

## Strategic Plan Goals & Initiatives

*draft: 9/27/10*

Goal	Assessment	Target	Deadline	Responsibility
<b>1. Student Success: Promote student engagement and learning.</b>				
1.1. Promote student engagement in a broad variety of academic and student life opportunities.				
1.1.1. Require student engagement in experiential learning such as internships, study abroad, or service learning activities.	<ul style="list-style-type: none"> <li>• Registrations (internships, field experiences, student teaching)</li> <li>• Study abroad data</li> <li>• Service learning data</li> <li>• % completing EE w/o waiver</li> </ul>	TBD	annually	Provost, VP Stu Affairs
1.1.2. Promote student engagement in scholarship (research, presentations and performances).	<ul style="list-style-type: none"> <li>• Celebration of Scholarship data</li> <li>• Professional meeting, conference &amp; publication data</li> <li>• Independent study registrations</li> </ul>	TBD	annually	Provost
1.1.3. Promote involvement in student activities, athletics and the arts.	<ul style="list-style-type: none"> <li>• Participation data</li> <li>• Selected NSSE questions</li> </ul>	TBD	annually	Provost, VP Stu Affairs
1.2. Develop a comprehensive and coordinated First Year Experience.				
1.2.1. Require first-year students to participate in an effective orientation program and structured first year experience meeting a common set of learning outcomes.	<ul style="list-style-type: none"> <li>• Requirement instituted</li> <li>• Orientation data</li> <li>• Enrollment data</li> </ul>	Instituted 75% FT/FY stus 99% FT/FY stus 75% FT/FY stus 99% FT/FY stus	Sept. 2011 Sept. 2012 Sept. 2014 Sept. 2012 Sept. 2014	Provost, VP Stu Affairs
1.2.2. Ensure that first year students have appropriate class schedule.	<p>appropriate courses and section sizes for major and skills</p> <ul style="list-style-type: none"> <li>• Advising data</li> <li>• Advisor survey?</li> </ul>	TBD	Sept. 2012	Provost
1.2.3. Establish an early warning system to identify students with potential academic challenges and provide necessary resources to mediate learning challenges.	<ul style="list-style-type: none"> <li>• System established</li> <li>• Results evaluated</li> </ul>	TBD	Aug. 2012 Annually	Provost

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1.3. Maintain a safe campus environment.	<ul style="list-style-type: none"> <li>• Clery report data (crime)</li> <li>• Grant-funded project data</li> <li>• Stu Affairs data (e.g., alcohol)</li> <li>• Selected NSSE questions?</li> </ul>	TBD	Annually	VP Stu Affairs
1.4. Support use of technology with appropriate equipment, training and technical support.	<p>Must establish success indicators (e.g., bandwidth, repairs)</p> <ul style="list-style-type: none"> <li>• Annual report data by area</li> <li>• User survey</li> </ul>	TBD	Annually	IT Director, ATAC
<b>2. Enrollment Management: Develop and implement a strategic enrollment plan.</b>				
2.1. Create an enrollment management task force to develop and oversee implementation of the strategic enrollment plan.	<ul style="list-style-type: none"> <li>• Plan developed (including success indicators)</li> </ul>	Plan developed	Aug. 2011	Provost
2.2. Achieve incremental enrollment growth without compromising the academic quality of our students and programs.	<ul style="list-style-type: none"> <li>• Enrollment data</li> <li>• Entering student data</li> <li>• First-year retention data</li> </ul>	TBD	Annually	Provost Enroll Mgmt
2.2.1. Establish specific enrollment targets for traditional, non-traditional, under-represented, graduate, and international students.	<ul style="list-style-type: none"> <li>• Annual (semester?) reports on success indicators</li> </ul>	TBD	Annually (semester?)	Provost Enroll Mgmt
2.3. Revise and expand program offerings to increase enrollment and meet the needs of the region and Commonwealth.	<ul style="list-style-type: none"> <li>• Programs initiated</li> <li>• Enrollment data by program</li> </ul>	TBD	TBD Annually	Provost
2.3.1. Initiate new and expand existing professional and graduate programs.	<ul style="list-style-type: none"> <li>• Proposals submitted</li> <li>• Proposals approved</li> <li>• Programs initiated</li> <li>• Enrollment data by program</li> </ul>	TBD	Annually	Provost
2.3.2. Expand selected undergraduate programs.	<ul style="list-style-type: none"> <li>• Programs identified</li> <li>• Enrollment data by program</li> </ul>	TBD	TBD Annually	Provost
2.3.3. Expand extended education offerings.	<ul style="list-style-type: none"> <li>• Enrollment data</li> </ul>	TBD	Annually (semester?)	Provost

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2.4. Review the general education program to determine how well it meets university goals and student needs.	<ul style="list-style-type: none"> <li>• Review completed</li> <li>• Any changes implemented</li> <li>• Changes assessed</li> </ul>	Review complete Changes impl. Changes assessed	Jan. 2012 May 2013 Annually	UCC
2.5. Create and implement a comprehensive marketing plan that includes improved web design.	<ul style="list-style-type: none"> <li>• Plan created, implemented</li> <li>• Success indicators established</li> <li>• Results evaluated</li> </ul>	TBD	May 2011 May 2011 annually	Dir. Marketing & Comm.
<b>3. Faculty and Staff: Attract, retain, support and develop a diverse faculty and staff committed to students.</b>				
3.1. Attract and retain a diverse and qualified faculty and staff committed to students.	Must define success indicators <ul style="list-style-type: none"> <li>• Census, search, retention data</li> </ul>	TBD	May 2011 Annually	HR, VPs
3.2. Ensure that faculty and staff develop and maintain appropriate professional skills.	Must establish success indicators <ul style="list-style-type: none"> <li>• Needs identified</li> <li>• Annual report data by area</li> </ul>	TBD	May 2011 Annually	VPs
3.3. Enhance support of scholarly activities and development of grants.	<ul style="list-style-type: none"> <li>• Annual report data on scholarly activities</li> <li>• Financial data</li> <li>• Grants office data</li> </ul>	TBD	Annually  Annually Annually	Provost
3.4. Support use of technology with appropriate equipment, training and technical support.	Must establish success indicators (e.g., bandwidth, repairs) <ul style="list-style-type: none"> <li>• Annual report data by area</li> <li>• User survey</li> </ul>	TBD	May 2011  Annually Annually	IT Director, ATAC
<b>4. Organization and Governance: Strengthen shared academic governance and organizational structure to achieve our mission in a changing environment.</b>				
4.1. Clarify and document roles, responsibilities, and expectations of various constituencies in university governance (including clear charges for all committees).	<ul style="list-style-type: none"> <li>• Roles, responsibilities and expectations documented</li> <li>• Review of committee documents</li> </ul>	all documented  all reviewed	May 2011  May 2011	President, VPs  President, VPs

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4.2. Develop and implement a communication plan that ensures proposed policies and actions are publicized with sufficient notice to permit input and dialogue among campus constituencies.	<ul style="list-style-type: none"> <li>• Plan created, implemented</li> <li>• Success indicators established</li> <li>• Results evaluated</li> </ul>	TBD	May 2011 May 2011 Annually	President, VPs
<b>5. Resources: Increase, allocate and use resources guided by assessment and mission.</b>				
5.1. Refine our mechanisms for ensuring that budget allocations and expenditures correspond to the University's priorities.	<ul style="list-style-type: none"> <li>• Process defined and reviewed</li> <li>• Results assessed</li> </ul>	Defined, reviewed TBD	May 2011 Annually	VP FA&T
5.2. Secure resources and complete construction of the science center and new student housing as identified in the Facilities Master Plan.	<ul style="list-style-type: none"> <li>• Resources secured</li> <li>• Science center completed</li> <li>• First phase of student housing completed</li> </ul>	Funding received Center completed Phase I comp.	Aug. 2013 Aug. 2013 Aug. 2012	President, Dir. of Facilities Planning
5.3. Collaboratively develop sequential steps to allow implementation of the Facilities Master Plan.	<ul style="list-style-type: none"> <li>• Plan implemented</li> <li>• Results assessed</li> </ul>	Plan implemented TBD	May 2011 Annually	Dir. of Facilities Planning
5.4. Increase community and alumni outreach to enhance relationships and strengthen University finances.	Must establish success indicators <ul style="list-style-type: none"> <li>• Relationship data</li> <li>• Selected fundraising data</li> </ul>	TBD	May 2011 Annually Annually	VP Stu Affairs Dir. Alumni Relations
5.5. Work collaboratively with the LHU Foundation to meet the resource needs of the university in accordance with the university's mission and strategic plan.	Must establish success indicators <ul style="list-style-type: none"> <li>• Fundraising data</li> </ul>	TBD	May 2011 Annually	President