

Academic Affairs Objectives and Priorities aligned with University Strategic Goals

Indiana University of PA

AA - Academic Affairs

Action: Enrollment Growth

Embark on further enrollment growth at both the undergraduate and graduate levels

Assessment Year: 11-12

Start Date: 07/01/2011

End Date: 06/30/2012

Action Status: Active

Means of Assessment			
Assessment Method	Expected Outcome	Source of Data	Active
Number of colleges, departments or programs with increased undergraduate enrollments in FY 11/12; the percent increase in overall graduate enrollment	Fifty percent of all prioritized undergraduate recruiting targets show some enrollment growth; new graduate student registrations will increase by 2.5% yearly.		Yes

Related Divisional Objectives

Strategic Plan (2007-2012)

* Enrollment Management - 5.A. Refine and Execute a University Enrollment Management Plan to Recruit, Retain, and Graduate All Students

Action: Enhanced Web Marketing

Create new and enhanced marketing efforts through improved web content

Assessment Year: 10-11

Start Date: 07/01/2010

End Date: 06/30/2011

Action Status: Active

Means of Assessment			
Assessment Method	Expected Outcome	Source of Data	Active
Number of news items and student profiles that are featured on the IUP home page	Twenty-five percent increase in news items and student profiles in 2010/11		Yes

Related Divisional Objectives

Strategic Plan (2007-2012)

* Marketing and Promotion - 4.A. Elevate the Visibility of IUP Through Implementation of an Integrated Marketing Communications Plan

Action: Grant Development

Increase external grant and contract funding by 10% through better faculty training

Assessment Year: 10-11

Start Date: 07/01/2010

End Date: 06/30/2011

Action Status: Active

Means of Assessment			
Assessment Method	Expected Outcome	Source of Data	Active

Means of Assessment			
Assessment Method	Expected Outcome	Source of Data	Active
Number of grant workshops offered to IUP faculty	Ten percent increase in grant workshops offered to IUP faculty		Yes

Related Divisional Objectives

Strategic Plan (2007-2012)

* Academic Excellence - 1.F. Increase Faculty Research and Scholarship in All its Forms

Action: Implement Differential Tuition

Selectively increase course and program tuition/fees

Assessment Year: 10-11

Start Date: 07/01/2010

End Date: 06/30/2011

Action Status: Active

Means of Assessment			
Assessment Method	Expected Outcome	Source of Data	Active
Number of course/program tuitions and fees analyzed and increased revenue as a result	Fifty percent of all grad programs analyzed for differential tuition impact and 10% increase in revenue raised		Yes

Related Divisional Objectives

Strategic Plan (2007-2012)

* Resource Development - 7.D. Manage Resources Effectively and Efficiently to Accomplish the University Mission and Strategic Plan

Action: New Business Models

Work with Administration and Finance to develop new business models for summer and winter session that will have the potential of capturing greater tuition revenues

Assessment Year: 10-11

Start Date: 07/01/2010

End Date: 06/30/2011

Action Status: Active

Means of Assessment			
Assessment Method	Expected Outcome	Source of Data	Active
Percent of Winter and Summer revenue coming to Academic	Five percent increase in revenue from Winter/Summer coming to Academic Affairs		Yes

Related Divisional Objectives

Strategic Plan (2007-2012)

* Resource Development - 7.D. Manage Resources Effectively and Efficiently to Accomplish the University Mission and Strategic Plan

Action: Reduce Curriculum Redundancy

Reduce curriculum and program redundancy

Assessment Year: 10-11

Start Date: 07/01/2010

End Date: 06/30/2011

Action Status: Active

Means of Assessment			
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Means of Assessment			
Assessment Method	Expected Outcome	Source of Data	Active
Identification of redundant programs	All identified redundant programs are acted upon to eliminate redundancy		Yes

Related Divisional Objectives

Strategic Plan (2007-2012)

* Continuous Improvement - 6.B. Engage the University Community in a Process of Continuous Improvement

Action: Support Signature Programs

Identify and support 'signature' programs at IUP through program review

Assessment Year: 10-11

Start Date: 07/01/2010

End Date: 06/30/2011

Action Status: Active

Means of Assessment			
Assessment Method	Expected Outcome	Source of Data	Active
Number of academic programs undergo regular five-year program review including external evaluation	Five programs undergo review and develop action plans including student learning outcome plans for the next five years		Yes

Related Divisional Objectives

Strategic Plan (2007-2012)

* Academic Excellence - 1.A. Further Develop and Enhance Distinctive and Rewarding Undergraduate, Masters, and Doctoral Programs

Action: Workforce Study

Study workforce alignment in Academic Affairs in an effort to increase efficiency and effectiveness

Assessment Year: 10-11

Start Date: 07/01/2010

End Date: 06/30/2011

Action Status: Active

Means of Assessment			
Assessment Method	Expected Outcome	Source of Data	Active
Identification of areas that need workforce alignment	All identified areas of the workforce are re-aligned to increase efficiency		Yes

Related Divisional Objectives

Strategic Plan (2007-2012)

* Continuous Improvement - 6.B. Engage the University Community in a Process of Continuous Improvement

Action: Resource Reallocation

Reallocate resources to areas of high quality/high demand

Assessment Year: 10-11

Start Date: 07/01/2010

End Date: 06/30/2011

Action Status: Active

Means of Assessment			
Assessment Method	Expected Outcome	Source of Data	Active
Number of growth areas that receive an increased percentage of Academic Affairs resources	75% of growth areas receive an increased percentage of resouces		Yes

Related Divisional Objectives

Division - Academic Affairs

* 1 - Academic Programs - 1.A Encourage and promote teacher/scholar/service model.

Action: Promote Shared Governance

Promote shared governance among faculty, administrators, staff and students

Assessment Year: 10-11

Start Date: 07/01/2010

End Date: 06/30/2011

Action Status: Active

Means of Assessment			
Assessment Method	Expected Outcome	Source of Data	Active
Number of regular provost visits to colleges	Two visits per year to each college		Yes

Related Divisional Objectives

Strategic Plan (2007-2012)

* Academic Excellence - 1.A. Further Develop and Enhance Distinctive and Rewarding Undergraduate, Masters, and Doctoral Programs

Action: Promote Better Communication

Promote strategic, evidence-based decision-making within the academic community

Assessment Year: 10-11

Start Date: 07/01/2010

End Date: 06/30/2011

Action Status: Active

Means of Assessment			
Assessment Method	Expected Outcome	Source of Data	Active
Number of provost newsletters and regular updates of X-drive data	Three newsletters per academic year and regular updates of data on the X-drive		Yes

Related Divisional Objectives

Strategic Plan (2007-2012)

* Continuous Improvement - 6.A. Develop and Implement a Process to Realize University Mission and Goals

Action: Promote Evidence-Based Decision Making and Accountability

Promote strategic, evidence-based decision-making within the academic community

Assessment Year: 10-11

Start Date: 07/01/2010

End Date: 06/30/2011

Action Status: Active

Means of Assessment			
Assessment Method	Expected Outcome	Source of Data	Active

Means of Assessment

Assessment Method	Expected Outcome	Source of Data	Active
Preparation for Periodic Review Report (PRR) for Middle States; including Implementation of a pilot TracDat program to organize strategic plans, missions and outcomes assessment in a centralized database.	PRR submitted to Middle States by June 2011; all strategic plans and missions of Academic Affairs and its main divisions (colleges, Liberal Studies, libraries) will be aligned with the university strategic plan		Yes

Related Divisional Objectives

Strategic Plan (2007-2012)

* Continuous Improvement - 6.A. Develop and Implement a Process to Realize University Mission and Goals