

ENROLLMENT AND STUDENT SERVICES – 2023-24 ANNUAL REPORT GUIDANCE

Note: As you draft your 2023-24 annual report, it will be helpful to have a copy of your 2022-23 annual report to reference, as some report components from 2022-23 which have not been changed in the past year can simply be copied without updates for your 2023-24 report (as described below). Components which should be updated each year are indicated with an asterisk below.

Start with the appropriate report template (department or unit, which are located on both the [ESS Reporting Page](#) and the [ESS Directors Teams Site](#)).

Overview

- **Mission:** The mission statement for your department or unit (from your Strategic Plan).
 - If you have not changed your mission statement since last year's report, this component can be copied without updates (otherwise, update to reflect any changes). If you did not complete a report last year, copy/paste this component from your Strategic Plan.
- **Annual Reflections*:** A brief (2-4 paragraphs or 4-8 bullet points), high-level summary addressing accomplishments, challenges, circumstances, trends, etc. for your department or unit for the reporting year.
 - *This component should be updated each year.

Performance

- **Goals/Goal Assessment Measures & Targets:** The goals and corresponding assessment measures and targets for your department or unit (from your Strategic Plan or Assessment Plan).
 - If you have not changed these components since last year's report, these components can be copied without updates (otherwise, update to reflect any changes). If you did not complete a report last year, copy/paste these components from your Strategic Plan or Assessment Plan.
- **Annual Assessment Outcomes*:** The annual outcomes for each assessment measure for the reporting year.
 - *This component should be updated each year.

Development

- **Strategic Priorities*:** Strategic Priorities are additional actions or initiatives (beyond ongoing/long-term goals and strategies) identified through assessment or research as necessary to support the dept/unit mission in the coming year.
 - *This component should be updated each year, although ongoing strategic priorities may carry over from the reporting year into the coming year.
 - Supporting evidence for strategic priorities can be action items (from the CAS self-study process), assessment results (from continuous assessment measures), or other supporting evidence from alternative data sources.
 - Division or institutional initiatives which inform strategic priorities may also be cited for supporting evidence.
 - Dept-level strategic priorities may also be included in unit-level reports for the purposes of highlighting at the unit level
- **Collaborations*:** Bullet points to describe new and/or expanded relationships across departments/units for the reporting year.
 - *This component should be updated each year.
- **Access/Diversity/Equity/Inclusion*:** Bullet points to describe efforts to implement the ESS ADEI Action Plan (for departments) as well as any other new and/or expanded efforts to support ADEI (for departments and units) for the reporting year.
 - *This component should be updated each year.

- **Professional Development***: Bullet points to describe new and/or noteworthy staff development for the reporting year.
 - *This component should be updated each year.

Resources (unit-level only)

- **Budget Challenges***: Indicate Y/N, provide brief summary
 - *This component should be updated each year.
- **Staffing Challenges***: Indicate Y/N, provide brief summary
 - *This component should be updated each year.

Reminders

- **No need for lengthy responses**: Bullet points and/or short, to-the-point paragraphs are preferred! Keep it simple. If more details are required at a later date, you will receive a follow-up request.
- **No need to create new content**: If you lack current content for a report component, simply indicate this with a note in the report – there is no need to produce new content just for the purposes of report (aside from “Annual Reflections” and “Other,” if applicable).
- **Remember the purpose**: The purpose of these annual reports is to provide division leadership with a brief overview of the key work of your department/unit over the past year, for including in division-level reports and resource requests. Department-level reports will be available internally to director-level staff for reference but will not be distributed externally. Unit-level reports will be available internally to senior administrative staff for reference but will not be distributed externally.

Submission

- Complete the [Department](#) or [Unit](#) template (as appropriate) and upload to ESS Directors Teams site
 - Departments to General > Strategic Planning > Reporting > [2023-24 Department Annual Reports](#)
 - Units to SALT > Strategic Planning > Reporting > [2023-24 Unit Annual Reports](#)

Questions? Contact Matt Bryant, ESS Planning and Assessment Consultant, at matt.bryant@wwu.edu or x2982