

Status of 2009 Initiatives Report

The details of this status report were compiled with information and data from the 2009 Strategic Plan Implementation Matrix. Progress updates were provided by campus departments, including feedback from administration, faculty, and staff. Significant efforts were made towards the achievement of each of the 2009 initiatives. Initiatives which require further progress are noted within the report.

Initiative 2.1 Incorporate current and emerging technology to increase collaborative efforts among faculty, staff and students

- Usage of Media Commons witnessed an increase of users by 46.5% from 2008 (806) to 2009 (1,506) and an increase of classes requiring MC use by 55%
- Increase of over 80% for student users of MyPlan Career software (48 in 2008 to 245 in 2009)
- Implementation of InterviewStream webcam interviewing for 21 users with 33 completed interviews
- Instructional Design (ID) working with World Campus on variety of research and development projects
- ID serving as eLearning Advocate to support and update technology and instructional tools on campus; assisting faculty with development of blogs and wikis to support team teaching efforts
- Weekly Lehigh Valley News email created and sent
- Digital Signage monitors for 2nd and 3rd floors
- Use of Facebook groups, Twitter, and podcasts
- Department websites enhanced
- Use of Media Commons incorporated into First Year Experience curriculum
- Series of technology workshops for educators designed by Lehigh Valley Writing Project
- Statewide CE provided equipment to establish a VLN (Video Learning Network) at the Center Valley campus
- Continuing Education signed off on the Penn State Center for Technology subcontract through the Allentown Housing Authority with Department of Housing and Urban Development funding totaling over \$600,000

Status: The increased space at the new Center Valley campus allowed the prior Digital Commons to grow into the current Media Commons, complete with a new “Green Room,” video equipment and links to emerging technologies. Faculty made a significant effort to increase the use of Media Commons technologies throughout various classes, including First Year Seminars. Career Services implemented technology-based programs to enhance its student-based services, while Student Affairs and the Learning Center utilized various on-line technologies to increase communication avenues to students. Continuing Education engaged in two notable endeavors that are allowing for the incorporation of current and emerging technologies for various populations: an on-campus Video Learning Network and a new off-campus Technology Center. (In Summer 2010, a new Instructional Designer was hired for the campus to further develop and implement technological collaborations among faculty, staff, and students.) **Initiative has been met; most actions are still ongoing.**

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Initiative 2.2 Develop and implement Study Abroad Programs

- Annual CHANCE Program is a study abroad program in Costa Rica and Panama embedded in Biology; in 2009-10, the program was expanded to China with two related courses taught jointly as Environmental Concepts and Economic Principals
- As part of the new Minor in Civics and Community Engagement, a spring service trip will be implemented in Costa Rica at the La Selva Biological Station to focus on issues related to the environment and conservation (a partnering of CIVCM 211 and BIOL 22W)
- Global Education Committee was formed to develop and implement global-based programming
- “Penn State Education Abroad” Panel Discussion planned in Fall 2009 and implemented in January 2010
- Global Education and Study Abroad Program Action Plans added to the 2010-15 Diversity Strategic Plan
- Other global trips in 2009 included the First International Alumni Trip to London and the Greece Travel Experience

Status: Significant progress has been made towards the further implementation of Study Abroad Programs (particularly utilizing the CHANCE model). Assessing additional study abroad programs on campus is a focus of the new Global Education Committee. **Initiative has been met; actions ongoing.**

Initiative 2.4 Increase internship opportunities locally, nationally, and internationally

- 45 Business/IST internships arranged at 40 sites
- Career Services contact made with an additional 30 internship contacts
- 8 career fairs held or promoted to students
- 9 employer networking events held
- 7 employer information table events held
- 1 technology-based internship implemented by The Penn State Center for Technology
- 10 industry internships created through the grant-funded Academic and Employment Program for Continuing Education students

Status: Significant progress has been made in increasing internships and internship contacts on a local level. **More progress is needed to increase national and international internship opportunities (a greater focus within the campus' Diversity Strategic Plan should elevate this priority and implementation).**

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Initiative 3.1

Coordinate efforts to analyze recruitment and retention trends and data to provide direction for recruitment/retention action plans

- Enrollment Management Committee created; continues to meet weekly to analyze trends and data
- Institutional Planning Coordinator position created to compile data and reports
- Updates about recruitment and retention numbers presented at monthly Senior Management meetings

Status: Significant progress has been made towards the achievement of this initiative. Data reports and trends have been created and distributed. The establishment of the Enrollment Management Committee has allowed for a coordination of efforts to analyze these trends and make recommendations for actions related to recruitment and retention. (These efforts led to the development of a part-time Recruitment Coordinator position that was filled in the Fall 2010 semester.) **Initiative has been met; actions are ongoing.**

Initiative 5.1

Continue to emphasize the need for student, faculty, and staff participation in community service activities

- Information disseminated during FTCAP and on bulletin boards throughout new campus; press releases, posters, and website updates continued to communicate opportunities to the campus community
- The campus' Tradition Magazine and Chancellor's Message highlights and promotes service events
- Participation in community service activities are noted as part of the annual SRDP process
- Student Activities continued the Martin Luther King, JR Day of Service; Thanksgiving Food Drive; Dance Marathon; Breast Cancer 5K; and others
- Student Affairs established a partnership with Upper Saucon Township Conservation District to explore community service projects at the new campus
- 11 community agencies participated in the Civic Engagement Fair; 50 students participated
- 17 student volunteers assisted at the PA CareerLink LV Job Fair through Career Services
- LPN students assisted with a Flu Shot Clinic at a local hospital
- Monthly Alumni Association electronic newsletters sent to faculty and staff regarding upcoming service events

Status: Community Service activities continue to be a priority for the campus. University Relations continually markets these events, while department heads encourage community involvement as part of the SRDP process. Ongoing collaborations through Student Activities and additional partnerships with the new campus neighborhood are emphasizing the importance of faculty, staff, and student involvement. **Initiative has been met; actions are ongoing.**