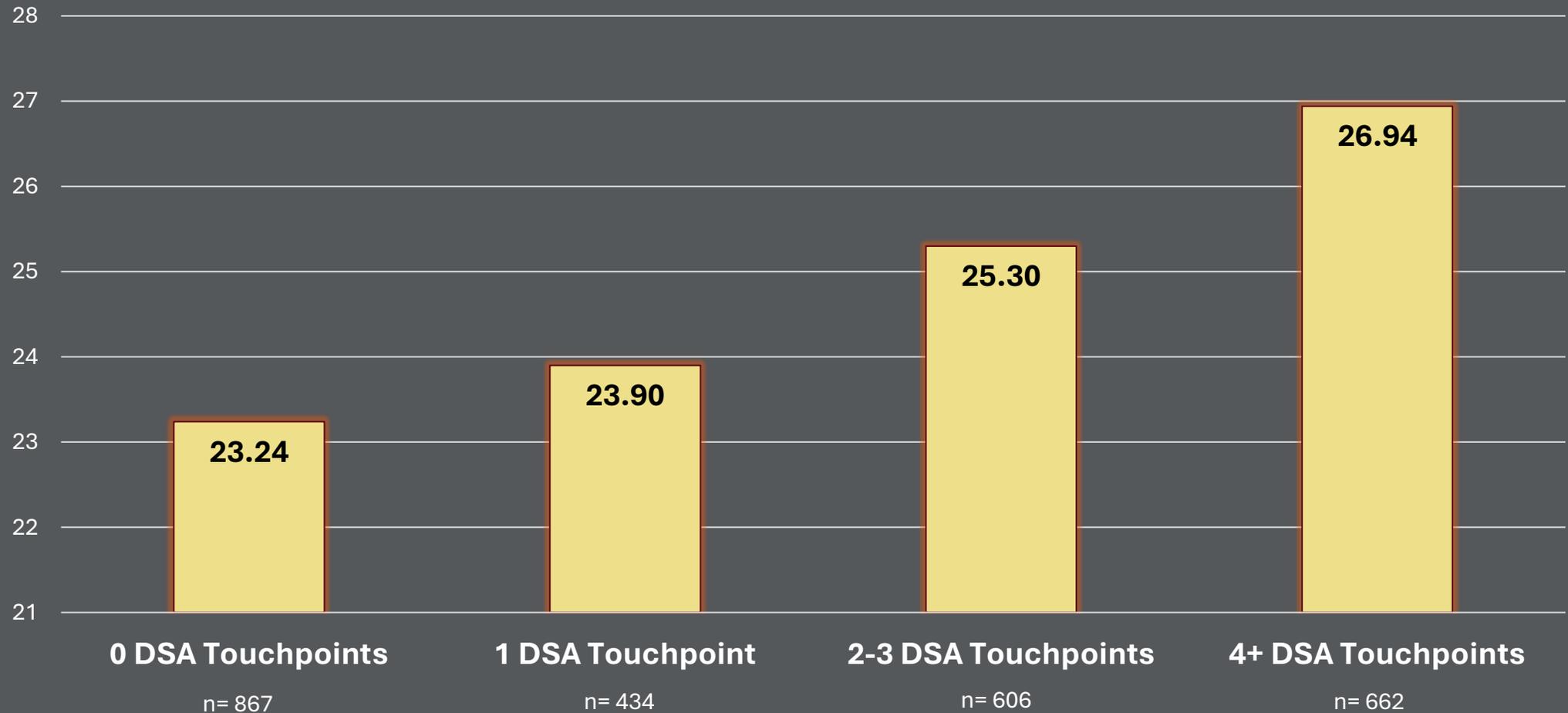
FTIC PELL - AVERAGE GPA BY STUDENT AFFAIRS TOUCHPOINTS:



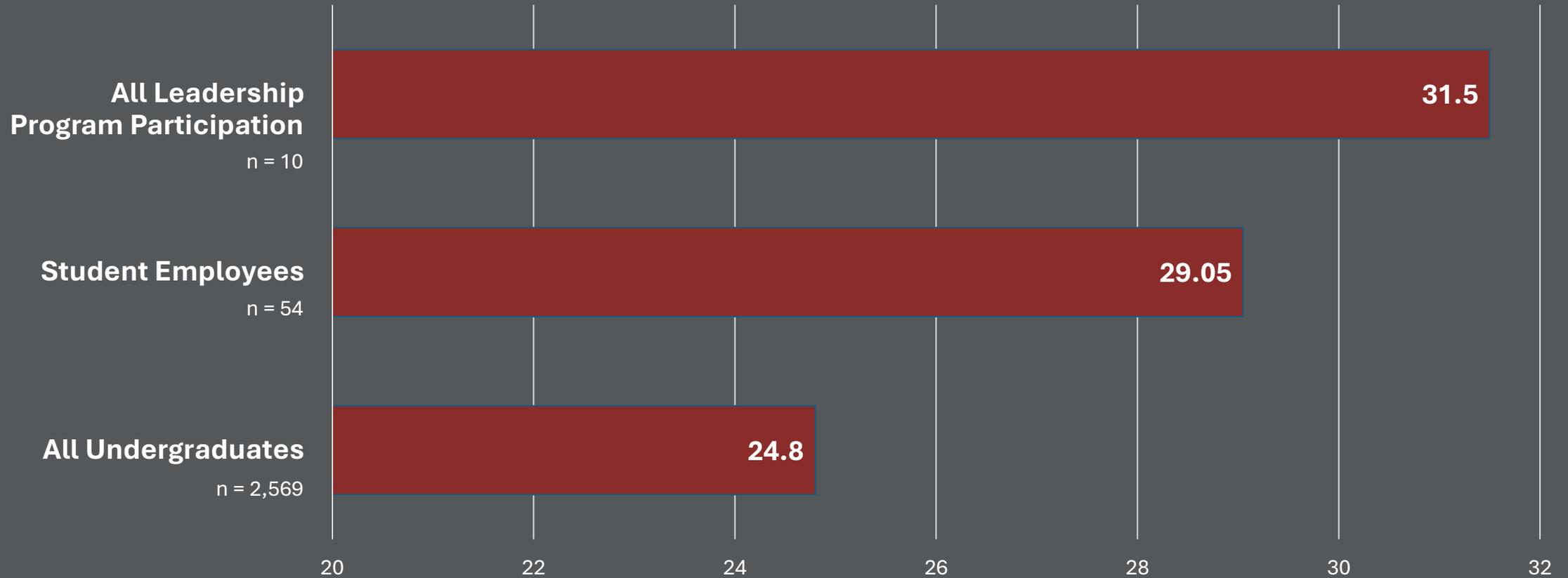
FTIC PELL- AVERAGE GPA :



FTIC PELL - AVERAGE CREDITS COMPLETED BY STUDENT AFFAIRS TOUCHPOINTS:



FTIC PELL - AVERAGE CREDITS COMPLETED:





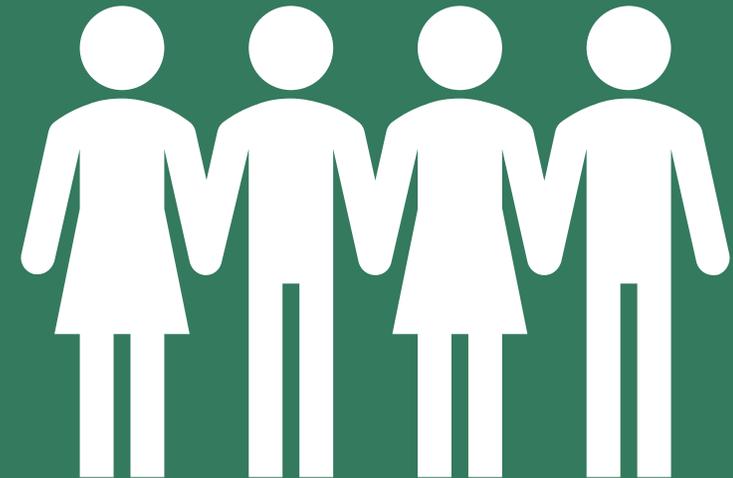
EZEKIEL W. CULLEN
BUILDING



EMPOWERING STUDENTS THROUGH CAREER DEVELOPMENT

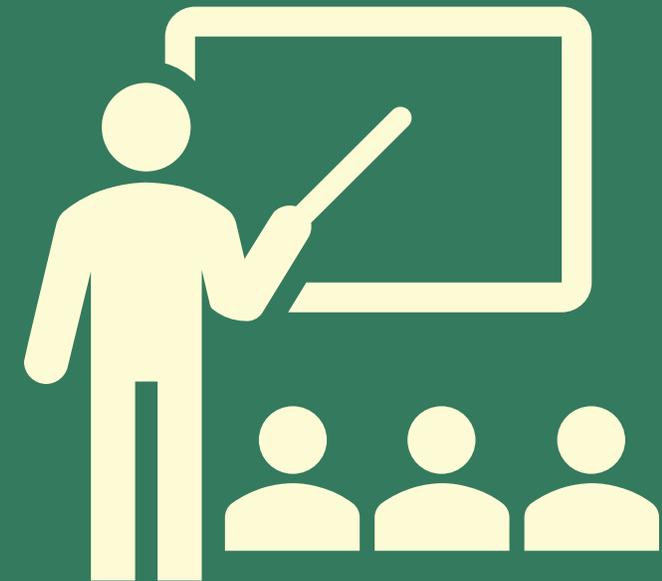
DSA STUDENT EMPLOYEE SUCCESS:

- 955 Undergraduate Student Employees
- 3.232 average GPA
- 26.65 average credits completed
- 94.69% overall retention rate
- 94% FTIC retention rate
- 96% FTIC Pell Eligible retention rate



DSA STUDENT EMPLOYEE COMPETENCIES:

Competency	Average Score
Critical Thinking & Problem Solving	2.4
Communication (verbal and written)	2.7
Teamwork & Collaboration	3.1
Professionalism & Ethical Behavior	2.4
Emotional Intelligence & Conflict Resolution	3.4
Digital Technology	3.4
TOTAL NUMBER OF STUDENTS	215 Pilots





FUNDRAISING

DSA ADVANCEMENT: STRATEGIC FINANCIAL GROWTH

RAISED **\$953,618.63**

- Progress in securing grants and donations.
- Financial strategies to sustain and expand DSA programs.

DSA ADVANCEMENT: STRATEGIC FINANCIAL GROWTH

\$3,924,911

- Worth of goods or services provided to students to lower economic barriers.

Key Areas of Student Support and Empowerment

**Children's Learning
Centers – Tuition
Assistance**

**The Cougar
Cupboard**

**fCenter for Student
Empowerment**

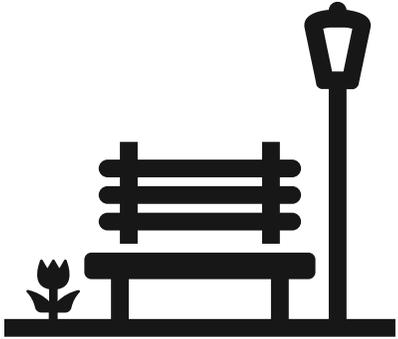
**The Cougar
Experience
Scholarship**

Among Many Others



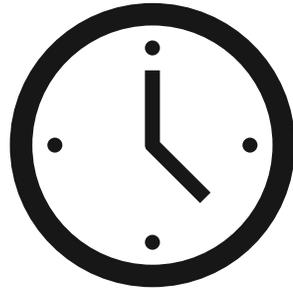
ENGAGING WITH OUR COMMUNITY

**STUDENT VOLUNTEERS
THIRD WARD**



801

**STUDENT VOLUNTEER
HOURS THIRD WARD**



1,737

**FACULTY / STAFF
VOLUNTEERS**



1,277

**FACULTY / STAFF
VOLUNTEER HOURS**



4,430



LOOKING FORWARD

CHALLENGES AND OPPORTUNITIES:

A. Key Challenge

- Continual improvement.
- Increasing retention and engagement.
- Addressing economic disparities.

B. Opportunities for Growth

- Leveraging new funding opportunities.
- Strengthening partnerships with alumni and the community.

COUGAR
RED
FRIDAYS



#CougarPride

THANK YOU



Division of Student Affairs
UNIVERSITY OF HOUSTON