

## CASE STUDY **Millersville University**



Millersville University is a 4-year, public university that serves over 7,000 undergraduate and graduate students annually. Located in Lancaster, Pennsylvania, Millersville is a large regional institution that boasts a small private college feel. Millersville believes that a full education occurs both in and outside the classroom, so it not only connects students to faculty to model leadership but also places high value on exploration, professionalism, public mission, inclusion, Integrity and compassion (EPPIC).

"University Housing has measurable goals to achieve as part of our university-wide strategic plan. We use assessment data to focus our practices on key priorities that contribute to the academic and personal success of our students."

*Dr. Scott M. Helfrich, Director of University Housing & Conference Services*

### GOALS

Millersville University adopted a five-year strategic plan in the summer of 2020 that focuses on delivering a high-quality education while inspiring and building leaders to enact meaningful change. University Housing plays a vital role in the broader efforts of the institution to accomplish the goals set in this plan. In particular, they help connect students to the campus community and provide quality learning experiences outside of the classroom.

### SOLUTION

To accomplish their institutional and departmental goals, Millersville's University Housing department uses the ACUHO-I/ Benchworks Resident Assessment to:

- ◆ Set data-informed and housing-specific goals in the institution's new strategic plan
- ◆ Inform improvements to their residential education program
- ◆ Communicate the value of on-campus housing to external stakeholders



## KEY INITIATIVES & INSIGHTS

### STRATEGIC GOAL SETTING

University Housing uses longitudinal results from the Resident Assessment to inform the goals they set as part of the institution's new strategic plan. By tying institutional goals directly to assessment results, they have a clear mechanism for monitoring progress towards the duration of the strategic plan.

### INTENTIONAL CONVERSATIONS

University Housing has implemented a new residential engagement model that emphasizes guided, one-on-one conversations with residents. In these conversations, student staff can be advocates, resources, and guides for residents as well as key support on their academic journey. These conversations help residents to feel more connected to the campus community.

### STUDENT STAFF TRAINING

As part of implementing their new engagement model, the department modified student staff training. This allows University Housing to not only incorporate the institution's core values but also provide the knowledge, skills, and resources student staff need to have effective, impactful one-on-one conversations with residents.

### LIVING-LEARNING COMMUNITIES

University Housing has been more intentional about developing and fostering living-learning communities (LLCs) in recent years. The department has increased funding, created a council where faculty and staff across LLCs can collaborate and share ideas, and started new LLCs aimed at different populations to help them connect to the community.

### SHOWING IMPACT

With data points directly connected to the institution's strategic plan, University Housing staff regularly use data from the Resident Assessment to set and monitor long-term goals. The department shares reports key metrics quarterly to highlight how the department's efforts contribute to student learning, success, and retention.

### SHARING RESULTS

University Housing staff are intentional about sharing insights from the Resident Assessment broadly. For instance, they share key data insights at open house and new student events to highlight the role of the department in contributing to outside-the-classroom learning. Additionally, insights are shared with both faculty and administrative colleagues to inform continuous improvement efforts.

