

Instructions for Master Plan / Progress Reports 2014

Office of Institutional Research & Effectiveness
McNeese State University
Box 95140
(337) 475-5512
tdvorske@mcneese.edu

Contents

- Overview 3
 - Instructions 3
 - Special Notes..... 3
- McNeese State University Mission Statement 4
 - Audiences..... 4
 - Array of Programs and Services 4
 - Special Programs/Features 4
- McNeese State University Core Values..... 5
- CS 3.3.1 Institutional Effectiveness..... 6
 - 3.3.1.1 educational programs 6
 - 3.3.1.2 administrative support services..... 6
 - 3.3.1.3 academic and student support services 6
 - 3.3.1.4 research within its mission, if appropriate 7
 - 3.3.1.5 community/public service within its mission 7

Overview

We've undergone numerous changes over the last several years, and this update is intended to ensure that our efforts demonstrate institution-wide planning and assessment in compliance with relevant SACSCOC core requirements and comprehensive standards.

Instructions

1. Use the new template "Master Plan Template for Administrative Units [eff 2013-14]." You may copy and paste from your old template to get started and then add the new information for this reporting period.
2. Review your unit's mission statement: it should be a clear statement of the unit's broad primary functions.
3. Review your unit's institutional mission reference: this statement should link clearly to language in the division's mission and/or the university's mission statement (see p. 4) and to the university's core values—broadly defined (see p. 5), not the specific CV objective.
4. Review/Update Performance Objectives: A performance objective should be aspirational in nature. That is, it should not just focus on completion of regular unit/office functions, but should strive to improve some key aspect of the unit's operations. The objective should clearly link to the unit's mission, be measurable, and attainable.
5. Identify Institutional Core Values/Strategic Goals Supported: Identify, by abbreviation, the specific core value element(s) that the performance objective supports (see p. 5).
6. Assessment/Achievement Level/Benchmark: Provide at least two assessments (ways of knowing that you've met your objective) for each Performance Objective. Be sure to set a measurement level; e.g. 90% of clients will rate our service "excellent."
7. Actual Data from Assessment: Provide the results of the assessment in this column.
8. Analysis and Actions/Decisions based on Results: Provide relevant discussion of the results and details of any plans to modify services, assessments, or other activities based on these results.
9. Additional resources allocated...: The second-to-last page of the plan includes a chart in which you should identify any resources made available to your unit for the purpose of improvement and the specific objective(s) the resource supports. For example, if you've implemented a new piece of software, identify it and explain, briefly, which objective(s) it supports and how.
10. Self-Assessment: The final page of the document includes a self-assessment that I use for follow-up and improvements to this process. Please fill it out.

Special Notes

- *Academic Departments and Colleges*: In the past, all academic departments and colleges reported on the same four performance objectives. Some form of these objectives can still be found on the Core Value elements list; however, since the creation of program objectives associated with academic program master plans, departments and colleges may develop their own performance objectives and instead link them to the cv elements rather than use the specific cv elements as objectives. This is up to department/college personnel. Colleges may wish to provide some common objectives for each department and also allow for some individuation, or let the departments define all objectives on their own. It is strongly encouraged that the college leadership directs the departments in this activity to ensure the development of college-wide strategic goals in support of university core values, mission, and strategic plan.
- *All other units*: To assist you in reviewing/developing your performance objectives, review your division's mission, the institutional mission and strategic plan, and refer to pages 6 and 7. Your unit's plan will be used in support of compliance with a specific SACSCOC Comprehensive Standard. Knowing this standard may help you focus your objectives.

McNeese State University Mission Statement

McNeese State University is primarily a teaching institution whose mission is successful education of the undergraduate students and services to the employers and communities in the southwest Louisiana region. McNeese uses a traditional admissions process based on courses completed, GPA, and standardized test scores.

Audiences

McNeese is responsible for serving:

- Residents of southwest Louisiana who have completed high school and are seeking either a college degree or continuing professional education;
- Two-year college transfer students, particularly those from Sowela Technical Community College;
- Employers in the region, both public and private, school districts, health care providers, local governments, and private businesses;
- Economic development interests and regional entrepreneurs; and
- The area community, by providing a broad range of academic and cultural activities and public events.

Array of Programs and Services

- An array of liberal arts programs at the baccalaureate level - arts and humanities, social sciences, natural sciences - appropriate to a teaching institution with a predominately undergraduate student body.
- Baccalaureate programs in education, engineering, business, nursing, selected allied health fields, mass communication, and criminal justice.
- Masters programs primarily related to education, engineering, arts and sciences, nursing, and business.
- Support for area K-12 schools seeking college general education courses for advanced students and assistance in ensuring that their graduates are college- and career-ready.
- Services specifically designed to meet the needs of regional economic development (small business development, support for entrepreneurs, problem-solving).

Special Programs/Features

- Programs in innovation, entrepreneurship, and small business development supported by the Southwest Entrepreneurial and Economic Development Center.
- Agricultural and related sciences with opportunities for experiential learning at three working farms and the Center for Advancement of Meat Processing and Production.
- Custom academic programs and professional certifications integrated with area business and industry.
- Applied undergraduate research partnerships in engineering, sciences, allied health and the Louisiana Environmental Research Center.
- Cultural events are designed to connect McNeese with the regional arts community and K-12 education.

McNeese State University Core Values

McNeese State University embraces four core values—*Academic Excellence*, *Student Success*, *Fiscal Responsibility*, and *University-Community Alliances*—that guide the institution, its units and programs, in fulfilling our mission.

All Academic programs at McNeese State University emphasize in-depth disciplinary knowledge and its application to academic and professional environments. McNeese graduates achieve success through the studied acquisition of content knowledge, the demonstration discipline-specific skills and dispositions as well as general education competencies such as critical thinking, effective communication, and independent learning.

Core Value Element	Core Value
	Academic Excellence
AE1	1. Demonstrate excellence in teaching in order to enhance student recruitment, retention, and graduation.
AE2	2. Demonstrate commitment to research and creative and scholarly activity.
AE3	3. Demonstrate commitment to program quality through ongoing assessment, accreditation, and offerings that support innovative learning methods such as service learning, research opportunities, study abroad, and internships.
	Student Success
SS 1	1. Provide comprehensive student services that support academic life and the general health and welfare of the student body.
SS 2	2. Nurture and develop programs that enhance student engagement in campus life.
SS 3	3. Provide access to user-friendly technology, state-of-the-art instructional equipment, and functional facilities that support learning and retention.
	Fiscal Responsibility
FR 1	1. Utilize resources efficiently and effectively to support the university mission.
FR 2	2. Maximize operational efficiencies through effective personnel management, use of technology, and/or improved services.
FR 3	3. Expand financial foundation by garnering outside funding and developing relationships with external entities that reduce costs and/or increase revenues.
	University-Community Alliances
UCA 1	1. Engage in collaborative ventures and campus and community activities which enhance economic development, cultural and artistic growth, and/or educational experiences for the SWLA region and beyond.
UCA 2	2. Develop programs that are viable, innovative, and relevant to market needs
UCA 3	3. Ensure positive, ongoing community-campus relationships by showcasing high quality, NCAA-certified athletic events.

CS 3.3.1 Institutional Effectiveness

Office of the President—Mission; GRAD Act; Strategic Plan; Core Values (2.4, 2.5, 3.1, 3.3.1, 4.5)

3.3.1.1 educational programs, to include student learning outcomes (Academic Programs)

- All degree and certificate programs at undergraduate and graduate levels.

3.3.1.2 administrative support services

- Office of Public Relations
- Office of Marketing and Licensing
- University Events
- Office of Equal Opportunity
- Office of Internal Audit
- Office of University Advancement (incl. Planned Giving)
- Office of Alumni Affairs
- Office of Information Technology--University Computing Services—TASC--KBYS
- Office of Institutional Research & Effectiveness
- University Police and Information Center
- Office of Business Affairs & University Services
 - Office of Administrative Accounting
 - Office of Purchasing (incl. Property Control)
- Facilities and Plant Operations
- University Bookstore
- Office of Human Resources (incl. Student Employment)

3.3.1.3 academic and student support services

- Athletics
- University Services
 - Office of University Services—Toby Osburn
 - Office of Campus Life --Chris Thomas
 - Office of Student Union & Activities—Ked Nicholas
 - Office of Health Services—Raime Thibodeaux
- Office of Academic and Student Affairs
 - Freshman Foundations and Students in Transition
 - Write to Excellence Center
 - Honors College
- Frazar Memorial Library
- College of Business
 - Dept of Accounting, Finance, and Economics
 - Dept of Management, Marketing, and Business Administration
- Burton College of Education
 - Dept of Education Professions
 - Office of Student Teaching and Professional Education Services
 - Office of Graduate Education Programs
 - Dept of Psychology
 - Kay Dore Counseling Center
 - Dept of Health and Human Performance
 - Intramural and Recreation Services
- College of Engineering

- Dept of Chemical, Civil, and Mechanical Engineering
- Dept of Electrical Engineering and Computer Science
- College of Liberal Arts
 - Dept of History
 - Dept of English and Foreign Languages
 - Dept of Mass Communication
 - Dept of Performing Arts
 - Dept of Social Sciences
 - Dept of Visual Arts
- College of Nursing
- College of Science
 - Academic Computing Center
 - Harold and Pearl Dripps Dept of Agricultural Sciences
 - Dept of Biology and Health Sciences
 - Dept of Chemistry and Physics
 - Dept of Mathematical Sciences
- Dore School of Graduate Studies and Extended Education
 - Electronic Learning
- Office of Enrollment Management
 - Admissions and Recruiting
 - Office of Career Services (Internships)
 - Office of Financial Aid and Scholarships
 - General and Basic Studies (also Testing Office)
 - Office of International Programs
 - Registrar
 - Services for Students with Disabilities
 - Programs at Fort Polk—NEW

3.3.1.4 research within its mission, if appropriate

- Office of Research Services and Sponsored Operations
- Louisiana Environmental Research Center

3.3.1.5 community/public service within its mission

- Ann Rosteet Hurley Center for Economic Education
- McNeese Banners Cultural Series
- Community Services & Outreach
- Governor’s Program
- Upward Bound
- Office of Economic Development Administration
- Louisiana Small Business Development Center
- Institute for Industry Education Collaboration
- College of Nursing Community Health Care Center (may be included as part of College of Nursing plan)