

Academic Affairs Strategic Planning Reporting Document

EFFECTIVE: AUGUST 15, 2005 TO JULY 1 2006

GOAL 1: INCREASE STUDENT LEARNING

Objective 1a: Revise and Improve curriculum to enhance individual student development and produce regionally and nationally competitive graduates.

ACTION ITEM	OFFICES/PERSONS ACCOUNTABLE	ACTION PLANS	OUTCOMES ASSESSMENT	RECOMMENDATIONS
1a1. Redesign the General Education Program (GEP) to more effectively provide a liberal arts foundation for all academic programs.	<ul style="list-style-type: none"> • Office of Academic Affairs 	<ul style="list-style-type: none"> • Office of Academic Affairs 	<ul style="list-style-type: none"> • Office of Academic Affairs 	<ul style="list-style-type: none"> • Recommendations
1a2. Assess and redesign all academic programs where necessary to meet the objective.	<ul style="list-style-type: none"> • Office of Academic Affairs • All College Deans 	<ul style="list-style-type: none"> • Office of Academic Affairs • College - Education • College - Science & Math • College - Arts & Humanities • College - Bus. & Public Affairs 	<ul style="list-style-type: none"> • Office of Academic Affairs • College - Education • College - Science & Math • College - Arts & Humanities • College - Bus. & Public Affairs 	<ul style="list-style-type: none"> • Recommendations
1a3. Assess the Lander University Honors Program to determine if it provides each participating student with an intellectually stimulating, and individualized educational experience.	<ul style="list-style-type: none"> • Coordinator of the Honors Program 	<ul style="list-style-type: none"> • Honors Program 	<ul style="list-style-type: none"> • Honors Program 	<ul style="list-style-type: none"> • Recommendations

Objective 1b. Increase the retention of junior faculty members and staff

1b1. Determine the success of the orientation and mentorship program implemented in 2003 for new faculty and staff. Make recommendations for improvement where needed.	<ul style="list-style-type: none"> • All College Deans 	<ul style="list-style-type: none"> • Library • College - Education • College - Science & Math • College - Arts & Humanities • College - Bus. & Public Affairs 	<ul style="list-style-type: none"> • Library • College - Education • College - Science & Math • College - Arts & Humanities • College - Bus. & Public Affairs 	<ul style="list-style-type: none"> • Recommendations
1b2 Assess the reasons for the loss of junior faculty and staff and develop and implement action plans to reduce the number of productive junior faculty and staff members leaving the University.	<ul style="list-style-type: none"> • Office of Academic Affairs • All College Deans 	<ul style="list-style-type: none"> • Office of Academic Affairs • College - Education • College - Science & Math • College - Arts & Humanities • College - Bus. & Public Affairs 	<ul style="list-style-type: none"> • Office of Academic Affairs • College - Education • College - Science & Math • College - Arts & Humanities • College - Bus. & Public Affairs 	<ul style="list-style-type: none"> • Recommendations

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Objective 1c. Improve the instructional effectiveness of all teaching faculty				
ACTION ITEM	OFFICES/PERSONS ACCOUNTABLE	ACTION PLANS	OUTCOMES ASSESSMENT	RECOMMENDATIONS
1c1. Assess to what degree technology is being used to support teaching and learning and develop proposals to improve the use of technology if needed.	<ul style="list-style-type: none"> • Office of Academic Affairs • All College Deans 	<ul style="list-style-type: none"> • Office of Academic Affairs • Library • College - Education • College - Science & Math • College - Arts & Humanities • College - Bus. & Public Affairs 	<ul style="list-style-type: none"> • Office of Academic Affairs • Library • College - Education • College - Science & Math • College - Arts & Humanities • College - Bus. & Public Affairs 	<ul style="list-style-type: none"> • Recommendations
1c2. Assess the effectiveness of new and established incentive plans to reward and encourage faculty to improve scholarship that positively impacts teaching.	<ul style="list-style-type: none"> • Office of Academic Affairs • All College Deans • Faculty Senate Grants Committee 	<ul style="list-style-type: none"> • Office of Academic Affairs • College - Education • College - Science & Math • College - Arts & Humanities • College - Bus. & Public Affairs 	<ul style="list-style-type: none"> • Office of Academic Affairs • College - Education • College - Science & Math • College - Arts & Humanities • College - Bus. & Public Affairs 	<ul style="list-style-type: none"> • Recommendations
Objective 1d. Maintain and seek accreditation with appropriate accrediting organizations.				
1d1. Conduct a needs assessment for additional accreditation opportunities.	<ul style="list-style-type: none"> • All College Deans 	<ul style="list-style-type: none"> • College - Education • College - Science & Math • College - Arts & Humanities • College - Bus. & Public Affairs 	<ul style="list-style-type: none"> • College - Education • College - Science & Math • College - Arts & Humanities • College - Bus. & Public Affairs 	<ul style="list-style-type: none"> • Recommendations

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GOAL 2: INCREASE THE STUDENT POPULATION BY 20 PERCENT THROUGH RECRUITING HIGHLY MOTIVATED, DIVERSE STUDENTS.

Objective 2a. Create a more effective student recruitment process

ACTION ITEM	OFFICES/PERSONS ACCOUNTABLE	ACTION PLANS	OUTCOMES ASSESSMENT	RECOMMENDATIONS
<p>2a1. Develop/Implement/Assess highly proactive and individualized student recruitment strategies that focus directly on personalized contact with students and families in identified market areas.</p>	<ul style="list-style-type: none"> • All College Deans • Office of Enrollment Services 	<ul style="list-style-type: none"> • Library • Enrollment Services • College - Education • College - Science & Math • College - Arts & Humanities • College - Bus. & Public Affairs 	<ul style="list-style-type: none"> • Library • Enrollment Services • College - Education • College - Science & Math • College - Arts & Humanities • College - Bus. & Public Affairs 	<ul style="list-style-type: none"> • Recommendations
<p>2a2. Develop/Implement/Assess recruiting strategies and transfer procedures for students from both two- and four-year institutions in order to increase enrollment by 10% for the 2006-07 academic year.</p>	<ul style="list-style-type: none"> • Office of Academic Affairs • All College Deans • Office of Enrollment Services 	<ul style="list-style-type: none"> • Enrollment Services • College - Education • College - Science & Math • College - Arts & Humanities • College - Bus. & Public Affairs 	<ul style="list-style-type: none"> • Enrollment Services • College - Education • College - Science & Math • College - Arts & Humanities • College - Bus. & Public Affairs 	<ul style="list-style-type: none"> • Recommendations

Objective 2b. Improve student marketing strategies and develop non-traditional and alternative markets

<p>2b1. Create and implement a strategic plan to increase the number of academic programs offered at the University Center in Greenville, SC.</p>	<ul style="list-style-type: none"> • Office of Academic Affairs • All College Deans 	<ul style="list-style-type: none"> • Office of Academic Affairs • College - Education • College - Science & Math • College - Arts & Humanities • College - Bus. & Public Affairs 	<ul style="list-style-type: none"> • Office of Academic Affairs • College - Education • College - Science & Math • College - Arts & Humanities • College - Bus. & Public Affairs 	<ul style="list-style-type: none"> • Recommendations
<p>2b2. Assess the scope and quality of online course offerings and degree-completion programs, which serve current Lander students, and attract students from other institutions, full-time employees, and out-of-state students.</p>	<ul style="list-style-type: none"> • Office of Academic Affairs • All College Deans 	<ul style="list-style-type: none"> • Office of Academic Affairs • College - Education • College - Science & Math • College - Arts & Humanities • College - Bus. & Public Affairs 	<ul style="list-style-type: none"> • Office of Academic Affairs • College - Education • College - Science & Math • College - Arts & Humanities • College - Bus. & Public Affairs 	<ul style="list-style-type: none"> • Recommendations
<p>2b3. Increase the number of international students in Lander's academic programs by 30% over the next three years.</p>	<ul style="list-style-type: none"> • Office of Enrollment Services 	<ul style="list-style-type: none"> • Enrollment Services 	<ul style="list-style-type: none"> • Enrollment Services 	<ul style="list-style-type: none"> • Recommendations

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Objective 2d. Assess faculty, academic programs and strategies in effect and intended to improve student success.				
ACTION ITEM	OFFICES/PERSONS ACCOUNTABLE	ACTION PLANS	OUTCOMES ASSESSMENT	RECOMMENDATIONS
2d1. Assess the effectiveness of Lander's academic support programs, including the additional support provided through the SSS grant	<ul style="list-style-type: none"> • Dean of Library and Instructional Support Services • University's SSS Project Director 	<ul style="list-style-type: none"> • Library • Student Support Services 	<ul style="list-style-type: none"> • Library • Student Support Services 	<ul style="list-style-type: none"> • Library Recommendations • SSS Recommendations
2d2. Assess the effectiveness of faculty members teaching freshmen level general education courses	<ul style="list-style-type: none"> • All College Deans 	<ul style="list-style-type: none"> • College - Education • College - Science & Math • College - Arts & Humanities • College - Bus. & Public Affairs 	<ul style="list-style-type: none"> • College - Education • College - Science & Math • College - Arts & Humanities • College - Bus. & Public Affairs 	<ul style="list-style-type: none"> • Recommendations
2d3. Ensure that classes are available so that full-time students whose academic achievement is consistently average or better can reasonably expect to complete their baccalaureate degrees within four academic years.	<ul style="list-style-type: none"> • Office of Academic Affairs • Dean of Enrollment Services • All College Deans 	<ul style="list-style-type: none"> • Office of Academic Affairs • Enrollment Services • College - Education • College - Science & Math • College - Arts & Humanities • College - Bus. & Public Affairs 	<ul style="list-style-type: none"> • Office of Academic Affairs • Enrollment Services • College - Education • College - Science & Math • College - Arts & Humanities • College - Bus. & Public Affairs 	<ul style="list-style-type: none"> • Recommendations
2d4. Assess the strategies implemented in 2004 for improving effective advising of all students	<ul style="list-style-type: none"> • Dean of Library and Instructional Services • All College Deans 	<ul style="list-style-type: none"> • Library • College - Education • College - Science & Math • College - Arts & Humanities • College - Bus. & Public Affairs 	<ul style="list-style-type: none"> • Library • College - Education • College - Science & Math • College - Arts & Humanities • College - Bus. & Public Affairs 	<ul style="list-style-type: none"> • Recommendations
2d6. Assess the strategies developed to promote positive relationships between faculty members and returning and new student majors within respective schools/divisions.	<ul style="list-style-type: none"> • All College Deans 	<ul style="list-style-type: none"> • Library • College - Education • College - Science & Math • College - Arts & Humanities • College - Bus. & Public Affairs 	<ul style="list-style-type: none"> • Library • College - Education • College - Science & Math • College - Arts & Humanities • College - Bus. & Public Affairs 	<ul style="list-style-type: none"> • Recommendations
2e2. Assess the effectiveness of procedures adopted by each college/University unit in 2004 for the awarding of scholarships to recruit new students.	<ul style="list-style-type: none"> • All College Deans 	<ul style="list-style-type: none"> • College - Education • College - Science & Math • College - Arts & Humanities • College - Bus. & Public Affairs 	<ul style="list-style-type: none"> • College - Education • College - Science & Math • College - Arts & Humanities • College - Bus. & Public Affairs 	<ul style="list-style-type: none"> • Recommendations

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GOAL 5: ASSURE THE LONG-TERM STABILITY OF THE UNIVERSITY

Objective 5d. Ensure the maximum effectiveness of the management of the University

ACTION ITEM	OFFICES/PERSONS ACCOUNTABLE	ACTION PLANS	OUTCOMES ASSESSMENT	RECOMMENDATIONS
5d1. a Complete a review of each existing academic program and recommend any necessary restructuring, combining, or deletion.	<ul style="list-style-type: none"> • Office of Academic Affairs • All College Deans • All Academic Department Chairs 	<ul style="list-style-type: none"> • Office of Academic Affairs • College - Education • College - Science & Math • College - Arts & Humanities • College - Bus. & Public Affairs 	<ul style="list-style-type: none"> • Office of Academic Affairs • College - Education • College - Science & Math • College - Arts & Humanities • College - Bus. & Public Affairs 	<ul style="list-style-type: none"> • Recommendations
5d1.b Complete a comprehensive review of potential new programs, which may be added	<ul style="list-style-type: none"> • Office of Academic Affairs • All College Deans 	<ul style="list-style-type: none"> • Office of Academic Affairs • College - Education • College - Science & Math • College - Arts & Humanities • College - Bus. & Public Affairs 	<ul style="list-style-type: none"> • Office of Academic Affairs • College - Education • College - Science & Math • College - Arts & Humanities • College - Bus. & Public Affairs 	<ul style="list-style-type: none"> • Recommendations
5d2. Ensure that everyone in academic management positions receives appropriate and ongoing training to improve leadership and management skills.	<ul style="list-style-type: none"> • Office of Academic Affairs • All College Deans • All Academic Department Chairs 	<ul style="list-style-type: none"> • Office of Academic Affairs • College - Education • College - Science & Math • College - Arts & Humanities • College - Bus. & Public Affairs 	<ul style="list-style-type: none"> • Office of Academic Affairs • College - Education • College - Science & Math • College - Arts & Humanities • College - Bus. & Public Affairs 	<ul style="list-style-type: none"> • Recommendations