2024
TOP ISSUES IN STUDENT AFFAIRS

Annual Survey Completed
by NASPA

NASPA ®

Student Affairs
Administrators in
Higher Education

2024 Top Issues in Student Affairs

The *2024 NASPA Top Issues in Student Affairs* provides a snapshot of what senior leaders in student affairs view as most important to their institutions in 2024. Findings from NASPA's inaugural survey highlight the critical issues shaping how student affairs professionals support students and where they are focusing efforts in an ever-changing higher education landscape. This will be an annual collection of perspectives from senior leaders in student affairs.

The survey was sent to current NASPA members with titles of vice president of student affairs or assistant vice president on March 26, 2024 and closed on April 22, 2024. Survey respondents ranked 50 issues by level of importance on a scale of 1-10, with 1 being not at all important and 10 being extremely important, within five key areas:

- Administration & Governance (N=161)
- Assessment & Evaluation (N=168)
- Health, Safety & Well-Being (N=168)
- Justice, Equity, Diversity & Inclusion (N=158)
- Technology & Innovation (N=168)

The survey was developed by members of the NASPA Research and Policy team, and the selection of issues within it was informed by key trends in the field and responses to a questionnaire sent to leaders of divisions and groups within NASPA to consider their constituency's perspectives. We hope to inform future iterations of this survey with a panelist of representatives from the student affairs field.

Table A displays all 50 issues and the percentage of respondents indicating an issue as Very Important (8-10), Somewhat Important (4-7), or Not Important (1-3) to their institution in 2024. Please see Tables B and C for respondent characteristics.

Table A

Key Area	Issue	Very Important (8-10)	Somewhat Important (4-7)	Not Important (1-3)
Health, Safety & Well-being	Providing students with health, safety, and well-being related education and training	83%	17%	1%
Health, Safety & Well-being	Increasing awareness of and access to mental health services for students	82%	17%	1%
Health, Safety & Well-being	Increasing campus-wide collaboration and approach to health, safety and well-being	80%	18%	2%
Health, Safety & Well-being	Addressing growing student demand for campus counseling and limited provider capacities	76%	24%	1%
Health, Safety & Well-being	Recruiting and retaining high-quality mental health professionals on campus	73%	26%	2%
Administration & Governance	Establishing greater collaboration, cross-functional alignment and communication	70%	28%	2%
Administration & Governance	Addressing compliance with state and federal regulations	70%	28%	2%
Health, Safety & Well-being	Identifying strategies for specifically addressing the needs of traditionally underserved and historically marginalized populations	70%	27%	4%

Key Area	Issue	Very Important (8-10)	Somewhat Important (4-7)	Not Important (1-3)
Health, Safety & Well-being	Promoting equitable access and inclusion in mental health service delivery across the prevention and intervention spectrum	69%	27%	4%
Assessment & Evaluation	Using direct feedback from students to improve student supports	68%	31%	1%
Administration & Governance	Hiring and retaining staff and faculty	68%	29%	2%
Administration & Governance	Addressing funding challenges	68%	29%	4%
Assessment & Evaluation	Determining the impact of specific programs or services through data analysis	67%	33%	0%
Administration & Governance	Re-imagining student affairs positions and organizational structures to address evolving needs of the profession	65%	29%	6%
Assessment & Evaluation	Using communication tools such as dashboards to help professionals make data-informed decisions	65%	33%	2%
Justice, Equity, Diversity & Inclusion	Creating new opportunities to ensure equitable student access to high-impact practices	64%	28%	8%
Justice, Equity, Diversity & Inclusion	Providing adequate breadth of high-quality services to address myriad student needs	63%	31%	6%

Key Area	Issue	Very Important (8-10)	Somewhat Important (4-7)	Not Important (1-3)
Technology & Innovation	Ensuring effective utilization of technology tools to advance student success	60%	39%	1%
Assessment & Evaluation	Increasing campus-wide collaboration and approach to assessment and evaluation	60%	35%	5%
Health, Safety & Well-being	Providing staff and faculty with health, safety, and well-being related professional development and training	58%	38%	4%
Assessment & Evaluation	Increasing institutional capacity to disaggregate and analyze data from multiple sources and platforms	58%	37%	5%
Justice, Equity, Diversity & Inclusion	Responding to legislative or regulatory constraints related to justice, equity, diversity, and inclusion	57%	34%	9%
Technology & Innovation	Increasing campus-wide collaboration and approach to technology and innovation	56%	39%	5%
Technology & Innovation	Identifying and scaling innovative and promising practices	55%	40%	4%
Assessment & Evaluation	Leveraging predictive analytics to provide differentiated and personalized student supports	55%	38%	7%
Technology & Innovation	Ensuring integration of multiple technology platforms	54%	39%	7%

Key Area	Issue	Very Important (8-10)	Somewhat Important (4-7)	Not Important (1-3)
Justice, Equity, Diversity & Inclusion	Providing students with justice, equity, diversity, and inclusion related education	53%	30%	17%
Health, Safety & Well-being	Building institutional capacity for restorative and transformative sexual violence justice and community-based accountability practices	52%	43%	5%
Administration & Governance	Strengthening of staff administrative and planning skills (e.g., university budget and finance management, fundraising, grant writing, etc.)	52%	43%	5%
Administration & Governance	Engaging in succession planning and priming the student affairs leadership pipeline	52%	37%	11%
Technology & Innovation	Engaging with students and sharing information through social media platforms	51%	42%	7%
Health, Safety & Well-being	Addressing substance misuse and campus violence prevention efforts	50%	44%	6%
Health, Safety & Well-being	Improving access to population-level student data through climate surveys and mental health assessments	50%	40%	10%
Justice, Equity, Diversity & Inclusion	Increasing campus-wide collaboration and approach to diversity, equity, inclusion, and social justice work	50%	37%	13%
Administration & Governance	Including students in decision-making	49%	45%	6%

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Justice, Equity, Diversity & Inclusion	Providing students with justice, equity, diversity, and inclusion related education	53%	30%	17%
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Administration & Governance	Including students in decision-making	49%	45%	6%

Key Area	Issue	Very Important (8-10)	Somewhat Important (4-7)	Not Important (1-3)
Assessment & Evaluation	Using a mix of data (program-level, campus-level, state-level, federal-level) and research to develop resources	48%	46%	6%
Justice, Equity, Diversity & Inclusion	Developing programming and resources with greater recognition of intersectional student identities	47%	36%	16%
Assessment & Evaluation	Providing staff and faculty with assessment and evaluation-related professional development and training	47%	49%	4%
Justice, Equity, Diversity & Inclusion	Providing staff and faculty with justice, equity, diversity, and inclusion related professional development and training	46%	37%	18%
Technology & Innovation	Leveraging artificial intelligence to advance student learning and engagement	45%	45%	10%
Health, Safety & Well-being	Implementing commercial solutions for effectively addressing mental health and well-being	43%	46%	10%
Justice, Equity, Diversity & Inclusion	Developing leadership strategies and advocacy skills to support a campus culture driven by diversity, equity, inclusion, and social justice	43%	41%	16%
Technology & Innovation	Delivering virtual support services to students	42%	51%	7%

Key Area	Issue	Very Important (8-10)	Somewhat Important (4-7)	Not Important (1-3)
Technology & Innovation	Providing students with technology-related education and training	41%	50%	9%
Justice, Equity, Diversity & Inclusion	Creating sustainable change mechanisms	39%	47%	14%
Justice, Equity, Diversity & Inclusion	Advocating for institutional investment of resources related to justice, equity, diversity, and inclusion	37%	42%	21%
Technology & Innovation	Providing staff and faculty with technology-related professional development and training	34%	59%	7%
Health, Safety & Well-being	Addressing the environmental/climate change crises	32%	48%	20%
Technology & Innovation	Evaluating commercial, technology-based solutions	31%	57%	12%
Technology & Innovation	Identifying and addressing biases in technology tools	30%	51%	20%

Table B Respondent Institution Type

	Percentage	Frequency
Public, 4-year	56%	94
Private non-profit, 4-year	35%	58
Public, 2-year	8%	14
Other	1%	2
Total	100%	168

Table C Respondent Institution Size

	Percentage	Frequency
Less than 5,000	42%	71
5,000-7,999	12%	20
8,000-10,999	7%	12
11,000-14,999	10%	16
15,000-19,999	9%	15
20,000-29,999	8%	14
30,000+	11%	18
Other	1%	2
Total	100%	168

Citation: NASPA. (2024). Top Issues in Student Affairs. Washington, DC: NASPA – Student Affairs Administrators in Higher Education.