

Institutional Profile Information for Campus Advocacy

Knowledge of the campus organization is essential in doing campus advocacy. Developing an institutional profile is a good way to increase your awareness. This list is intended to be general enough to apply to many different types of academic institutions. Each type of institution will have specific data that is useful, so expand the data to fit your institution.

General

Type of Higher Education Institution
Type of Campus
Mission/Vision
Major Funding Sources
Enrollment

Programs

Programs & Degrees Offered
Accreditations
Special Institutes & Research Areas
Campus Curricular Requirements
Curricular Emphases
New Programs

Instructors

Academic Departments/Schools
Instructor Demographics
Promotion Criteria

Students

Undergrads/Graduates/Other
Full time/Part time/Distance
Admissions Criteria
Graduation Rates
Student Demographics
Largest Majors

Student Life

Student Services
Housing
Co-curricular Organizations & Clubs
Extra-curricular Organizations & Clubs

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Administrative

Campus Organizational Structure

Campus Strategic Plan

Points of Pride

Areas of Excellence

Areas of Concern

Campus-Wide Initiatives

Peer/Comparator Institutions

Library Partners and Advocates

Campus Units with Traditionally Strong Connections

Campus Units with Traditionally Weak Connections

Relationships with Academic Support & Non-Academic Units