

Strategic Plan Goal 5: Accountability

We will achieve long-term stability through comprehensive assessment, planning, financial oversight, and sound management practices.

To achieve this goal, we will

- maintain continuing strategic planning assessment and decision-making processes;
- ensure maximum efficiency and effectiveness in the management of our university;
- maintain accreditation with appropriate organizations.

Reporting Unit	Unit / Program Goal	Score	Evaluation Met (3.00 – 2.01) Partially Met (2.00 – 1.01) Not Met (1.00 – 0.01) Not Evaluated (0.00)	Additional Resources Required to Achieve or Sustain Results
1. Bearcat Shop	Efficiency and Effectiveness of the Bearcat Shop.	3.00	Met	\$5,000.00 ¹
2. English	Comply with program productivity standards as defined by the South Carolina Commission on Higher Education.	3.00	Met	\$0.00
3. Environmental Science	Comply with Program Productivity standards as defined by the South Carolina Commission on Higher Education.	2.50	Met	\$4,000.00 ²
4. Equestrian Center	Comply with program productivity standards as defined by the South Carolina	Not Scored ³	Not Evaluated	\$0.00

¹ Price transparency software such as Verba (~\$5,000) shows customers browsing our website for textbooks how our prices compare to other online competition. This transparency should serve to establish the Bearcat Shop as the trusted provider of academic materials at competitive prices, increasing sales and therefore supporting the Indicator of success #. This should also decrease returns due to buyer remorse and support Indicator of Success #2.

² To further improve performance with respect to Goals 2, 3, 4 and 5, especially Goal 5, it is proposed to add and refine course offerings, increase the number of courses that offer lab sections, add important skills to the program and significantly enhance recruiting and outreach activities to the program. The amount includes annual overload pay, professional development in geographic information systems and related subjects and additional recruiting time and resources on the part of two faculty members.

³ This data is normally collected only on majors and on a five-year rolling average; we are reporting in this format because the Minor has potential to develop into a major. Since the Therapeutic Horsemanship Minor began in Fall 2010, we will report annual figures until the sixth academic year (2015-2016) when we will report the first five-year average.

Reporting Unit	Unit / Program Goal	Score	Evaluation Met (3.00 – 2.01) Partially Met (2.00 – 1.01) Not Met (1.00 – 0.01) Not Evaluated (0.00)	Additional Resources Required to Achieve or Sustain Results
	Commission on Higher Education for Major Headcount and Degrees Conferred for the Therapeutic Horsemanship Minor.			
5. History	Comply with Program productivity standards as defined by the South Carolina Commission of Higher Education.	3.00	Met	\$0.00
6. Human Resources	To gauge the health of the employment pool overall.	2.50	Met	\$0.00
7. Interdisciplinary Studies	Comply with program productivity standards as defined by the South Carolina Commission on Higher Education.	Not Scored ⁴	Not Evaluated	\$0.00
8. Mass Communications and Theatre	To comply with program productivity standards as defined by the South Carolina Commission on Higher Education.	3.00	Met	\$0.00
9. Office of Academic Affairs	All academic and academic support programs scheduled for full program reviews (review cycle is defined by Lander) by the South Carolina Commission on Higher Education as a part of the	2.77	Met	\$0.00

⁴ Since the Interdisciplinary Studies major began in Fall 2014, we will report annual figures until the end of the sixth academic year (2019-2020) when we will report the first five-year average.

Reporting Unit	Unit / Program Goal	Score	Evaluation Met (3.00 – 2.01) Partially Met (2.00 – 1.01) Not Met (1.00 – 0.01) Not Evaluated (0.00)	Additional Resources Required to Achieve or Sustain Results
	Institutional Effectiveness reporting process show satisfactory progress toward meeting their individual goals.			
10.Office of Academic Affairs	Comply with Program Productivity standards as defined by the South Carolina Commission on Higher Education.	2.76	Met	\$0.00
11.Office of Academic Affairs	Comply with the English Fluency in Higher Education Act (Section 59-103-160 of the South Carolina Code of Laws of 1976, as amended).	3.00	Met	\$0.00
12.Office of Academic Affairs	Demonstrate a commitment to student success through degree-completion rates.	3.00	Met	\$0.00
13.Office of Academic Affairs	Full accreditation for those academic programs which are eligible for accreditation regardless of whether or not the institution chose to pursue accreditation.	3.00	Met	\$0.00
14.Procurement Services	Comply with SC Surplus Property Distribution as required by the State of South Carolina Regulations.	3.00	Met	\$0.00

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15. Visual Art	Comply with Program Productivity standards as defined by the South Carolina Commission on Higher Education.	3.00	Met	\$9,300 ⁵

⁵ To increase the amount and quality of recruiting of new art majors, the art faculty developed and produced the Lander Visual Art marketing campaign. This campaign has already begun as photographs and postcards have been created and designed. The estimated cost of this project is \$9,300.00 (Cost includes professional lighting, photography, postcard design, printing and postage). Increasing the visibility and awareness of Lander's art department among high school art teachers, guidance counselors and students will help maintain strong numbers of Visual Art majors and may continue to increase those numbers. From 2011 to 2013 the rolling average of our Visual Art number of degrees conferred has increased from 15.0 to 17.4. During that same time our rolling average of Visual Art majors has increased from 86.2 to 96.0. This steady and continued growth is an asset to the University and the Visual Art Marketing campaign is designed to increase that recent growth. This campaign is aimed at South Carolina high school art teachers and guidance counselors who have a direct impact on the college choices of their students. Our desire is to make sure these teachers and guidance counselors know that Lander University exists and that it offers one of the best and most dynamic Visual Art degrees in the state. This minimal investment of \$9,300 could pay exponential returns to the university as growth in the art department continues. In addition to this campaign, the university needs to protect and support the creative vitality of studio art faculty as they strive to be productive artists in their respective fields of research. This research has directly led to faculty exhibits of art locally, regionally and nationally and this faculty exposure to the public also increases awareness of the Lander University Visual Art degree. Faculty members need to have protected times for professional development in their studios during summer, weekends and winter break to maintain and improve this positive exposure for Lander University. This need requires no extra cost to the university.