

Strategic Planning Outcomes Report (template, Jan 2013)

The strategic plan identifies specific, mission-driven activities and outcomes designed for institutional improvement. Each outcome is associated with a specific individual or unit and reporting on these objectives will be coordinated by the Director of Institutional Effectiveness with identified lead personnel.

Vision Statement: *Through the promotion of innovative teaching and learning methodologies, regional partnerships, service-learning opportunities, applied research, cultural engagement, and athletic excellence, McNeese will play an active leadership role in the civic and economic renaissance likely to transform Southwest Louisiana over the next five years.*

Goal #1: Cultivate Innovative Teaching and Learning

Core Values: Academic Excellence, Student Success

Objective 1.a. Expand online offerings in line with the recommendations outlined in the report drafted by Tom Clay and Associates, Inc.

- 1.a.1: We will build and manage our online degree programs in such a way that they will enhance McNeese’s institutional health and wellbeing, and advance its reputation for excellence. In so doing, we will ensure that their success will support McNeese’s onsite programs and other activities, rather than come at their expense.

- 1.a.1.1: # of degree programs (all levels) offered fully online:

Baseline		May 2014	May 2015	May 2016		Dec 2017
(Jan 2013)		B + 2	B + 4	B + 6		B + 8

- 1.a.1.2: Program enrollments for each online program:

Program	Baseline		May 2014	May 2015	May 2016		Dec 2017
	(Jan 2013)		B + 5%	B + 10%	B + 15%		B + 20%

- 1.a.1.3: Program enrollments for each comparable on-site program:

Program	Baseline		May 2014	May 2015	May 2016		Dec 2017
	(Jan 2013)		No change	No change	No change		No change

LEAD AGENCY/INDIVIDUAL: Executive Director of Extended Education (Online Programs)

- 1.a.2: We will share the rewards of the programs' success. This will include a revenue sharing model that will direct discretionary funds to participating departments and adjustments to McNeese's reward system so that participation and excellence in McNeese's online education programs are valued in annual performance reviews and merit level decisions.
 - 1.a.2.1: Revenue-sharing template:

	Yes	No	In-progress
Model Developed			
Approved by Academic Affairs			
Approved by President			
Implemented Effective Fall 2013			

- 1.a.2.2: Fund appropriations prototype template:

Total Revenue	Amount Distributed	Unit

- 1.a.2.3: Annual Performance Review modification template (for each academic department):

	Yes	No	In-progress
Model Developed			
Approved by Academic Affairs			
Approved by President			
Implemented Effective Fall 2013			

LEAD AGENCY/INDIVIDUAL: Provost and Vice President for Academic and Student Affairs

- 1.a.3: We will continue to adjust our administrative and technology-related policies, processes, systems, and infrastructure so that they will optimally serve the needs of McNeese students who may never set foot on campus.
 - Ongoing Needs Analysis Template (to be completed no less often than annually; should include review of policies, fees, technology support, and learning support including tutoring, advising, registration, book acquisition, and so on).

Areas Analyzed	Analysis Completed (Y/N)	Date	Recommendations

LEAD AGENCY/INDIVIDUAL: Chief Information Technology Officer

Objective 1.b. Steadily increase the number of McNeese graduates who have completed one or more courses in the new Innovation Engineering™ curriculum.

- 1.b.1: Number of Graduates Completing an INOV class:

Baseline		May 2014	May 2015	May 2016		Dec 2017
(May 2013)		B + 20%	B + 30%	B + 40%		B + 50%

LEAD AGENCY/INDIVIDUAL: Coordinator of SEED Center Programming

Objective 1.c. Significantly increase the extent to which courses taken by freshmen and sophomores are taught using data-driven methods proven to promote student learning and retention.

- 1.c.1: Percentage of Freshman- and Sophomore-level SCH's taught using "clicker" technology:

Baseline		May 2014	May 2015	May 2016		Dec 2017

(% as of Jan. 2013)		(B + 5)%	(B + 10)%	B + 40%		B + 50%
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Courses: (e.g. at the 100 or 200-level; identify which courses use clicker technology; determine % of students taking those courses as compared with all 100 and 200 level SCH's)

LEAD AGENCY/INDIVIDUAL: Chief Information Technology Officer

- 1.c.2: General Education Initiatives

Baseline		May 2014	May 2015	May 2016		Dec 2017
Jan. 2013	TBD					

LEAD AGENCY/INDIVIDUAL: Chair, General Education Advisory Council

Objective 1.d. In partnership with regional business and industry, continue to increase the number of post-baccalaureate certificate training opportunities available at McNeese.

- 1.d.1: # of Post-baccalaureate certificates offered:

Baseline		May 2014	May 2015	May 2016		Dec 2017
(Jan. 2013)		B + 5%	B + 10%	B + 15%		B + 20%

Calculation: Aggregate for academic year.

LEAD AGENCY/INDIVIDUAL: Academic Advisory Council

Objective 1.e. Significantly increase opportunities for faculty and students to engage in service-learning coursework designed to promote community service while also enhancing the quality of student learning.

- 1.e.1: Aggregate completers of Service Learning courses as defined by Service Learning Committee:

Baseline		May 2014	May 2015	May 2016		Dec 2017
(May 2013)		B + 5%	B + 10%	B + 15%		B + 20%

LEAD AGENCY/INDIVIDUAL: Service Learning Coordinator

Objective 1.f. Significantly increase opportunities for students to engage in undergraduate research in close cooperation with McNeese faculty mentors.

- 1.f.1: # of students engaged in faculty-guided research:

Baseline		May 2014	May 2015	May 2016		Dec 2017
(May 2013)		B + 5%	B + 10%	B + 15%		B + 20%

LEAD AGENCY/INDIVIDUAL: Office of Research Services

Objective 1.g. Significantly increase the percentage of McNeese students who are engaged in career-related internships prior to their graduation.

- 1.g.1: % of graduates who have completed an internship component as part of their degree vs. total graduates:

Baseline		May 2014	May 2015	May 2016		Dec 2017
(May 2013)		B + 5%	B + 10%	B + 15%		B + 20%

Calculation: # of baccalaureate completers with internships vs. total # of baccalaureate completers (headcount).

LEAD AGENCY/INDIVIDUAL: University Internship Coordinator

Objective 1.h. Significantly increase the percentage of McNeese students who engage in one or more experiences in universities located outside the United States.

- 1.h.1: % of graduates who have completed a Study Abroad component as part of their degree vs. total graduates:

Baseline		May 2014	May 2015	May 2016		Dec 2017
(May 2013)		(B + 2)%	(B + 4)%	(B + 6)%		(B + 8)%

Calculation: # of baccalaureate completers with internships vs. total # of baccalaureate completers (headcount).

LEAD AGENCY/INDIVIDUAL: Provost and Vice President for Academic and Student Affairs

Goal #2: Cultivate Innovative Collaboration with an Expanding List of Regional Partners

Core Value: University-Community Alliances

Objective 2.a. In partnership with the Southwest Louisiana Alliance and its civic, business and governmental constituents in the five-parish Imperial Calcasieu region, develop a leadership role as a facilitator of collaborative projects at the Southwest Louisiana Entrepreneurship and Economic Development (SEED) Center.

- 2.a.1: # of formal regional partnerships facilitated through SEED Center.

Baseline		May 2014	May 2015	May 2016		Dec 2017
(May 2013)		B + 2	B + 4	B + 6		B + 8

LEAD AGENCY/INDIVIDUAL: Coordinator of SEED Center Programming

Objective 2.b. Significantly increase the number of mutually beneficial academic programs undertaken in collaboration with Sowela Technical Community College.

- 2.b.1: # of active degree program articulations with SOWELA.

Baseline		May 2014	May 2015	May 2016		Dec 2017
May 2013		B + 1	B + 2	B + 3		B + 4

LEAD AGENCY/INDIVIDUAL: Associate Vice President for Enrollment Management

Objective 2.c. Expand the number of course offerings to, and student enrollment from, the greater Fort Polk community.

- 2.c.1: # of courses offered* at Fort Polk:

Baseline		May 2014	May 2015	May 2016		Dec 2017
Zero		5	10	15		18

- 2.c.2: End of term enrollment in courses offered at Fort Polk:

Baseline		May 2014	May 2015	May 2016	May 2017	Dec 2017
Zero		50	100	150		200

LEAD AGENCY/INDIVIDUAL: Provost and Vice President for Academic and Student Affairs

Objective 2.d. Significantly increase McNeese engagement with public and private K-12 partners in the five-parish Imperial Calcasieu region—including an increase in the number of K-12 students who visit McNeese and an increase in the number of events involving visits by McNeese to the K-12 institutions, including an expansion in dual enrollment and increasing the number of students who experience events offered by the Banners Cultural Series.

- 2.d.1: # of persons attending campus-based K-12 oriented activities:

Baseline		May 2014	May 2015	May 2016		Dec 2017
May 2013		B + 3%	B + 5%	B + 8%		B + 10%

- 2.d.2: # of Visits by McNeese to K-12 schools in the five-parish region, including Banners Cultural Series events:

Baseline		May 2014	May 2015	May 2016		Dec 2017
May 2013		B + 3%	B + 5%	B + 8%		B + 10%

- 2.d.3: --DUAL ENROLLMENT--# of semester credit hours completed by high school students with a grade of A,B, or C:

Baseline		May 2014	May 2015	May 2016	May 2017	Dec 2017
May 2013		B + 3%	B + 5%	B + 8%		B + 10%

Calculation: follows GRAD Act calculations; baseline is total for Grad Act Year 2.

LEAD AGENCY/INDIVIDUAL: Director of McNeese Banners Cultural Series

Objective 2.e. Significantly increase the number of opportunities for adult learners; including, but not necessarily limited to, leisure-learning opportunities.

- 2.e.1: # of students in CALL and Completer Programs:

Baseline		May 2014	May 2015	May 2016		Dec 2017
May 2013		B + 5%	B + 10%	B + 12%		B + 15%

LEAD AGENCY/INDIVIDUAL: Director of e-Learning

- 2.e.2: # of courses offered by the Institute of Industry Education Collaboration:

Baseline		May 2014	May 2015	May 2016		Dec 2017
May 2013		B + 5%	B + 10%	B + 12%		B + 15%

LEAD AGENCY/INDIVIDUAL: Director of the Industry Education Institute

Goal #3: While Retaining the Current McNeese Logos, Cultivate a McNeese “Brand” that Embraces a Culture of Innovation

Core Value: Fiscal Responsibility

Objective 3.a. Capitalize on the 75th Anniversary of McNeese as an occasion to promote McNeese to all constituents as a dynamic center of academic and economic innovation.

- 3.a.1: Percentage increase in McNeese Foundation Endowment:

Baseline		May 2014	May 2015	May 2016		Dec 2017
May 2013		B + 5%	B + 10%	B + 15%		B + 20%

LEAD AGENCY/INDIVIDUAL: Vice President for University Advancement

Objective 3.b. Promote a culture of marketing synergy—not only by generating ideas from the Department of Athletics, Department of Marketing and Licensing, the McNeese Bookstore, and the Department of Public Relations—but also soliciting input from faculty and students having expertise in academic disciplines relating to marketing and mass communications.

- 3.b.1: Annual review of combined marketing idea input sessions involving these administrative departments, faculty, and students.

LEAD AGENCY/INDIVIDUAL: External Communications Advisory Committee in consultation with Faculty Senate and SGA leadership

Objective 3.c. Develop innovative advertising strategies to maximize auxiliary and unconventional revenue sources.

- 3.c.1: Amount of revenue received from sources other than tuition and state appropriations:

Baseline		May 2014	May 2015	May 2016		Dec 2017
May 2013		B + 2%	B + 5%	B + 8%		B + 10%

LEAD AGENCY/INDIVIDUAL: Director of Marketing and Licensing

Objective 3.d. Link the McNeese name more directly with the Banners Cultural Series and other cultural events sponsored by entities operating within the McNeese umbrella.

- 3.d.1: Develop Banners Cultural Series logos that integrate McNeese trademarks and ensure that these integrated marks are used in all Banners advertising materials.

LEAD AGENCY/INDIVIDUAL: Director of Marketing and Licensing

Goal #4: Cultivate a Physical Environment that Promotes a Spirit of Innovation

Core Value: Academic Excellence, Student Success, Fiscal Responsibility

Objective 4.a. Initiate creative development projects that promote enrollment and retention, such as the restoration of Contraband Bayou and the development of a “one stop shop” to address the needs of prospective students.

- 4.a.1: Completion of Contraband Bayou Beautification Project on or before August 2016:
- 4.a.2: Completion of Chozen Hall Renovation Project on or before August 2016:

LEAD AGENCY/INDIVIDUAL: Director of Facilities and Planning

Objective 4.b. Continue to expand the physical footprint of the McNeese campus to create space for innovative academic, cultural, and athletic initiatives and community partnerships.

- 4.b.1: Completion of Health and Human Performance Complex on or before December 31, 2017.
- 4.b.2: Develop strategic plan for the development of the former Charles Cinema Property for academic and community events on or before December 31, 2013.

LEAD AGENCY/INDIVIDUAL: Director of Facilities and Planning

Objective 4.c. Promote a culture of cleanliness and respect for the landscaping and grounds that comprise the McNeese campus.

- 4.c.1: # of activities adopted to promote cleanliness on campus:

Baseline		May 2014	May 2015	May 2016		Dec 2017
May 2013		B + 2	B + 4	B + 6		B + 8

LEAD AGENCY/INDIVIDUAL: Director of Student Union and Activities

Objective 4.d. Continue to reduce levels of deferred maintenance in existing facilities on campus.

- 4.d.1: # of deferred maintenance projects identified on campus:

Baseline		May 2014	May 2015	May 2016		Dec 2017
May 2013		B - 1	B - 2	B - 3		B - 4

LEAD AGENCY/INDIVIDUAL: Director of Facilities and Planning