

Strategic Planning Outcomes Report (June 30, 2013 / First Progress Report)

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:

Jan 2013	May 2013	May 2014	May 2015	May 2016	May 2017	Dec 2017
Baseline	[--]	B + 2	B + 4	B + 6	[B + 7]	B + 8
5	17					

Program numbers based on figures reported in Annual Grad Act report submitted to ULS April 1 each year; baseline is from 2012 report, May 2013 is from 2013 Grad Act report submitted 4-1-2013 to ULS.

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

Program	Jan 2013	May 2013	May 2014	May 2015	May 2016	May 2017	Dec 2017
	Baseline	[--]	B + 5%	B + 10%	B + 15%	[B + 17%]	B + 20%
Criminal Justice (B.S.)	82	93					
Management (B.S.)	31	51					

Nursing (RN to B.S.N.)	27	45					
Sociology (B.A.)	127	128					

End of term enrollments. Approved programs include the following: General Studies (AGS); Paralegal Studies (AS); General Studies (BGS); Criminal Justice (BS); Management (BS); Nursing (RN-BSN); Organizational Leadership (BA); Sociology (BA); Criminal Justice (MS); Curriculum & Instruction (MEd); Educational Technology Leadership (MEd); Instructional Technology (MS); Nursing (MSN); Nursing Case Management (PBC); School Librarian (PBC); Family Nurse Practitioner (PMC); Family Psychiatric Nurse Practitioners (PMC). The latter four are online only and thus have no comparable onsite program with which to compete. All but the four for which information is provided are approved to be offered online, but not fully promoted as such at this time.

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

Program	Jan 2013	May 2013	May 2014	May 2015	May 2016	May 2017	Dec 2017
	Baseline	No change	No change	No change	No change	No change	No change
Criminal Justice (B.S.)	185	148					
Management (B.S.)	171	158					
Nursing (B.S.N.)	1028	861					
Sociology (B.A.)	61	55					

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

- 1.a.2: We will share the rewards of 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			New programs do not launch until fall '13 so no revenue data is available at this time on which to base a model. Model will be developed over the '13-'14 academic year.
Approved by Academic Affairs			
Approved by President			
Implemented Effective Fall 2013			

- 1.a.2.2: Fund appropriations prototype template: **See progress note on 1.a.2.1.**

Total Revenue	Amount Distributed	Unit

- 1.a.2.3: Annual Performance Review modification template (for each academic department): **See progress note on 1.a.2.1.**

	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	Actions/Recommendations
Bandwidth	Y	6/30/13	Bandwidth increased 150%.
Servers/Storage	Y	6/30/13	New servers and storage implemented for Moodle, Email, Portal.
Data Center	Y	6/30/13	New Data Center developed to reduce disruption of services.
Disaster Recovery Plan	Y	6/30/13	Setup reviewed and completed to ensure continuity during evacuations.
Portal	Y	6/30/13	Development underway to provide more services to online students.
Infrastructure	Y	6/30/13	Significant upgrades to assist faculty with online content delivery.

All actions completed prior to date listed; portal development underway.

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:

Jan 2013	May 2013	May 2014	May 2015	May 2016	May 2017	Dec 2017
Baseline	[--]	B + 20%	B + 30%	B + 40%	[B = 45%]	B + 50%
4	9					

Based on fall 2012 and spring 2013 graduating classes; subsequently, all terms in AY will be combined.

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 [increase in] Freshman- and Sophomore-level SCHs taught using “clicker” technology:

Jan 2013	May 2013	May 2014	May 2015	May 2016	May 2017	Dec 2017
Baseline %	[--]	B + 5%	B + 10%	B + 40%	[B + 45%]	B + 50%
9 sections; (18 SCHs)	7 sections (21 SCHs)					

Tracking number of SCHs taught; May 2013 number includes spring and summer '13 terms; May '14 will show % increase in SCHs taught using clickers. Sixty-one instructor kits provided in AY '12-'13.

LEAD AGENCY/INDIVIDUAL: Chief Information Technology Officer

- 1.c.2: General Education Outcomes Attainment

Gen Ed Outcome	Fall 2012 Baseline	May 2013	May 2014	May 2015	May 2016	May 2017	Dec 2017
1 Writing	91% (10/11)	80% (8/10)					
2 Math	71% (5/7)	71% (5/7)					
3 Science	43% (3/7)	33% (3/9)					
4 Critical Thinking	100% (3/3)	80% (4/5)					
5 Fine Arts	91% (10/11)	92% (11/12)					
6 Independent Learning	100% (1/1)	0% N/A at time of this report. (0/1)					

Percentage based on number of assessments for which proficiency benchmarks have been attained. Number of assessments varies from term to term depending on course offerings. Language of outcomes 2 and 5 will change effective fall '13.

○ 1.c.3: General Education Progression Policy

Baseline Jan 2013	May 2013	May 2014	May 2015	May 2016	May 2017	Dec 2017
12.8% (571/4459)	11.6% (508/4389)					

Baccalaureate-seeking students must complete 3CH hours Math, 3 CH Science, 6CH English before enrolling in 300-level or higher courses. Calculated by determining the number of students who have earned 46 or more hours without having completed all required GE pre-reqs.

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:

Jan 2013	May 2013	May 2014	May 2015	May 2016	May 2017	Dec 2017
Baseline	[--]	B + 5% (1)	B + 10% (1)	B + 15% (2)	[B + 17% (2)]	B + 20% (3)
12	12					

Calculation: # of programs offered based on academic catalog year, B=12-13AY.

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:

Jan 2013	May 2013	May 2014	May 2015	May 2016	May 2017	Dec 2017
Baseline	[--]	B + 5%	B + 10%	B + 15%	[B + 17%]	B + 20%
0	0					

Progress: Academic Advisory Council approved language at its July 1, 2013 meeting to define service learning courses in order to accurately survey the curriculum and solicit proposals for service learning courses.

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:

Jan 2013	May 2013	May 2014	May 2015	May 2016	May 2017	Dec 2017
Baseline	[--]	B + 5%	B + 10%	B + 15%	[B + 17%]	B + 20%
24	27					

Based on number of students working in grant-funded positions.

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:

Jan 2013	May 2013	May 2014	May 2015	May 2016	May 2017	Dec 2017
Baseline	[--]	B + 5%	B + 10%	B + 15%	[B + 17%]	B + 20%
ND	27% (168/628)					

Calculation: # of baccalaureate completers with internships vs. total # of baccalaureate completers (headcount); data obtained from Career Services Survey completed in spring 2013.

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: No. of graduates who have completed a Study Abroad component as part of their degree:

Jan 2013 (Fall '12)	May 2013	May 2014	May 2015	May 2016	May 2017	Dec 2017
Baseline	[--]	B + 2%	B + 4%	B + 6%	[B + 7%]	B + 8%
2	7					

Outcome modified to show % increase in study abroad students; based on transfer work school codes of baccalaureate completers. Also, hired Director of International Programs to begin in fall '13 to facilitate services for study abroad and international students

LEAD AGENCY/INDIVIDUAL: Provost and Vice President for Academic and Student Affairs / Director of International Programs

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.

Jan 2013	May 2013	May 2014	May 2015	May 2016	May 2017	Dec 2017
Baseline	[--]	B + 2	B + 4	B + 6	[B + 7]	B + 8
0	[9]					

SEED Center official groundbreaking is August 16, 2013. Projects in development: EDA-US Economic Development Association; SBA-Small Business Administration; LSBDC-Louisiana Small Business Development Center; LIC-Louisiana Innovation Council; CDBG-Community Development Block Grant; CPRA-Coastal Protection Restoration Authority; CPRPA-Chenier Plain Coastal Restoration Protection Authority; Louisiana Fast Start Program; Calcasieu Community Clinic.

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.

Jan 2013	May 2013	May 2014	May 2015	May 2016	May 2017	Dec 2017
Baseline	[--]	B + 1	B + 2	B + 3	[B + 3]	B + 4
2	2*					

**Criminal Justice and Process Technology (PTEC). The PTEC program has been eliminated effective end of spring '13. Additional programs and articulations with SOWELA include the following: MOU for consideration of reduced tuition; MOU housing agreement; Transfer-articulation guide (updated annually); Applicant referral program; Nursing partnership; other agreements in development.*

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:

Jan 2013	May 2013	May 2014	May 2015	May 2016	May 2017	Dec 2017
Baseline	[--]	5	10	15	[17]	18
0	0					

MOU in progress; SACSCOC notification accepted Feb 1, 2013 to offer courses on-site; prospectus due 3 mos. prior to point where 50% of a program’s credits are offered on site.

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

Jan 2014	May 2013	May 2014	May 2015	May 2016	May 2017	Dec 2017
Baseline	[--]	50	100	150	[175]	200
0	0					

Enrollment based on academic year (e.g. baseline and May 2013, AY 2012-2013; Dec '17 fall term only).

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:

Jan 2013	May 2013	May 2014	May 2015	May 2016	May 2017	Dec 2017
Baseline	[--]	B + 3%	B + 5%	B + 8%	[B + 9]	B + 10%
350	350					

Estimates based activities from July 2012 – Dec 31; Jan 1 – June 30: Teaching and Learning Conference; School Counselor Workshops; Reading Clinic; Economics Day Conference; Dore Counseling Autism Services.

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

Jan 2013	May 2013	May 2014	May 2015	May 2016	May 2017	Dec 2017
Baseline	[--]	B + 3%	B + 5%	B + 8%	[B + 9%]	B + 10%

[30]	[30]					
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Baseline and May '13 numbers based on Banners Series outreach programs for AY'12-'13. Activities also identified for calculation and inclusion in subsequent progress reports are K-12 Reading Diagnostic Services; McNeese Reading Room at Children's Museum; and others. Actual number exceeds what is reported; identification and tracking methods are being developed.

- 2.d.3: --DUAL ENROLLMENT--# of semester credit hours completed by high school students with a passing grade:

Jan 2013	May 2013	May 2014	May 2015	May 2016	May 2017	Dec 2017
Baseline	[--]	B + 3%	B + 5%	B + 8%	[B + 9%]	B + 10%
2,918	2,431					

Fall 2012 completers; spring 2013 completers.

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:

	Jan 2013	May 2013	May 2014	May 2015	May 2016	May 2017	Dec 2017
	Baseline	[--]	B + 5%	B + 10%	B + 12%	[B + 13]	B + 15%
Enrolled	276	297					
Completers	26	16					

LEAD AGENCY/INDIVIDUAL: Director of E-Learning

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

Jan 2013	May 2013	May 2014	May 2015	May 2016	May 2017	Dec 2017
Baseline	[--]	B + 5%	B + 10%	B + 12%	[B + 13]	B + 15%
19	33					

Note: 102 courses offered since August 2010; May '14 percentage will be based on FY/AY '12-'13.

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:

Jan 2013	May 2013	May 2014	May 2015	May 2016	May 2017	Dec 2017
Baseline	[--]	B + 5%	B + 10%	B + 15%	[B + 17%]	B + 20%
(to 12-31-12)	(to 6/30/13)					
1 st half:	2 nd half:					
\$268,469	\$745,540					
Total:	Total:					
\$29,884,505	\$30,630,046					

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.

Progress: Created student chapter of American Advertising Federation in fall '12; gathered marketing plans from MKTG 444, fall '12; meeting planned among all constituents for late July, early August 2013.

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:

Jan 2013	May 2013	May 2014	May 2015	May 2016	May 2017	Dec 2017
Baseline	[--]	B + 2%	B + 5%	B + 8%	[B + 9%]	B + 10%
\$28,389.85	\$18,532.76					

**Amount based on CLC Revenue only pending review of funding sources that can be linked to advertising strategies.*

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.

Progress: Completed and fully implemented by June 2013.

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:
Progress: Architect (Meyer & Associates) began Jan 10, 2013; Capital outlay for FY 2013-14, \$440,000 for planning; FY 2014-15, \$3,960,000 for construction to begin.
- 4.a.2: Completion of Chozen Hall Renovation Project on or before August 2016:
Progress: \$2,060,000 in capital outlay; designer’s document reviewed by MSU, under review by FP&C; est. cost \$1,950,000. Construction to begin late summer 2013.

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.
Progress: Wynn & Wyatt, Consulting Engineers began Jan 10, 2013, developing abatement and demolition plans, approximately 1 year for development and review; Capital outlay funded \$4,142,725 in FY '13-'14.
- 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.
Progress: Property has served as additional parking until parking garage opened in summer 2013. Discussion will now focus on development and use of the land.

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:

Jan 2013	May 2013	May 2014	May 2015	May 2016	May 2017	Dec 2017
Baseline	[--]	B + 2	B + 4	B + 6	[B + 7]	B + 8
[1]	[1]					

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:

Jan 2013	May 2013	May 2014	May 2015	May 2016	May 2017	Dec 2017
Baseline		B - 1	B - 2	B - 3	[B - 3]	B - 4
85 (1 ADA)						

Note: In FY'13 new public works projects totaled \$1,402,240.27, with \$126,005.16 rolling to FY'14, \$464,119.30 from FY '12 was rolled into FY'13 with \$6,505 remaining as work in progress. Overall impact is \$1,866,359.57.

LEAD AGENCY/INDIVIDUAL: Director of Facilities and Planning