SRU Strategic Planning Update and Review

Smith Student Center
February 23, 2016
A QUICK REFRESHER
THE NEED:

- MIDDLE STATES PERIODIC REVIEW REPORT
- STATE SYSTEM STRATEGIC PLAN 2020: MEETING THE CHALLENGE
- STATE SYSTEM ACTION PLANS
- PERFORMANCE INDICATORS
- CHANGING GLOBAL TRENDS
THE PROCESS
STRATEGIC PLANNING COMMITTEE: 2014

- Discussed the process and the living nature of plan
- Updated strategic trend progress (Chairpersons)
- Reaffirmed vision:
  - Slippery Rock University will excel as a caring community of lifelong learners connecting with the world
- Shortened, updated mission statement while keeping the original intent
- Proposed eight goals from original trends
- Solicited public comment
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<th>Date</th>
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<tr>
<td>OCTOBER 16, 2014</td>
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<td>JUNE 22, 2015</td>
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<td>SEPTEMBER 21, 2015</td>
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**SIX WORKSHOP/PLANNING MEETINGS:**
MAY 7, 2015
SRU STRATEGIC PLANNING UPDATE

• OVERVIEW OF STRATEGIC PLANNING PROGRESS
• IDENTIFIED DRAFT GOALS
• SOLICITED PUBLIC COMMENT
SUMMER, 2015

- Recruited Goal Team Leaders
- Established Goal Team Steering Committee
- Began to define “SMART” Goal Outcomes (Specific, Measurable, Achievable, Results-oriented, and Time-bound - including Targets, Timelines and Responsibilities)
JUNE 22, 2015

SRU MANAGERS’ MEETING FOR STRATEGIC PLAN UPDATE

- REVIEWED GOALS
- IDENTIFIED NEED TO INTEGRATE PLAN INTO CAMPUS MASTER PLAN, FINANCIAL AND UNIT PLANS
AUGUST 26, 2015
“SPEED-DATING ” FOR GOAL TEAMS

- IDENTIFIED SYNERGIES ——RESOURCES IMPLICATIONS——FACULTY NEEDS
- INTEGRATE PLAN WITHIN ORGANIZATION
  - UPDATE DEPARTMENT/ DIVISION’S STRATEGIC PLANS
SEPTEMBER 21, 2015

“SPEED-DATING”
FOR CAMPUS LEADERS

- IDENTIFIED UNIT GOALS THAT COMPLEMENTED OTHER DIVISION’S PLANS
NOVEMBER 2, 2015

- CO-CHAIRS OF EIGHT GOALS REPORTED ON PROGRESS
- KEY STRATEGIES IDENTIFIED
THAT BRINGS US UP TO...

TODAY!!!!!

Goal Team Leader Progress Report
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STRATEGIC GOAL NUMBER: 1
Increase enrollment while enhancing student quality and diversity.

TEAM LEADERS:
Amanda Yale
Genevieve Bordogna
### Identified 9 Goals:

- Increase FTFT FR domestic student enrollment
- Increase out-of-state FTFT FT domestic student enrollment
- Increase FT & PT transfer student domestic enrollment
- Increase FT & PT traditional and online graduate student domestic enrollment
- Increase international student enrollment
- Improve quality of ALL entering students
- Increase diversity of incoming student body
- Increase online enrollments (undergraduate & graduate – adult & veteran students)

### Sample of Strategies:

- Marketing initiatives focused on academic programs: Digital, broadcast, major print, & out-of-home
- Target marketing via EPS geo-market initiatives for increasing prospect & inquiry pools
- Renewable competitive scholarships – RN-L EMRS and Forecaster Plus
- E-communication campaigns & social media campaigns
- Expansion of high school visits and college fairs into secondary markets
- Expansion of URM and target student group recruitment initiatives
- Increased participation in on-campus visits & events
- Use of non-resident discount strategies
- Growth of agent program, e-communications, use of SRU affiliates, and partnerships
- Growth outreach initiatives – businesses, education, organizations, etc.
STRATEGIC GOAL NUMBER: 2

Offer a quality, flexible, agile, and integrated curriculum and co-curriculum to develop the intellectual, social, physical, and leadership capacities of students.

TEAM LEADERS:

Eva Tsuquiashi-Daddesio
Keith Dils
Goal 2

• Distinctive:
  • Curricular and co-curricular programs responsive to critical regional and international population market needs.
  • Unique features: bonding curricular and co-curricular, appealing names and array of courses in programs

• Quality:
  • Regional, national and international recognition
  • Liberal Studies curriculum that responds to LEAP outcomes.
  • Pedagogical innovation opportunities: QM course certification, faculty workshops/training on pedagogy, technology, advising
  • Academic quality options for students: Credential stacking opportunities, Transformational Experiences (HIPs), Career Education & Development through four years plans.

• Agile:
  • Continuous assessment for timely response to market needs
  • Flexible quality liberal studies program

• Dominant Strategies for Innovative Curriculum:
  • Liberal Studies – Strengthen majors through credential stacking opportunities: Certificates, Minors
  • Majors - Meet regional market needs and look for international opportunities: Increase STEMH programs, revise or create curricula to support the SRU mission and goals (graduate and undergraduate)
STRATEGIC GOAL NUMBER: 3

Fuel learning with powerful pedagogies and transformational experiences in and out of the classroom.

TEAM LEADERS:

Brad Wilson
Brian Danielson
Powerful Pedagogies - Use evidence-based teaching practices to increase student engagement in learning in and out of the classroom.

- Students will participate in instructional activities that emphasize higher order thinking skills such as application, analysis, synthesis and judgment.
- Students will participate in active and collaborative learning activities that foster the development of lifelong learning skills such as solving real-life problems with peers and interacting and learning from others with diverse backgrounds.
- Students will interact in meaningful ways with teachers inside and outside of the classroom.
- Students will participate in instructional activities that promote positive interpersonal relations across a variety of domains.
- Students will demonstrate clear understanding of different pedagogical approaches and their value.
- Faculty and others engaged in teaching will communicate to students the value of different pedagogical approaches.
- The campus community will recognize and reward good work in different forms of powerful pedagogies.
Transformational Experiences - Increase student involvement in credit and noncredit high-impact learning activities.

- Students will participate in active learning experiences that are recognized as having a “high-impact” on student learning and retention: first-year experiences, learning communities, writing intensive courses, undergraduate research, collaborative projects, diversity/global learning, experiential/service learning, undergraduate research, internships, and capstone courses and projects.
- Faculty members will be encouraged to develop high-impact learning activities through appropriate incentives (e.g. new classrooms, release time, new technologies, awards and recognition).
- Students will develop the skills and abilities needed to learn in complex, student-centered learning environments.
- Students will develop the skills and abilities needed to succeed after graduation.
STRATEGIC GOAL NUMBER: 4
Maintain an unwavering focus on success for all students.
TEAM LEADERS:
Warren Anderson
Lawrence Shao
Policies

- Revise policies and procedures that relate to academic/non-academic student success (student-centric approach)
- Revise Code of Conduct policies to reflect the current student body
- Reduce the number of students withdrawing for non-medical reasons

Diversity, Inclusion and Success

- Develop multiple academic/non-academic strategies that increase access, engagement and success of URM and non-URM students; of Pell and non-Pell recipients
- Identify at-risk populations in each academic department
- Provide multiple and ongoing opportunities for cross-cultural learning

Leadership & Development

- Expanded student leadership development initiatives to be inclusive of cultural competency
- Enhanced faculty and student co-curricular engagement (living learning communities)
STRATEGIC GOAL NUMBER: 5

Provide a supportive campus experience through quality housing, dining, recreation, health, safety and administrative services, and a caring community.

TEAM LEADERS:
Deb Pincek
Kris Benkeser
SAFETY: Improve the university community response to emergencies by August 2016.

SERVICE: Determine student satisfaction with Administrative areas by August 2016.

WELLNESS: Create a comprehensive and collaborative way to address the mental health needs of our students by August 2016.

FACILITIES: Determine the functionality and aesthetics of current facilities by August 2016.
STRATEGIC GOAL NUMBER: 6

Attract, retain, and develop highly qualified and diverse faculty, staff, and administrators.

TEAM LEADERS:

Jerry Chmielewski

Lynne Motyl

Mary Hennessey
Goal 6

Recruitment
• Develop ways to promote early outreach
• Multi-year recruitment plan as part of unit strategic plan
• Newcomer website/information to attract

Development
• Mentoring program
• Succession planning and job development
• Multi-year training plan
• Support for supervisors in creating development plans

Retention
• Support for reaching milestones
• Mentoring
• Exit interview and periodic pulse check process
• Innovative policies to support performance and morale
STRATEGIC GOAL NUMBER: 7

Increase financial resources, enhance physical facilities, employ cost-effective technology, and use sustainable processes and procedures.

TEAM LEADERS:
John Ziegler, Carrie Birckbichler, Molly Mercer, & Samantha Swift
Goal 7

Increase financial resources

- Improve net revenue
- Increase grant funding
- Increase giving/external support

Enhance physical resources

- Classroom updates
- Strategic approach to deferred maintenance
- Pursue sustainable practices

Cost effective Technology

- Assessment of processes for efficiency improvement
- Improve technology infrastructure, standardization, and new solutions
- Improve risk management program
STRATEGIC GOAL NUMBER: 8

Engage alumni and friends in the life of the university.

TEAM LEADERS:
John Rindy
Tina Moser
1. Develop a greater appreciation for the transformative effects of an SRU education.

   • Create a central area, “The Office of Professional and External Relations” to optimize communication with alumni, friends and external constituents.

   • Develop new internship, job shadowing and professional opportunities for students.

   • Establish best practices to select, manage and lead advisory boards.

   • Promote a collaboration of efforts across campus to engage students and prepare them for the world of work.

   • Develop and manage a Speaker’s Bureau and mentoring network.
Goal 8

2. Increase alumni participation in the Alumni Association and campus activities.

• Develop and implement transition programming for seniors and young alumni.

• Engage Legacy students and families.

• Expand networking and mentoring opportunities for alumni to engage with students.
Questions, Ideas, Comments
Please provide additional suggestions to:

www.sru.edu/StrategicPlanning