

Status of 2011 Initiatives Report

The details of this status report were compiled with information and data from various sources. 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 2011 and ongoing initiatives of the 2008-2013 Campus Strategic Plan.

2011 was a unique year, because the Campus Strategic Plan had only one initiative denoted for completion. The progress of that initiative is detailed below. Ongoing Initiatives continued to be monitored, and progress towards those initiatives can be found within the Ongoing Initiatives Progress Matrix (which has detailed progress information for 2009, 2010, and 2011).

Due to a lesser number of denoted initiatives in 2011, compared to 2009 and 2010, the campus took the opportunity to create a variety of supplementary plans and to perform ongoing progress measurement, including:

- Evaluating progress towards the **Campus Diversity Strategic Plan 2010-2015**
- Developing a **Core Council Recommendations Plan for 2012 and 2013**
- Establishing a **Campus Climate and Organizational Culture Committee and corresponding Strategic Plan for 2012-2013**
- Evaluating progress of enrollment-related initiatives via an **Enrollment Management Progress Log for 2011-2012**
- Creating an **Enrollment Management Strategic Plan for 2012-13**

Explanations of each of these initiatives are outlined in this document. In particular, information is provided that showcases how each new plan or action strategy relates back to the 2008-2013 Campus Strategic Plan. Additional information is available through the Campus Office of Institutional Planning.

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Initiative 6.2 **Establish periodic reviews and revision of academic programs** **to ensure they are appropriate for their fields of study**

- The campus is in the process of establishing a Program Reviews Template which will be used to assess each of the current academic programs in a more formal review process conducted by the Chancellor and Director of Academic Affairs. These reviews have been included in the campus' Assessment, Survey, and Progress Measurement Yearly Continuum and are set to begin in February 2012.
- In 2011, the campus continued to assess its academic programs under the direction of the Director of Academic Affairs and via the Academic Management Committee. The OLEAD Program (Organizational Leadership) was determined to be under-enrolled and no longer viable, and it being phased out of the campus degree completion offerings. The other four programs of the campus remain as degree completion offerings: Business, Psychology, Childhood & Early Adolescent Education, and Information Sciences & Technology.

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- Education Plans for each program have been constructed and reviewed and have been made available on the Penn State Lehigh Valley website under their respective Academic Pages.
- The Core Council Recommendation Letter stressed that PSLV review its enrollments in the campus' associates programs (Business, IST, and Letters, Arts, & Sciences) and develop policies to deal with under-enrolled courses, including those necessary for degree tracks. It also stressed that the campus should continue to investigate a few additional programs of high demand/high interest, including online programs that utilize technological resources and collaboration with other PSU campuses. Upon receiving the letter, PSLV instituted a review of its current programs, monitored enrollments in its associate degree programs, and instituted a policy of review for under-enrolled courses. A Core Council Recommendations Progress Log is being kept to assess continued progress towards the achievements of the recommendations set forth by the Core Council.
- A Faculty Senate Programs Research Group, under the charge of the Director of Academic Affairs and comprised of faculty members from a range of disciplines and fields, was formed to investigate potential programming.
- In 2011, PSLV underwent a process to gain approval to offer two new bachelor degree programs: Corporate Communications and Rehabilitation & Human Services. These two programs are now offered along with the campus' four existing degree completion programs. Search processes are underway for additional faculty for these programs, and reviews of these programs will be conducted in the same manner as the current program review process.
- The campus is also offering the courses of the Kinesiology minor that align with the Corporate Communications degree (Sports Media and PR/Marketing) and the Rehabilitation and Human Services degree (Sports Wellness). The campus is investigating a Kinesiology major based on the high demand/high interest model.

Status: Significant progress has been made towards academic program reviews, particularly in the evaluation of current programs and the addition of new programs. The campus now has six degree completion program options and continues to conduct ongoing reviews and assessments of these programs. Additional research continues to occur to identify high demand/high interest programming for the future.

Initiative has been met; actions are ongoing.

ADDITIONAL SOURCES OF PROGRESS ASSESSMENTS (as described on Page 1)

○ **Campus Diversity Strategic Plan**

The campus continues to evaluate progress towards its Diversity Strategic Plan. For 2011, the campus denoted 16 initiatives on which to focus. These included a focus on integrating diversity in marketing materials, forming a Diversity Committee and Response Team, and implementing monthly "hot topic" discussions for the campus community, among others. A Progress Log was created to capture achievements towards these initiatives. 10 of the initiatives were achieved and remain ongoing. 6 of the initiatives required additional concentration to be fully achieved, and these are still in progression. The campus will undergo a review of these initiatives, as well as a review of the 2012 diversity initiatives, in the fall of 2012. Diversity progress logs can be found on the Institutional Planning website within the Diversity Strategic Plan page.

○ **Core Council Recommendations Plan**

The campus received its Letter of Recommendations from the Core Council at University Park in the fall of 2011. The campus responded to the letter in January 2012 with a set of 17 action plans to achieve the recommendations (many of which build upon the initiatives of the current campus strategic plan). Upon

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approval of the action plans, the campus established a Core Council Recommendations Timeline for Implementation. This document is being used to monitor progress towards each action and contains data, figures, and progress information. The first review of this progress log was in the spring of 2012. Ongoing monitoring continues.

- **Campus Climate and Organizational Culture Committee and Strategic Plan**

In the fall of 2011, the Chancellor formed a committee of campus faculty and staff to gauge the level of faculty and staff morale, identify issues of concern, and establish methods to help address these areas, including offering professional development opportunities and recommending changes to current organizational structures. The Committees' first initiative was to administer a Faculty and Staff Climate Survey, which was developed in conjunction with the Campus Office of Institutional Planning. The survey had a 55% response rate, and the results were used to develop a Committee Strategic Plan. The Plan contains 4 main goals, with a total of 16 initiatives, and aligns with the campus Diversity Plan. To date, 10 of the initiatives have been completed, while the other 6 are still progressing. The Committee continues to use the Campus Strategic Plan as a guide for developing new actions, particularly those related to professional development for faculty and staff, creating a welcoming campus environment through inclusion and respect, and maintaining a quality workforce.

- **Enrollment Management Progress Log**

The campus' Enrollment Management Team continues to meet weekly throughout the year to discuss enrollment figures, recruitment and admissions strategies, and area demographics. In 2011-2012, initiatives that deal with or relate directly to enrollment on campus were extracted from the Campus Strategic Plan and were compiled into an Enrollment Management Progress Log. The log is updated with information after every meeting, and it details the data, figures, literature and research articles, and best practices discussed in each meeting. This log has served as a way to continuously gather progress information and to inform planning efforts regarding enrollment management.

- **Enrollment Management Strategic Plan**

Considering the importance of enrollment management, the campus has placed an increased emphasis on developing strategies related to increasing applications, increasing application yield rates, redeveloping prospective and new student programming, and enhancing retention efforts to increase retention rates, especially among diverse populations. In the summer/fall of 2012, the Enrollment Department engaged in a strategic planning process to create its own Enrollment Management Strategic Plan which builds upon and strengthens the initiatives in the Campus Strategic Plan. The Plan outlines 4 main goals, with 17 initiatives, and will be monitored via its outlined performance indicators.

Additional information about the Campus Strategic Plan or any of the above plans and initiatives can be found on the Institutional Planning website at www.institutionalplanninglv.wordpress.com or by emailing kmw14@psu.edu