

Engagement and Data Gathering Session

Group:	Strategic Planning Team
SPT Partners:	Sanaghan, Cooper & Westbrook
Date:	September 18, 2014
Design:	An “accomplishments” exercise was conducted to: <ul style="list-style-type: none">• identify institutional successes over the past 5 years,• outline factors making the success possible• highlight lessons learned to bring forward
Attendees:	37

International Emphasis

- More students
- More study abroad

What made it work, specifically?

- Emphasis in previous strategic plan
- Develop faculty
- Financial support
- Created and supported through Office of International Programs

Lessons to bring forward:

- Faculty empowerment to engage in this
- Support from upper administration

Institutional Commitment (decision to conduct inclusive planning)

What made it work, specifically?

- Strong, cohesive leadership
- Senior leaders committed to SFA
- Input from outsiders hired to work at SFA as well

Lessons to bring forward:

- More attention to competitive pay/benefits will strengthen university academically and otherwise.
- Transparency crucial for buy-in

Freshman Retention

What made it work, specifically?

- Dorms reduced problems (freshman spec.)
- Special programming
- SFA 101
- Better advising
- Increased admission standards
- AARC SI (Supp. Instruction)
- Tutoring at Lumberjack Landing
- iCare
- Specific/Deliberate design

Lessons to bring forward:

- Engagement
- Meeting students where they are
- Measurable metrics – Review/refine
- Specific/dedicated finishing by semi-autonomous decision makers
- Design
- Everyone cares about retention
- Early intervention
- Deliberate planning

Successful Launch of Marketing Plan

What made it work, specifically?

- Simplicity
- Memorable
- Visual
- Appealing
- Appeals to many groups of people
- Strategic placement
- Research-based marketing strategies

Lessons to bring forward:

- Continuing sense of pride and belonging (Retention and recruitment efforts)
- Reinforced student choice of SFA
- “Infect” (new) students with being a Lumberjack

Completion of Dewitt School of Nursing Facility

What made it work, specifically?

- Consulted with faculty
- Resources land donated; financial backing (Internal and external)
- Dr. Walker and Erin Bailey
- Technical support and enthusiasm

Lessons to bring forward:

- Have to have internal and external support
- Not as easy as it sounds
- Ex Flood
- Student transportation
- Distance from campus
- Agility
- Flexibility

NCATE Accreditation/AACSB Accreditation

What made it work, specifically?

- Created a new job title (NCATE)
- Allocated money for research (AACSB)
- Formalizing Assessment (both)
- Revising curriculum (both) – objectives – Scare/fear of loss of acc. Prompted follow through
- Committees formed (both)
- Community/school district partnerships (NCATE)
- Partnerships across departments (AACSB) – More voices/collaboration

Lessons to bring forward:

- Don't wait until the last year – work through the entire time period.
- Collaboration toward a common goal – Get buy in!
- Make sure people understand the importance of outside standards.

New, Real Emphasis on Student Success – Recruiting and Retention

What made it work, specifically?

- Engaged the faculty, advisors (not lip service)
- Recruiting and retention plans
- Faculty on recruiting trips

Lessons to bring forward:

- Make sure this is everyone's job
- Transparency – faculty and staff

Space Management

What made it work, specifically?

- Centralized management
- Personnel without a university/entity wide view

Lessons to bring forward:

- Must have administrative action and support

Creation of the Center for Teaching and Learning (HIP, TEC, OIT)

What made it work, specifically?

- We (several persons) recognized work in isolation/duplication of efforts
- Staff/faculty involved to create a collaborated vision
- Communication – give up territory/____(?)

Lessons to bring forward:

- Must look beyond your own areas of interest/responsibility
- Working together works better

Core Curriculum Revision Process – Implementation

What made it work, specifically?

- 3 hour science classes – fit within credit limits, matched junior colleges
- Looked at other institutions – went outside of SFA for models
- There was power associated with personality and position – but it was managed
- Obtained “grudging consent” (reality)

Lessons to bring forward:

- The campus owns the content/methods of the core courses – review/edit/approve process is necessary.
- How to build “new skill sets/knowledge into our “core” in the future – beyond tradition and beyond decisions by “majority rule

Provision of Quality Recreation Center/Program

What made it work, specifically?

- Good leadership
- Student driven
- Need based

Lessons to bring forward:

- Maintain relationships (dialogue)

Achieving 70% Retention Target

What made it work, specifically?

- Courage to raise admission standards in light of: fiscal impact and public perception issues
- Courage flowed from recognition of the realities related to ineffectiveness of previous attempts (programs, services, efforts)

Lessons to bring forward:

- Face the ugly head-on
- Use data to inform decision
- Have faith in long-term thinking over short-term results
- Emphasize substance over the headline

Establishment of an Engineering Program at SFA

What made it work, specifically?

- Dr. Dan Bruton and Physics faculty
- A thorough data collection and analysis
- Key stakeholder commitment and involvement/administrative support

Lessons to bring forward:

- Do your homework and build a strong foundation
- Strategically create a path for success
- Continue to follow through to completion

Lessons to Bring Forward in General

1. Getting buy-in from multiple stakeholders is essential = actual engagement.
2. Need to have long term thinking = Beyond the immediate – use research and data to confirm our thinking.
3. Need deliberate alignment and action toward stated goals.
4. Be aware of our position within the greater whole – past individual/department/school and university.
5. Money is very helpful!
6. Remember to tap into passion!
7. We need real collaboration across institutional boundaries – can't be isolated efforts.
8. Have to have some faith in the plan. Keep working at it = positive.
9. We need courage to make some tough decisions = real leadership.
10. Lots can be accomplished – we have done a lot of good work over time.
11. Need to look beyond our own self-interest.
12. We need early student engagement = a culture of Lumberjacks.
13. Follow-through to completion is important.
14. Transparency is essential – everyone needs to understand the FACTS and realities – need an honest process.
15. Trust is essential.
16. Use data wisely – in forming our decisions.
17. Need to look outward – an external perspective is important.
18. Must be willing to meaningfully engage people – maintain relationships throughout for goal setting and implementation.
19. Think about “grudging consent” – if the process is fair, transparent and uses good data – some people may not be happy – but willing to support the process and implementation.