2006-2007 SHORT RANGE PLANNING AND ASSESSMENT FOR: Academic Affairs

Objectives	Strategies	Means of Assessment	Person Responsible	Budget	Timetable	Assessment of Performance, 2006-07	Use of Results Planned Improvements
GOAL 1. Provide academic programs to enhance educational opportunities for postsecondary students. (University LRP Goal 1)							
1.1 Expand and enhance distance learning.	a. Develop a plan for expansion of distance learning courses. b. Plan and provide technology as appropriate for ensuring the best quality courses for students. c. Assess the number of full-time instructors needed based upon course offerings. d. Develop an e-college to provide administrative oversight for distance learning. (See 1.5) e. Assess the distance learning program annually, using appropriate survey instruments, outcome assessment exams, and benchmarking techniques to determine progress, needs and quality of offerings.	Plan developed. Technology plan developed. Plan developed for full-time instructors for online. Assessment of need for e-college made Outcomes assessment data. Student evaluation data.	VP Academic Affairs		a. 2006-07 b. 2006-07 c. 2006-07 d. 2006-07 e. 2006-07 (ongoing)	a. We have not established an overall written plan for this strategy. We continue to encourage the colleges to review programs and identify courses suitable for on-line delivery. b. Plan has not been completed. We continue to review technology needs regularly. c. We performed a “snap-shot” look at the annual need for full-time instructors. Budget limitations precluded hire of all needed instructors. Prioritized and proposed hires based on available funds. d. Not developed due to fiscal constraints e. Annual assessment policy established by Office of Assessment. Policy being implemented	a-e. Continue to expand and enhance distance learning using new policy developed by ACHE
1.2 Develop new programs of study.	a. Conduct surveys to determine the need for new programs.	Surveys made on an ongoing basis. Program expansion plan	VP Academic Affairs	$2,000	a. 2006-07 (ongoing)	a. Surveys being developed in alignment with the strategic	a. Continue to develop and administer surveys

2006-2007 SHORT RANGE PLANNING AND ASSESSMENT FOR: Academic Affairs

Objectives	Strategies	Means of Assessment	Person Responsible	Budget	Timetable	Assessment of Performance, 2006-07	Use of Results Planned Improvements
		developed.				plan	
1.3 Emphasize and expand the use of technology to maintain excellence in teaching and enhance the quality of programs delivered.	a. Maintain a quality technology system. b. Utilize technology in academic support services.	Evaluation of turnaround time for schedules and catalogs	VP Academic Affairs		a. 2006-07 (ongoing) b. 2006-07 (ongoing)	a-b. Teamed with BLACKBOARD company to select/purchase software necessary to support quality teaching and programs	a-b. Continue to emphasize use of technology to enhance the quality of teaching and programs
GOAL 2. Provide scheduling and delivery modes to meet diverse student population needs. (University LRP Goal 2)							
2.1 Develop a long-term schedule of major course offerings.	a. Develop a schedule of semester offerings for major courses for publication in the catalog. b. Provide variable modes of delivery by all colleges within the University to include day, night, weekend, and distance learning. c. Encourage all colleges within the University to develop collaborative programs with other community and four-year institutions.	Long-term schedules available for students. All colleges providing variable modes of delivery for courses. Joint programs offered with other colleges.	VP Academic Affairs		a. 2006-07 b. 2006-07 (ongoing) c. 2006-07 (ongoing)	a. Reduced the time associated with development of course schedules b. All colleges have developed courses with variable delivery modes c. Contact made with other colleges and universities concerning collaborative programs	a. Develop a long term schedule of major course offerings b. Continue to pursue variable modes of delivery c. Continue to pursue collaborative programs
GOAL 3. Enhance quality faculty and staff. (University LRP Goal 3)							

2006-2007 SHORT RANGE PLANNING AND ASSESSMENT FOR: Academic Affairs							
Objectives	Strategies	Means of Assessment	Person Responsible	Budget	Timetable	Assessment of Performance, 2006-07	Use of Results Planned Improvements
3.1 Increase faculty numbers based upon enrollment increases and distance learning needs.	a. Identify student enrollment increase for centers, classroom, and distance learning courses	Enrollment data provided by appropriate office.	VP Academic Affairs		a. 2006-07 (ongoing)	a. Enrollment data continues to show increases	a. Selection committees formed to hire additional faculty
3.2 Provide for professional development of faculty to improve qualifications	a. Develop professional development budget for University b. Provide for application for funds following University policy.	Professional Development funds awarded.	VP Academic Affairs	$10,000	a. 2006-07 (ongoing) b. 2006-07 (ongoing)	a. Made an increased amount of professional development funds available	a. Enabled some faculty members to travel to present papers. Paid for two faculty members o pursue PD opportunities overseas to support study aboard program
3.3 Establish and implement policies and procedures designed to enhance teaching effectiveness.	a. Emphasize effective teaching as a priority for the University. b. Improve method of providing evaluation feedback to faculty and administrators.	Evaluation of teaching by students provided to faculty and administrators.	VP Academic Affairs		a. 2006-07 (ongoing) b. 2006-07 (ongoing)	a. Teachers evaluated using surveys b. Put all surveys on-line and providing incentives for student participation	a. Improving assessment tools to provide more pertinent data
3.4 Encourage faculty research to increase teaching quality.	a. Provide Professional Development funds.	Number of faculty publications, presentations, and awards.	VP Academic Affairs		a. 2006-07 (ongoing)	a. Dean's and faculty providing information on accomplishments	a. Faculty accomplishments are announced at monthly faculty/staff meeting. Incentives for faculty research being explored
GOAL 4. Develop learning resources appropriate to the mission of the University. (University LRP Goal 4)							
4.1 Assess library services needed to support excellence in learning and teaching.	a. Develop a plan to provide service to students, faculty, administration, and the community. b. Provide for an annual evaluation of the plan to track performance.	Evaluate survey responses. Progress shown in strategic plan.	VP Academic Affairs		a. 2006-07 (ongoing) b. 2006-07 (ongoing)	a. Survey conducted. Determined that access to online library offerings needed improvement.	a. Improved process to access databases developed and implemented

2006-2007 SHORT RANGE PLANNING AND ASSESSMENT FOR: Academic Affairs

Objectives	Strategies	Means of Assessment	Person Responsible	Budget	Timetable	Assessment of Performance, 2006-07	Use of Results Planned Improvements
GOAL 5. Evaluate the effectiveness and quality of programs. (University LRP Goal 5)							
5.1 Enhance accountability.	a. Establish an Office of Assessment. b. Place oversight for the strategic plan under the Office of Assessment.	Annual Assessment Report.	VP Academic Affairs		a. 2006-07 b. 2006-07	a. Office Established b. Oversight placed under OA	a. Increase resources within the OA
5.2 Seek regular university reaccredidation and college accreditation as appropriate.	a. Perform self-studies as appropriate. b. Determine progress toward assessment.	Accreditation attained.	VP Academic Affairs		a-b. 2006-07 (ongoing)	a-b. College of business re-accredited by ACBSP. College of Education scheduled for re-accreditation visit in March 2007	a-b. Continue assessment practices to prepare for next accreditation/reaffirmation visit
5.3 Determine assessment procedures and bench-marking techniques by unit based upon requirements from accrediting bodies.	a. Provide a review of all programs by college annually to assess performance and determine necessary changes. b. Require colleges to evaluate strategic plan set by each annually to assess progress and ensure changes are made as appropriate. c. Set procedures and benchmarking techniques.	Annual Assessment Report.	VP Academic Affairs		a. 2006-07 (ongoing) b. 2006-07 (ongoing) c. 2006-07 (ongoing)	a-c. Colleges of Business and Education have established assessment procedures for functional accreditation that assisted them in determining their performance relative requirements of accrediting bodies	a-c. Continue assessment and benchmarking processes and procedures
5.5 Maintain a quality/diverse faculty and staff.	a. Maintain accurate job description for all positions.	Accurate job descriptions for all positions.	VP Academic Affairs		a. 2006-07 (ongoing)	a. Job descriptions updated	a. Faculty an staff handbooks being updated to reflect position descriptions of key University positions
	b. Follow appropriate policies in hiring of faculty and staff. c. Provide resources and encourage hiring of diverse populations.	b-c. Number of diverse faculty and staff increased.			b-c. 2006-07 (ongoing)	b-c. Hiring policies revamped	b-c. University using Shuford rules for hiring which includes assurance that diversity is represented in makeup of hiring committees
	d. Annually conduct performance evaluations and provide feedback.	d. Performance Evaluation Policy followed.			d. 2006-07 (ongoing)	d. Performance Evaluation policy used to perform annual	d. Continue following performance evaluation policy

2006-2007 SHORT RANGE PLANNING AND ASSESSMENT FOR: Academic Affairs

Objectives	Strategies	Means of Assessment	Person Responsible	Budget	Timetable	Assessment of Performance, 2006-07	Use of Results Planned Improvements
	e. Provide a professional development plan.	e. Active Professional Development Plan.			e. 2006-07 (ongoing)	evaluations e. Plan development/update is underway but not completed	e. Complete Professional Development Plan
GOAL 6. Develop programs to provide enhanced intellectual, social, and cultural opportunities. (University LRP Goal 6)							
6.1 Expand programs that encourage students to seek global opportunities to participate in study abroad.	a. Form a committee to determine feasibility of program expansion. b. Establish a plan with policies and procedures for study abroad programs.	Committee established. Plan developed.	VP Academic Affairs		a. 2006-07 b. 2006-07	a. Committee not establishedxs, however, identified a means to expand business program in accounting. Working with another university and foreign country to create an accounting study a broad opportunity	a. Pursue global accounting program opportunity
GOAL 7. Provide academic student support services. (University LRP Goal 8)							
7.1 Establish a Student Advising Center.	a. Develop policies and procedures for the operation of a Student Advising Center.	Center established.	VP Academic Affairs		a. 2006-07	a. Center was established and is functional	a. Continuous evaluation and incorporate technology into the Center
7.2 Establish an Online Advising Center for all students.	a. Develop policies and procedures for the operation of online advising.	Survey students and evaluate the value to the student. Online Advising Center established	VP Academic Affairs	$8,000	a. 2006-07	a. Center established. Evaluation will occur at the end of first year of operation	a. Review/revise operational procedures of Center
7.3 Establish an Online Tutoring Center for all students.	a. Evaluate the technology needs and costs of online tutoring. b. Provide online tutoring.	Assess value of online tutoring to the student. Online tutoring made available to	VP Academic Affairs		a. 2006-07 b. 2006-07	a. Investigated various online tutoring programs. Selection process not complete	a. Evaluate perspective programs used by other school

2006-2007 SHORT RANGE PLANNING AND ASSESSMENT FOR: Academic Affairs

Objectives	Strategies	Means of Assessment	Person Responsible	Budget	Timetable	Assessment of Performance, 2006-07	Use of Results Planned Improvements
		students.				b. Online tutoring not finalized	b. Select a program option.
7.4 Recruit students seeking quality programs.	a. Continue to enhance the quality of academic programs. b. Enhance the academic environment by seeking accreditation of programs.	Recruiting success determined by student increases. Programs accredited.	VP Academic Affairs		a. 2006-07 (ongoing) b. 2006-07 (ongoing)	a. Student enrollment increased by over 6% from last year	a. Recruit students seeking quality programs b. Seek accreditation for selected A&S programs
GOAL 8. Provide learning environment appropriate for academic programs—labs, library, classrooms. (University LRP Goal 11)							
8.1 Determine facility needs for campus and University Centers by priority.	a. Conduct a campus-wide facilities and equipment needs assessment.	Completed needs assessment.	VP Academic Affairs		a. 2006-07 (ongoing)	a. Prioritized facility renovations for costing and funding	a. Requested approval of bond issuance from postsecondary
GOAL 9. Develop, implement and assess the vision and goals of academics. (University LRP Goal 12)							
10.1 Increase awareness of the plans for the University internally.	a. Provide all employees with access to the University Strategic Plan. b. Communicate the University Strategic Plan to employees at a University-wide meeting. c. Communicate the University Strategic Plan externally to centers and other interested parties, such as Foundation Board members, alumni, businesses, and families of students by placing it on the Athens State University website and in the Library.	Strategic Plan available. Conduct annual meeting to provide faculty and staff with progress for strategic plan. Provide letter from the President to internal and external constituencies on an annual basis to assess plan progress.	VP Academic Affairs		a. 2006-07 (ongoing) b. 2006-07 (ongoing) c. 2006-07 (ongoing)	a-c. Strategic plan placed under the auspices of newly created OA. Follow-up actions include publishing the Strategic Plan to all internal and external stakeholders of university	a-c. Continue to perform actions to increase awareness of the Strategic Plan
10.2 Develop a strategic plan for each academic college and	a. Department or college strategic plans will be based upon University mission, goals, and objectives, as	a. Plans established.	VP Academic Affairs		a. 2006-07 (ongoing)	a-b. Plans not complete but	a-b. Continue development

2006-2007 SHORT RANGE PLANNING AND ASSESSMENT FOR: Academic Affairs

Objectives	Strategies	Means of Assessment	Person Responsible	Budget	Timetable	Assessment of Performance, 2006-07	Use of Results Planned Improvements
administrative department.	well as requirements of accrediting bodies. b. Unit plan is reviewed on an annual basis to make changes as needed.	b. Plans reviewed annually.			b. 2006-07 (ongoing)	under development	of plans based on overall university strategic plan
10.3 Improve internal communication to provide faculty and staff with knowledge to effectively impart information about the goals and vision of the University.	a. Require all new staff and faculty to attend in-service training within sixty days of employment to be held in each appropriate department or college. b. Include both faculty and staff on committees for the University and the colleges for input into the strategic plan. c. Include an assessment of the strategic plan in performance appraisals. d. Encourage faculty and staff to actively serve on university and college committees, as appropriate for each, to allow for enhanced communication. e. Encourage attendance at university and college meetings. f. Provide faculty and staff with access to the strategic plan.	Assessment of employees to determine knowledge of University Strategic Plan. Assessment of plan completion included in performance appraisals. Committees appointed. Attendance improved. Access improved.	VP Academic Affairs		a. 2006-07 (ongoing) b. 2006-07 (ongoing) c. 2006-07 (ongoing) d. 2006-07 (ongoing) e. 2006-07 (ongoing) f. 2006-07 (ongoing)	a-f. Plans not complete but under development	a-f. Continue development of plans based on overall university strategic plan

2006-2007 SHORT RANGE PLANNING AND ASSESSMENT FOR: College of Arts and Sciences

Objectives	Strategies	Means of Assessment	Person Responsible	Budget	Timetable	Assessment of Performance, 2006-07	Use of Results* Planned Improvements
GOAL 1. Provide educational opportunity to postsecondary students through carefully planned and implemented programs. (University LRP Goal #1)							
1.1 Expand and enhance distance learning. Increase the number of majors and courses available through distance education and where feasible get all faculty involved in distance education.	a. Develop a plan for expansion of distance learning courses. b. Plan and provide technology as appropriate for ensuring the best quality courses for students. c. Assess the number of full-time instructors needed based upon course offerings. d. Determine the need to hire adjunct instructors dedicated to teaching online only. e. Provide training for teaching faculty.	a. Plan developed and reviewed annually. b. Technology plan developed. c. Plan developed for full-time and part-time instructors for online. e. Training program established	College Dean Chairs Faculty	$3,000	a. 2006-07 b. 2006-07 c. 2006-07 d. 2006-07 e. 2006-07 (ongoing)	a. Religion and CIS majors now available on-line. Other departments are steadily expanding offerings. b. Now equipment and training are being provided to interested faculty. c. Few or no new faculty will be added this year. d. Not applicable to Arts and Sciences at this time. e. Training is being provided.	a. Continue to expand and refine on-line programs. b. Continue to provide the best support and updates that financial resources allow. c. Continue to monitor the needs for additional faculty. d. Continue to monitor this situation. e. Continue to provide appropriate and up-to-date training.
1.2. Develop graduate programs. A&S is planning on pursuing graduate programs in Library Science and Religion.	a. Conduct a survey to determine need for program. b. Develop a short-range plan to determine feasibility of a master's degree program. c. Appoint a committee to develop programs as approved by college administration. d. Seek approvals from appropriate bodies outside the University.	a. Survey completed. b. Feasibility study completed. c. Committee appointed and report made to institution d. Approvals granted.	College Dean Chairs Faculty	$3,000	a. 2006-07 for Library Science and Religion. b. 2006-07 for Library Science and Religion. c. 2006-07 for Library Science d. 2006-07 for Library Science	a. Library survey already exists, but may need updating. Religion is on hold until Library graduate program is approved. b. Plan is being written as part of proposal to ACHE regarding Library graduate Degree. c. Committee for Library graduate program appointed by President and is working. d. Approval for graduate program will be sought during summer or fall 2007. pending actions of Postsecondary.	a. Existing survey for Library graduate program indicator of strong and sustained student demand. b. Plan indicator degree is highly feasible. c. Committee is functioning well. d. Pending submission.

* This column will form the basis for next year's related objectives.

2006-2007 SHORT RANGE PLANNING AND ASSESSMENT FOR: College of Arts and Sciences							
Objectives	Strategies	Means of Assessment	Person Responsible	Budget	Timetable	Assessment of Performance, 2006-07	Use of Results* Planned Improvements
	e. Upon approval, follow appropriate hiring policies to hire faculty and staff to meet program needs.	e. Graduate program(s) offered.			e. As needed	e. As needed	e. As needed
GOAL 2. Recruit, retain, and promote professional development of qualified faculty and staff. (University LRP Goal #3)							
2.1 Increase faculty numbers based upon enrollment increases and distance learning needs	a. Identify student enrollment increase for centers, classroom, and distance learning courses	a. Enrollment data provided by appropriate office.	College Dean Chairs Faculty		a. 2006-07 (ongoing)	a. Enrollment increase indicate several areas where potential new hires are needed – English, Math, & Behavioral Science.	a. Prepare new position justification.
.	b. Provide projections for increases of faculty during budget preparation	b. Budget requests provided to VP Financial Affairs.			b. 2006-07 (ongoing)	b. To be done later in Spring 2007	b. Not applicable.
2.2 Provide for professional development of faculty to improve qualifications.	a. Develop professional development budget for University.	a. Professional Development funds awarded	VP Financial Affairs College Dean	$3,000	a. 2006-07	a. Discussed, but decision is pending budget outlook	a. Pending.
2.3 Establish and implement policies and procedures designed to enhance teaching effectiveness.	a. Emphasize effective teaching as a priority for the University.	a. Evaluation of teaching by students provided to faculty and administrators.	College Dean		a. 2006-07 (ongoing)	a. Continued evaluation of teaching effectiveness by means of student evaluations, faculty self-assessment, and monitoring of materials for classes.	a. Most faculty are making quality teaching a highest priority.
	b. Improve method of providing evaluation feedback to faculty and administrators.				b. 2006-07 (ongoing)	b. Discussion of improving returns of student evaluations.	b. In progress.
	c. Continue to improve technological capabilities in classrooms.			$3,000	c. 2006-07 (ongoing)	c. Equipment and software is being updated and added.	c. Classroom technology is generally in good shape.
	d. Recognize excellence in teaching through awards annually.	d. Teaching awards presented by the University.		$500	d. 2006-07 (ongoing)	d. Discussed, but not yet funded.	d. Not implemented yet.
2.4 Encourage faculty research to increase teaching quality.	a. Provide Professional Development funds.	a. Number of faculty publications, presentations, and awards.	College Deans		a. 2006-07 (ongoing)	a. Discussed, but not yet funded – ongoing.	a. Not applicable.

* This column will form the basis for next year's related objectives.

2006-2007 SHORT RANGE PLANNING AND ASSESSMENT FOR: College of Arts and Sciences

Objectives	Strategies	Means of Assessment	Person Responsible	Budget	Timetable	Assessment of Performance, 2006-07	Use of Results* Planned Improvements
GOAL 3. Develop and maintain a periodic internal evaluation to ensure that all programs are operating within a manner consistent with the mission of the University. (University LRP Goal #5)							
3.1 Maintain a quality/diverse faculty and staff. (University LRP Goal #5.4)	a. Maintain accurate job description for all positions. b. Follow appropriate policies in hiring of faculty and staff. c. Provide resources and encourage hiring of diverse populations. d. Annual conduct performance evaluations and provide feedback. e. Provide a professional development plan.	a. Accurate job descriptions for all positions. c. Number of diverse faculty and staff increased. d. Performance evaluation policy followed. e. Active Professional Development Plan. unit.	College Deans		a. 2006-07 b. 2006-07 c. 2006-07 d. 2006-07 e. 2006-07 (ongoing)	a. Continuously monitored. b. Being done. c. Being done. d. Being done. e. Under discussion.	a. In process. b. In process. c. In process. d. In process. e. Not applicable.
GOAL 4. Provide opportunities for students to expand their intellectual, social, and cultural horizons. (University LRP Goal #6)							
4.1 Expand programs within College of Arts and Sciences that encourage students to seek global opportunities to participate in study abroad. (University LRP Goal #6.1)	a. Form a committee to determine feasibility of program expansion. b. Establish a plan with policies and procedures for study abroad programs.	a. Committee established. b. Plan developed.	College Dean Chairs Faculty		a. 2006-07 b. 2006-07	a. Only informal discussion. b. Only informal discussion.	a. Continue with goals. b. Continue with goals.
GOAL 5. Promote the use of appropriate University and community resources to facilitate educational and training programs for the diversified needs of business, industry, education, and government in addition to providing cultural and intellectual enrichment. (University LRP Goal #9)							
5.1 Establish Oral History and Culture Center in cooperation with University Archives. (University LRP Goal #9.2)	a. Develop plan for establishing center with grant seed money or by other means. b. Determine facility arrangements.	a. Centers or institutes established. b. Identify and seek funding from individuals, agencies, and institutions.	College Dean Chairs Faculty VP University Relations	$3,000	a. 2006-07 b. 2006-07	a. Under discussion. b. Under discussion.	a. Continue with goals. b. Continue with goals.
5.2 Expand Drama Production. (University LRP Goal #9.3)	a. Develop plan for establishing program with grant seed money or by other means. b. Determine facility arrangements.	a. Plays performed. b. External funds applied for.	College Dean Chairs Faculty VP University Relations		a. 2006-07 (ongoing) b. 2006-07	a. Drama minor approved and added. Plays are being performed. b. Pending	a. Continue to work on program and goals. b. Continue to work on program and goals.

* This column will form the basis for next year's related objectives.

2006-2007 SHORT RANGE PLANNING AND ASSESSMENT FOR: College of Arts and Sciences

Objectives	Strategies	Means of Assessment	Person Responsible	Budget	Timetable	Assessment of Performance, 2006-07	Use of Results* Planned Improvements
GOAL 6. Effectively communicate the University's vision and goals as a baccalaureate degree granting institution to internal and external constituencies. (University LRP Goal #12)							
6.1 Develop a strategic plan for each academic college and administrative department. (University LRP Goal #12.3)	a. Committees appointed within each college and administrative department to develop a strategic plan. b. Department or college strategic plans will be based upon University mission, goals, and objectives, as well as requirements of accrediting bodies. c. Unit plan is reviewed on an annual basis to make changes as needed.	a. Committees appointed. b. Plans established. c. Plans reviewed annually.	VP Academic Affairs College Deans Administrative Departments Coordinator of Institutional Assessment		a. 2006-07 (ongoing) b. 2006-07 (ongoing) c. 2006-07 (ongoing)	a. Pending. b. Pending. c. Not applicable.	a. Appoint committee. b. Give charge to departments. c. Not applicable.
6.2 Improve internal communication to provide faculty and staff with knowledge to effectively impart information about the goals and vision of the University.	a. Require all new staff and faculty to attend in-service training within sixty days of employment to be held in each appropriate department or college. b. Include both faculty and staff on committees for the University and the colleges for input into the strategic plan. c. Include an assessment of the strategic plan in performance appraisals. d. Encourage faculty and staff to actively serve on University and college committees, as appropriate for each, to allow for enhanced communication. e. Encourage attendance at university and college meetings. f. Provide faculty and staff with access to the strategic plan.	a. Assessment of employees to determine knowledge of University Strategic Plan.	VP Academic Affairs College Dean Coordinator of Institutional Assessment		a. 2006-07 b. 2006-07 c. 2006-07 (ongoing) d. 2006-07 (ongoing) e. 2006-07 (ongoing) f. 2006-07 (ongoing)	a. Pending. b. Pending plan. c. Pending plan. d. Done on ongoing basis. e. Done on ongoing basis. f. Pending plan.	a. Establish procedure. b. Appoint committee. c. Implement when plan is formulated. d. Continue. e. Continue. f. Implement when plan is formulated.

* This column will form the basis for next year's related objectives.

2006-2007 SHORT RANGE PLANNING AND ASSESSMENT FOR:			College of Business				
Objectives	Strategies	Means of Assessment	Person Responsible	Budget	Timetable	Assessment of Performance, 2006-07	Use of Results* Planned Improvements
GOAL 1. PROVIDE FOR CONTINUOUS IMPROVEMENT OF THE PROGRAMS WITHIN THE COLLEGE OF BUSINESS, IN KEEPING WITH THE STANDARDS SET BY ATHENS STATE UNIVERSITY AND THE ASSOCIATION OF COLLEGIATE BUSINESS SCHOOLS AND PROGRAMS (ACBSP). (UNIVERSITY LRP GOAL 1)							
1.1 Develop a strategic plan for the College of Business.	a. Conduct surveys of faculty, students, and stakeholders to provide assessment of programs and needs. b. Appoint committee to assist in setting college goals, objectives, strategies, and to determine outcomes assessment. c. Utilize Student Advisory Board and Business Advisory Board to provide input for strategic plan.	a. Results of surveys provided. b. Committee presents findings. c. Boards provide input.	Dean Dept. Chairs Faculty	$ 1,500 (postage) $ 4,000 (printing)	a.-c. 2006-07 (ongoing)	a. Surveys available in ACBSP document for alumni and employers. Students to be surveyed Fall 2007. b. Committee appointed. c. Boards used to share what College of Business is doing and seek advice.	a. Used to add leadership module to management course. b. Reviewed planning documents and made suggestions. c. Advice given as to leadership roles for students.
1.2 Ensure compliance with strategic plan set by college to include outcomes assessment.	a. Assign responsibility for goals and objectives. b. Assess progress of strategic plan by faculty and staff committee once per semester. c. Ensure College Strategic Plan enhances University plan. d. Revise strategic plan as necessary. e. Provide revisions to Vice President of Academic Affairs. f. Report outcomes assessment annually.	a. Responsibility assigned. b. Committee established. Progress of plan reported per semester. c. Strategic plan updated as needed. d. Revisions reported to Vice e. President of Academic Affairs. f. Assess student outcomes. Progress of outcomes assessment reported.	Dean Dept. Chairs Faculty		a. 2006-07 b. 2006-07 (ongoing) c. 2006-07 d. 2006-07 (ongoing) e. 2006-07 (ongoing) f. 2006-07 (ongoing)	a.-f. Ongoing	a.-f. Ongoing
1.3 Attain reaffirmation of ACBSP accreditation	a. Attend ACBSP meetings and conferences. b. Review all requirements for accreditation. c. Hire a consultant to provide advice with requirements. d. Complete Self-Study during 2005-2006 academic year. e. Assign faculty to complete sections of documents	a. Meetings attended. b. Review of documents. c. Consultant hired. d. Self-study document completed.	Dean Faculty Staff	$ 7,500 (See 7.1)	a. 2006-07 (ongoing) b. 2006-07 c. 2006-07 d. 2006-07 e. 2006-07	a. Attended National ACBSP meeting. Will attend next conference June 2007 to receive reaccreditation. b.-i. Completed; reaffirmation completed.	a. Will use information gained at meeting to improve outcomes assessment. b.-i. Will continue to follow 2004 standards to improve programs within College of Business.

* This column will form the basis for next year's related objectives.

2006-2007 SHORT RANGE PLANNING AND ASSESSMENT FOR:			College of Business				
Objectives	Strategies	Means of Assessment	Person Responsible	Budget	Timetable	Assessment of Performance, 2006-07	Use of Results* Planned Improvements
	during Fall, 2005 and Spring, 2006. f. Begin review of the document in April, 2006. g. Submit document in July, 2006. h. Prepare the University for the reaffirmation visit. i. Receive visiting Evaluation Team in October, 2006. j. Prepare an annual ACBSP Quality Assurance Report.	i. Review team visit completed. j. Decision received regarding reaffirmation. Report prepared.			f. 2006-07 g. 2006-07 h. 2006-07 i. 2006-07 j. 2006-07 (ongoing)	j. To be prepared by December 2007.	j. Ongoing
GOAL 2. PLACE EXCELLENCE IN TEACHING AS THE NUMBER ONE PRIORITY FOR SERVING STUDENTS AND FOR EVALUATING FACULTY. (UNIVERSITY LRP GOAL 1)							
2.1 Enhance teaching effectiveness.	a. Emphasize effective teaching as priority for College. b. Identify and establish effective teaching practices for the College of Business. c. Evaluate faculty based upon effective teaching practices as defined. d. Recognize excellence in teaching awards from the College of Business. e. Incorporate college goals, objectives, and strategies in preparing all course syllabi. f. Encourage faculty to attend meetings and conferences that provide training for improvement in teaching. g. Encourage students to complete faculty evaluations to provide feedback. h. Continue to use student evaluations of faculty in annual performance evaluations by the Dean to improve performance. i. Supplement faculty course evaluations with student surveys to assess excellence in teaching within the College of Business. j. Implement pre and post testing.	a. Effective teaching priority established. b. Best teaching practices developed for the College of Business (establishing equivalency). c. Faculty performance evaluations based upon best teaching practices. d. Teaching awards presented. e. Syllabi prepared. f. Conferences attended. g. Evaluation of teaching by students. h. Evaluation of faculty accomplished annually. i. Student surveys tied to course evaluations. j. Testing implemented.	Dean Dept. Chairs Faculty		a. 2006-07 b. 2006-07 c. 2006-07 (ongoing) d. 2006-07 (ongoing) e. 2006-07 (ongoing) f. 2006-07 (ongoing) g. 2006-07 (ongoing) h. 2006-07 (ongoing) i. 2006-07 (ongoing) j. 2006-07	a.-i. Ongoing. Will be implemented when outcomes become operational in Blackboard. j. Testing implemented September, 2006.	a.-i. Ongoing j. Will obtain data to determine improvement from date entered

* This column will form the basis for next year's related objectives.

2006-2007 SHORT RANGE PLANNING AND ASSESSMENT FOR:			College of Business				
Objectives	Strategies	Means of Assessment	Person Responsible	Budget	Timetable	Assessment of Performance, 2006-07	Use of Results* Planned Improvements
							program through graduation (outcome).
2.2 Enhance College of Business faculty qualifications.	a. Encourage professionally qualified faculty to pursue doctorates.	a. Number of faculty seeking doctorates.	Dean Dept. Chairs		a. 2006-07	a. Six faculty are in doctoral programs. One graduated May, 2006. Another will graduate May, 2007.	a. Will ask faculty who graduate to do research and present as time allows.
	b. Provide resources through professional development for faculty to improve credentials.	b. Professional development funds provided for credential improvement.			b. 2006-07 (ongoing)	b. Ongoing	b. Ongoing
	c. Encourage faculty to continue scholarly activities and research.	c. Number of faculty presenting and publishing.			c. 2006-07 (ongoing)	c. Ongoing. Approximately 15 faculty members did research, presented, or published in 2006-07.	c. Ongoing. These faculty will encourage new and existing faculty to research and attend professional development to improve teaching.
	d. Hire doctorally qualified faculty where possible.	d. Number of faculty hired with doctorates.			d. 2006-07 (ongoing)	d. Ongoing	d. Ongoing
2.3 Support faculty development.	a. Encourage faculty to use professional development funds.	a. Availability and use of professional development funds by the College of Business.	Dean Dept. Chairs	$ 2,500 (Transfer to instate)	a. 2006-07 (ongoing)	a. Funds moved to instate travel	a. Regular faculty used to teach more courses at centers (Wallace and Northeast). This will continue to expose students to more doctoral faculty.
	b. Continue to provide resources for faculty scholarly activities and encourage research.	b. Number of faculty presentations, publications, and awards.			b. 2006-07 (ongoing)	b. All faculty with the exception of two attended professional development.	b. Faculty will be required to present to College of Business for critique of their projects.
	c. Encourage mentoring of new faculty in the pursuit of scholarly activities.	c. Number of new faculty with scholarly activities. Mentoring of new faculty accomplished.			c. 2006-07 (ongoing)	c. Mentoring policy established.	c. Ask committee to review and suggest improvements. Orientation video is being made to assist process as one improvement.

* This column will form the basis for next year's related objectives.

2006-2007 SHORT RANGE PLANNING AND ASSESSMENT FOR:			College of Business				
Objectives	Strategies	Means of Assessment	Person Responsible	Budget	Timetable	Assessment of Performance, 2006-07	Use of Results* Planned Improvements
GOAL 3. ENCOURAGE GROWTH AND DIVERSITY IN THE FACULTY AND STUDENT BODY. (UNIVERSITY LRP GOAL 4)							
3.1 Increase student enrollment and retention.	a. Enhance distance technology to provide excellent quality in online teaching.	a. Distance learning technology improved.	Dean Dept. Chairs Faculty		a. 2006-07	a. New technology acquired (Blackboard Content System). Distance Learning Policy implemented. Tegrity training provided to encourage usage. Sixteen College of Business faculty are using Tegrity.	a. Faculty who are trained are being asked to train others. The College of Business plans to seek the purchase of Wimba to add a live classroom to distance learning and improve quality of teaching
3.2 Improve advising services for students for growth and retention.	a. Conduct advising workshops for faculty to review procedures.	a. Advising workshops continued.	Dean Dept. Chairs Faculty		a. 2006-07	a. Advising workshops individually conducted with Vicki Johnson.	a. Advising workshops to be held in College of Business for all new faculty at one time. An orientation segment on advising will be placed on the website for faculty. New content system with Blackboard to add advising group.
	b. Establish two-week advising service at the beginning of each registration period to encourage students to seek counseling.	b. Two-week advising service established			b. 2006-07	b. Two week advising at the beginning of each registration period established by College of Business.	b. Will try to get entire University to use a two-week period to encourage advising.
	c. Mentor new faculty to improve advising skills.	c. Mentoring of faculty continued. Determine improvement in advising by faculty based upon number of advising errors.			c. 2006-07	c. New faculty mentored.	c. Cannot be determined as new faculty just received students to be advised as of January 2007.
3.3 Enhance faculty numbers based upon student increases and need.	a. Forecast faculty needs for five years based upon numbers of students and course projections. b. Establish priority of academic needs by year, based upon projected resources, increase in student	a. Student increases documented. b. Faculty need documented based upon new	Dean		a. 2006-07 (ongoing) b. 2006-07	a. Ongoing b. Ongoing	a.-b. Ongoing

* This column will form the basis for next year's related objectives.

2006-2007 SHORT RANGE PLANNING AND ASSESSMENT FOR:			College of Business				
Objectives	Strategies	Means of Assessment	Person Responsible	Budget	Timetable	Assessment of Performance, 2006-07	Use of Results* Planned Improvements
	numbers, and curriculum changes.	programs, student increase, or expansion of distance learning.					
	c. Request new positions to support growth of distance learning classes.	c. Distance positions requested.			c. 2006-07 (ongoing)	c. Four positions requested and hired in 2006-07. These were in Management of Technology, Health Care Management, Management, and Marketing.	c. All new faculty are being trained on new distance learning technology. In the future, new faculty will receive training before they start teaching.
	d. Request new positions to support needs at campus and center sites.	d. New positions requested for centers and campus			d. 2006-07 (ongoing)	d. Regular faculty teaching to support this need at centers.	d. Will monitor and, if growth demands it, will make request at later time. Growth does not show this as a need at this time.
	e. Encourage diversity in hiring.	e. Hiring diversity encouraged..			e. 2006-07 (ongoing)	e. Diversity encouraged by Dean. Minority hired for accounting position.	e. Will continue to hire minorities where possible.
	f. Seek approval from the Vice President of Academic Affairs for new positions.	f. Approvals granted.			f. 2006-07 (ongoing)	f. Approvals for four positions for 2007-08.	f. Plan to hire a variety of faculty with degrees that allow teaching in more than one area.
	g. Upon approval, follow appropriate hiring policies and procedures including obtaining hiring recommendations from search committees established from within the University.	g. New faculty hired based upon need.			g. 2006-07 (ongoing)	g. Hiring in process.	g. To be determined.
3.4 Institute an Internship Program.	a. Select faculty to chair this program. b. Develop a plan for internship. c. Notify students, faculty and businesses of program. d. Survey students and businesses annually to evaluate program.	a. Program developed. d. Assessment completed and improvements made.	Dean Faculty		a. 2006-07 b. 2006-07 c. 2006-07 (ongoing) d. 2006-07 (ongoing)	a. Internship program developed by committee. b. Policy developed. c. Students, faculty , and businesses notified. d. Survey to be conducted 2007-08.	a.-d. Changes will be made based upon survey evaluations of program.

* This column will form the basis for next year's related objectives.

2006-2007 SHORT RANGE PLANNING AND ASSESSMENT FOR:			College of Business				
Objectives	Strategies	Means of Assessment	Person Responsible	Budget	Timetable	Assessment of Performance, 2006-07	Use of Results* Planned Improvements
GOAL 4. SEEK COMMUNITY AND BUSINESS RELATIONSHIPS FOR ADVICE AND SUPPORT OF STUDENT AND CURRICULUM NEEDS. (UNIVERSITY LRP GOAL 9)							
4.1 Enhance relationships with stakeholders.	a. Develop partnerships with businesses to provide training classes. b. Encourage faculty to teach in the Workforce Development Program. c. Utilize the Business Advisory Board to provide advice and support for our programs. d. Utilize the Student Advisory Board to provide input to support student needs. e. Conduct periodic surveys of alumni and businesses to provide input for improvement.	a. Training classes provided. b. Faculty teach in Workforce Development Program. c.-d. Business and student boards provide input. e. Survey developed and data provided.	Dean Faculty		a. 2006-07 b. 2006-07 c. 2006-07 (ongoing) d. 2006-07 (ongoing) e. 2006-07 (ongoing)	a. Working with Brenda Harper to develop training. Ongoing. b. Ongoing c. Boards used to provide suggestions. Ongoing. d. Board has met to provide input. Ongoing. e. Ongoing	a. Needs survey to be conducted 2007-08. No results yet. b.-e. Ongoing
4.2 Develop a Small Business Incubator to provide assistance to community and area businesses.	a. Develop a plan for establishing center with grant seed money. b. Determine facility arrangements. c. Determine technology needs. d. Determine resource needs.	a.-d. Plan developed to include faculty need, technology need, and resource need.	Dean Faculty		a.-d. 2006-07	a.-d. Ongoing	a.-d. Ongoing
4.3 Obtain external funding to support quality programs.	a. Provide funds for faculty to attend grants-writing workshops.	a. Funds provided.	Dean Faculty		a. 2006-07	a. Ongoing	a. Ongoing
GOAL 5. MAINTAIN COOPERATIVE RELATIONSHIPS WITH OTHER EDUCATIONAL INSTITUTIONS TO FACILITATE STUDENT TRANSFER, MAXIMIZE RESOURCE UTILIZATION, AND PROVIDE QUALITY PROGRAMS. (UNIVERSITY LRP GOALS 1 AND 12)							
5.1 Develop a plan for expansion to University Centers for College of Business.	a. Use University survey to determine resources needed. b. Visit approved site to enhance understanding of needs. c. Develop programs of study based upon survey of needs. d. Ensure quality faculty hired to provide quality programs.	a. Programs of study developed and offered at approved sites or online. b. Sites visited. d. Faculty hired.	Dean Faculty		a.-b. 2006-07 (ongoing) c. 2006-07 (ongoing) d. 2006-07 (ongoing)	a.-b. Ongoing c. Ongoing d. Ongoing	a.-b. Ongoing c. Ongoing d. Ongoing

* This column will form the basis for next year's related objectives.

2006-2007 SHORT RANGE PLANNING AND ASSESSMENT FOR:			College of Business				
Objectives	Strategies	Means of Assessment	Person Responsible	Budget	Timetable	Assessment of Performance, 2006-07	Use of Results* Planned Improvements
	e. Ensure appropriate technical support.	e. Technical support and training provided.			e. 2006-07 (ongoing)	e. Ongoing	e. Ongoing
	f. Continue to encourage full-time faculty to teach courses at centers.	f. Full time faculty hired.			f. 2006-07 (ongoing)	f. Full time faculty are now teaching at centers.	f. Will use faculty input to determine needs at centers.
	g. Continue to encourage faculty to visit other educational institutions, to attend special events, and to advise students.	g. Expansion of faculty efforts to visit other centers.			g. 2006-07 (ongoing)	g. Ongoing	g. Ongoing
	h. Promote joint programs with other educational institutions.	h. Joint programs established.			h. 2006-07 (ongoing)	h. Ongoing	h. Ongoing
	i. Develop survey to assess College of Business programs at centers.	i. Completion of survey to assess programs at centers			i. 2006-07 (ongoing)	i. Ongoing	i. Ongoing
	j. Assure equivalency of programs by following policies set.	j. Policies established to ensure equivalency.			j. 2006-07 (ongoing)	j. Ongoing	j. Ongoing
GOAL 6. SUPPORT A QUALITY-BASED, EQUIVALENT LEARNING ENVIRONMENT FOR ALL STUDENTS IN ALL SETTINGS. (UNIVERSITY LRP GOAL 4)							
6.1 Ensure academic excellence by offering all courses, whether online, campus-based, or at centers, on an equivalent basis.	a. Conduct surveys to determine needs for all sites.	a. Survey completed and results utilized.	Dean Dept. Chairs Faculty		a. 2006-07 (ongoing)	a. Ongoing	a. Ongoing
	b. Hire new faculty where needed to support academic excellence.	b. Faculty hired.			b. 2006-07 (ongoing)	b. Faculty hired 2006-07.	b. New faculty are used to teach online and on campus and will be used at centers when trained.
	c. Ensure proficient utilization of technology in all courses to include placing all courses on Blackboard and use of Tegrity, no matter the venue.	c. Blackboard and Tegrity used in all courses.			c. 2006-07	c. All courses required to use Blackboard; sixteen faculty and three adjuncts are using Tegrity.	c. Will add adjuncts to the list of Tegrity users as training occurs.
	d. Ensure that full-time faculty are scheduled to teach at all sites.	d. Faculty scheduled.			d. 2006-07 (ongoing)	d. Full time faculty are scheduled at all sites.	d. Will develop plan to rotate all faculty.
	e. Develop a rotation plan for each site where full-time faculty are needed.	e. Rotation plan established for centers.			e. 2006-07 (ongoing)	e. Ongoing	e. Ongoing
	f. Standardize all syllabi.	f. Syllabi standardized.			f. 2006-07	f. All syllabi are standardized.	f. Syllabi will be placed into new content system for Blackboard.
	g. Appoint a committee within the College of Business to continue to develop and revise academic standards for use in teaching.	g. Committee established.			g. 2006-07	g. Committee appointed.	g. Best Practices being developed. Ongoing.

* This column will form the basis for next year's related objectives.

2006-2007 SHORT RANGE PLANNING AND ASSESSMENT FOR:			College of Business				
Objectives	Strategies	Means of Assessment	Person Responsible	Budget	Timetable	Assessment of Performance, 2006-07	Use of Results* Planned Improvements
6.2 Develop new programs and improve current offerings.	a. Review all course offerings to ensure that courses meet Common Professional Components.	a. Review of courses completed.	Dean Dept. Chairs Faculty		a. 2006-07 (ongoing)	a. Courses reviewed during self study.	a. Curriculum committee approved to change leadership from Organization and Communication to Principles of Management course. Ongoing.
	b. Develop a plan for new programs to be offered by the College of Business.	b. Plan for new programs developed.			b. 2006-07 (ongoing)	b. Curriculum committee for College of Business appointed. New plan being developed. Ongoing.	b. Ongoing
	c. Assess current programs to determine whether all courses meet requirements as set forth by the college.	c. Evaluation of programs completed.			c. 2006-07 (ongoing)	c. Ongoing	c. Ongoing
	d. Survey students, alumni, businesses, and community members to determine suggestions for new programs.	d. Survey completed and utilized.			d. 2006-07 (ongoing)	d. Ongoing	d. Ongoing
	e. Consult the College of Business Advisory Board and Student Advisory Board for input concerning new programs.	e. Board input evaluated.			e. 2006-07 (ongoing)	e. Ongoing	e. Ongoing
6.3 Continue to improve and expand the use of technology to improve curriculum and student outcomes.	a. Survey students to assess technology expertise and determine needs to enhance learning experiences.	a. Survey completed and utilized.	Dean Dept. Chairs Faculty		a. 2006-07	a.-h. Ongoing	a.-h. Ongoing
	b. Develop a plan to include technology needs to improve the quality of programs within the College of Business.	b. Technology plan developed.			b. 2006-07		
	c. Continue to upgrade faculty computers on a projected basis each year.	c. Computer upgrade plan developed.			c. 2006-07 (ongoing)		
	d. Continue to upgrade software on a projected basis each year.	d. Technology software upgrade plan developed.			d. 2006-07 (ongoing)		
	e. Provide funding for faculty and staff to attend instructional technology workshops.	e. Training plan developed.			e. 2006-07 (ongoing)		
	f. Continue to provide and upgrade labs to meet student needs.	f. Labs upgraded.			f. 2006-07 (ongoing)		
	g. Continue to provide on-site labs for students for tutoring purposes.	g. Labs provided.			g. 2006-07		
	h. Provide students with training information to assist in understanding the technology used in courses.	h. Student training enhanced.			h. 2006-07 (ongoing)		

* This column will form the basis for next year's related objectives.

2006-2007 SHORT RANGE PLANNING AND ASSESSMENT FOR:			College of Business				
Objectives	Strategies	Means of Assessment	Person Responsible	Budget	Timetable	Assessment of Performance, 2006-07	Use of Results* Planned Improvements
6.4 Continue to enhance and expand distance learning.	a. Continue to participate in the college-wide distance learning committee to finish the development of distance learning policies and procedures. b. Plan for expansion of distance learning to include assessing the number of full-time and part-time instructors needed based upon course offerings. c. Provide training for faculty to teach distance courses and to learn new technologies.	a. Distance learning policy completed and approved. b. Technology plan for distance learning approved. c. Training provided as required.	Dean Dept. Chairs Faculty		a. 2006-07 (ongoing) b. 2006-07 (ongoing) c. 2006-07 (ongoing)	a. Policy completed. b. Ongoing c. Training provided both in faculty meetings and at special workshop. Ongoing.	a. College of Business Distance Learning Committee will develop a plan for improvement of distance learning. The addition of Wimba is one part of the plan. b. Ongoing c. An orientation segment is to be done to provide orientation refresher segment.
GOAL 7. GRADUATE STUDENTS, WHO WILL BE ACADEMICALLY AND PROFESSIONALLY PREPARED BY THE QUALITY TEACHING PROGRAMS OF THE COLLEGE OF BUSINESS FOR WORK IN AN INCREASINGLY DIVERSE, GLOBAL ENVIRONMENT. (UNIVERSITY LRP GOALS 4 AND 6)							
7.1 Develop and maintain standards for all business programs.	a. Seek reaffirmation of accreditation with ACBSP. b. Continue to improve processes to meet new standards of accreditation based upon outcomes assessment. c. Continue to maintain requirements set by SACS and improve processes to meet new standards. d. Continue high academic standards in all courses following the Common Professional Components to include ethics, diversity, and globalization. e. Prepare students to meet graduate school admission requirements. f. Develop faculty and staff dedicated to encouraging student success through internal workshops. g. Provide resources for faculty to grow academically through professional development.	a. Attain reaffirmation from ACBSP. b. Processes improved toward meeting standards. c. Course standards reviewed. d. Assess courses to ensure admission requirements maintained. f. Continue to develop faculty and staff. g. Resources provided for professional development.	Dean Dept. Chairs Faculty	$ 7,500 (See 1.3)	a. 2006-07 b. 2006-07 (ongoing) c. 2006-07 (ongoing) d. 2006-07 (ongoing) e. 2006-07 (ongoing) f. 2006-07 (ongoing) g. 2006-07 (ongoing)	a. Reaffirmation attained. b.-j. Ongoing	a. Continue to improve programs by use of new 2004 goals and objectives required by ACBSP. b.-j. Ongoing

* This column will form the basis for next year's related objectives.

2006-2007 SHORT RANGE PLANNING AND ASSESSMENT FOR:			College of Business				
Objectives	Strategies	Means of Assessment	Person Responsible	Budget	Timetable	Assessment of Performance, 2006-07	Use of Results* Planned Improvements
	h. Ensure academic excellence through faculty and course evaluation. i. Provide resources for staff development programs. j. Evaluate progress of programs and students.	h. Continue evaluation of faculty and programs. i. Resources provided for staff development. j. Determine progress through outcomes assessment.			h. 2006-07 (ongoing) i. 2006-07 (ongoing) j. 2006-07 (ongoing)		

* This column will form the basis for next year's related objectives.

2006-2007 Short Range PLANNING AND ASSESSMENT FOR:			College of Education				
Objectives	Strategies	Means of Assessment	Person Responsible	Budget	Timetable	Assessment of Performance, 2006-07	Use of Results* Planned Improvements
GOAL 1. To adhere to the use of a long range plan in all College planning and movement (University Goals 1-12)							
1.1 To Develop a Five Year Strategic Plan for the College of Education	Beginning in Fall 2006, develop the plan via full college weekly meetings	Plan written by October 2006	Deans Department Chairs Faculty Staff	0	6 months	Written and Approved Strategic Plan	Done and included in University Strategic Plan
1.2 To review goals and objectives yearly	Review and amend plan every fall semester	Amendments by October of each year	Deans Department Chairs Faculty Staff	0	Ongoing	Yearly amendments	Reviewed during fall 2006 retreat and amended for 2008-2012
1.3 To use assessment data to make changes to strategic plan	Amend plan every fall semester	Amendments by October of each year	Entire College	0	Ongoing	Yearly amendments	Assessment manual was reviewed during fall 2006 retreat and adjustments made.
GOAL 2. To retain NCATE Accreditation for the College of Education (University Goals 1 and 5)							
2.1 To develop electronic data analysis methods to better assess the programs and unit in the College	Beginning in summer 2006, there will be a data entry specialist hired for the College. This person will help our assessment person with the collection and recording of data for our ongoing assessments of programs.	Person hired and system in place by fall 2006	Assessment Coordinator; Data entry specialist	27,000.00	Ongoing	Assessment information available for program changes	Assessment Coordinator and Data Entry Specialist assigned and hired. Assessment system in LiveText and Banner.
2.2 Successful NCATE review March 17-21, 2007	Prepare through committees for the review by making sure that all standards have been addressed in the report Prepare an assessment manual to show how our assessments fuel program changes	Successful exit review	Entire College	10,000.00	Ongoing	Successful Review by NCATE	
2.3 Continuance of NCATE assessment and program data review every year	Review by College on a yearly basis	Assessment Coordinators continue assessment data and proposed changes	Entire College	0	Ongoing	Yearly review	

* This column will form the basis for next year's related objectives.

2006-2007 Short Range PLANNING AND ASSESSMENT FOR: College of Education

Objectives	Strategies	Means of Assessment	Person Responsible	Budget	Timetable	Assessment of Performance, 2006-07	Use of Results* Planned Improvements
GOAL 3. To better communicate and have better partnerships with P-12 schools (University Goals 6, 9, and 12)							
3.1 More interaction between the Teacher Education Council and the schools and College	Meet at least once per semester, rather than once per year	Successful semester meetings with large groups of stakeholders, as well as the Council	Dean	0	Ongoing	Three meetings during 2006-2007	Two meetings have been done by March 30th and one is planned for summer 2007.
3.2 Develop Professional Development Schools	Set up and sign contracts with schools for Professional Development School status and partnership	Number of schools successfully set up	Professional Development School Committee	0	Ongoing	Number of schools newly involved and considered	Fairview Elementary Sparkman High School
3.3 Develop a Cultural Diversity Program to better address the need for candidates to be aware of the cultural differences of students and teachers (Project Design)	Set up Project Design with at least five other universities	Successful implementation of Project Design	Dr. Wanda Hutchinson	5000.00	Ongoing	Number of universities partnered with our programs	Shippensburg University 4 more planned for 2007-2008
GOAL 4. To develop graduate programs (University Goal 1)							
4.1 Develop Masters programs in gifted education and in instructional technology	Appoint committees for both degrees and develop the proposals to be forwarded to post-secondary and ACHE	Completed proposals	Committees Chairpersons	0	6 months	Completed proposals	Library Media proposal ready to go to ACHE
GOAL 5. To further develop online offerings and programs (University Goal 1)							
5.1 Develop online special education and secondary education courses	Give professional development hours to work on programs Appoint a committee to work with online courses and help faculty and staff understand how to develop those courses	Course materials taught online	Chairpersons Dean	0	12 months	Number of new online courses taught	2 new courses were developed; planned for 2 more in 2007-2008
5.2 Further develop elementary and early childhood courses online	Give professional development hours to work on programs	Course materials evaluated for improvements	Chairpersons Dean	0	12 months	Evaluations of new online materials	Continuing to assess

* This column will form the basis for next year's related objectives.

2006-2007 Short Range PLANNING AND ASSESSMENT FOR: College of Education

Objectives	Strategies	Means of Assessment	Person Responsible	Budget	Timetable	Assessment of Performance, 2006-07	Use of Results* Planned Improvements
5.3 Develop “Tegrity” modules for all Blackboard courses	Have groups make “Tegrity” modules to be used in all classes Use the “buddy” system to work through challenges	Tegrity segment use in courses	Faculty	0	Ongoing	Number of segments used in each course	More faculty plan to do Tegrity for 2007-2008. 200 minutes per faculty is target.
GOAL 6. To further develop University Center programs (University Goal 1)							
6.1 Fully develop Snead and Northeast programs	Increased enrollment by 50 students	Amount of new enrollment	Dean	0	Ongoing	Number of new students	ACHE denied access
6.2 Develop Alabama Southern Programs	Increased enrollment by 50 students	Amount of new enrollment	Dean	0	Ongoing	Number of new students	ACHE denied access
6.3 Begin offering TEP interviews at Hanceville Center	Set up TEP faculty panels and interviews	Number and quality of interviews at the Center	Principal Professor at Hanceville	0	Ongoing		Fall 2006 and Spring 2007, TEP interviews held at Hanceville were very positively evaluated. This program will continue.
GOAL 7. To offer more professional development opportunities to faculty and staff (University Goal 3)							
7.1 Assessment workshops for faculty and staff	Offer two assessment workshops per year	Completion of workshops	Assessment Committee	$1000	Ongoing	Number of workshops and changes in assessment use	2 workshops, one in Blackboard and one in use of Tegrity. Faculty are using rubrics more. Continued use of more rubrics and better planned tests for 2007-2008
7.2 Diversity training	Offer two diversity tolerance training workshops per year	Completion of workshops	Diversity Committee	$1000	Ongoing	Number of workshops	Al Sealey Workshop Naomi Shaddix Workshop Conflict Resolution 3 more planned for 2007-2008
GOAL 8. To offer better counseling services to students (University Goals 2, 4, 6, 7)							

* This column will form the basis for next year’s related objectives.

2006-2007 Short Range PLANNING AND ASSESSMENT FOR: College of Education

Objectives	Strategies	Means of Assessment	Person Responsible	Budget	Timetable	Assessment of Performance, 2006-07	Use of Results* Planned Improvements
8.1 Develop a comprehensive counseling service for programs in the College	Hire a counselor for the college; develop strategies for working with students	Hiring of counselor and assessment of strategies	Counselor	$30,000	3 months	Hiring of counselor and development of strategies	Counselor hired and moved to advising center.
8.2 Hire another full-time person in the field experience office on a 12 month basis	Develop a job description for another full-time (twelve month) person to deal with field experiences and internship issues	Hiring of new person	Dean Field Experience Office	10,000	6 months	Hiring of new person	Jeremy Jones hired
8.3 Participate in the University Advising Center	COE counselor will set up a comprehensive program for advising and working with students on career options	Advising Center numbers	Counselor	0	12 months	Advising Center numbers	Advising center is continuing to plan their services
GOAL 9. To increase the diversity of the faculty and student body of the College.							
9.1 Develop a plan for increased faculty diversity	Ask Diversity Committee to recruit diverse faculty from doctoral programs and increase "grow our own" efforts	Number of new faculty and adjuncts of diverse backgrounds	Diversity Committee	0	12 months	Number of new faculty and adjuncts hired	2 African Americans and 1 Asian American were added to our faculty 1 African American was added to our staff 3 African Americans were added to our adjunct and Partner Faculty lists
9.2 Develop a plan for increased enrollment of students of diverse backgrounds	Ask Diversity Committee to create a plan of recruitment	Number of new students of diverse backgrounds	Diversity Committee	0	12 months	Number of new faculty and adjuncts hired	Our student recruitment plan is being revised by a University-wide committee
GOAL 10. To increase grant writing and scholarly work as a means of better teaching and learning.							
10.1 Develop a grant writing focus in the College	The grant writing committee will hold a monthly brown bag lunch and help faculty and staff who are interested find grants and research projects, as well as help them develop their proposals	Number of grant and research proposals produced	Grant Writing Committee	0	12 months	Number of proposals	Not Done

* This column will form the basis for next year's related objectives.

2006-2007 SHORT RANGE PLANNING AND ASSESSMENT FOR: Financial Affairs

Objectives	Strategies	Means of Assessment	Person Responsible	Budget	Timetable	Assessment of Performance, 2006-07	Use of Results* Planned Improvements
GOAL 1. Financial Affairs is committed to providing the highest level of financial and business support to the University community. (UG 1)							
1.1 To provide effective, efficient financial services, while maintaining the fiscal integrity of the University	. a. Upgrade Payment Server to provide hosting by outside vendor, and to offer more payment options (ACH, Discover, American Express).	Verify if contract was executed.	VP Financial Affairs	35,000	2006/07	Upgrades purchased and installation to occur Spring, 2007	Efficient, effective and convenient method of payment Verified.
	c. Provide for electronic request for travel reimbursement.	Verify if established.	VP Financial Affairs	N/A	2006/07	Further evaluation of electronic request for travel reimbursement not feasible at this time.	Options being evaluated
	d. Establish a web page for Business Office.	Verify if established.	VP Financial Affairs	N/A	2006/07	Design in progress	More accessible for students.
1.2 To provide Human Resources the ability to attract, cultivate, and retain an exceptional, talented and diverse workforce within the University	a. Establish a web page for Human Resources to provide for employee payroll information and employee web self-service.	Verify if established.	VP Financial Affairs	N/A	2006/07	Design complete and partially implemented	To be completed in phases

*This column will for the basis for next year's related objectives.

2006-2007 SHORT RANGE PLANNING AND ASSESSMENT FOR: Financial Affairs

Objectives	Strategies	Means of Assessment	Person Responsible	Budget	Timetable	Assessment of Performance, 2006-07	Use of Results* Planned Improvements
Goal 2. Acquire and administer, efficiently and effectively all fiscal resources. (UG 10)							
2.1 Ensure fiscal accountability.	a. Hold open budget meetings for informational purposes to present Long-Range Plan Document.	Meetings held.	VP Financial Affairs	N/A	Annual	Annual	Annual

*This column will form the basis for next year's related objectives.

2006-2007 SHORT RANGE PLANNING AND ASSESSMENT FOR: Physical Plant

	Strategies	Means of Assessment	Person Responsible	Budget	Timetable	Assessment of Performance, 2006-07	Use of Results* Planned Improvements
Goal 3. Provide, develop, and maintain a physical plant appropriate for the support of University Programs. (UG 11)							
3.1. Determine facility needs for campus and University Centers by priority.	a. McCain – Improve heating/cooling	Develop design documents	Dir. Physical Plant	1,675,000	HVAC – 2007	HVAC – 2007 Construction – 2008 Elevator – 2009	Implementation of construction
	b. Campus – Lock Security System, complete the proprietary locking system for the campus.	Complete design and start installation	Dir. Physical Plant	15,000	2007	Presently being implemented	Presently being implemented
	c. Sandridge – Replace Fire Detection System.	Complete installation	Dir. Physical Plant	30,000	2007	Design completed ready to bid and install	New Fire Detection System for building
	d. Sandridge – Renovate Admissions area	Complete installation	Dir Physical Plant	35,000	2007	Deferred until 2008	New, more efficient use of space
	e. Sandridge – Renovate Bear Cage area	Complete installation	Dir Physical Plant	35,000	2007	Deferred until 2008	Time line will depend on McCandless
	f. Replace NATE Roof	Develop specifications	Dir. Physical Plant	7,500	2007	Completed	Roof completed
	g. Replace Hargrove Street House Roof	Develop specifications	Dir. Physical Plant	7,000	2007	Completed	Roof completed
	h. Replace Sandridge SUB Roof	Develop specifications	Dir. Physical Plant	7,000	2007	Specifications being developed	Implementation of construction
	i. Replace Gym Roof	Develop specifications	Dir. Physical Plant	30,000	2007	Completed	Roof completed
	j. Carter North Floor	Develop specifications	Dir. Physical Plant	6,000	2007	Deferred until 2008	Future status
	k. Sandridge 2^{nd} Floor Office Floor	Develop specifications	Dir. Physical Plant	10,000	2007	Deferred until 2008	Undetermined

	l. Refinish Founders 3rd Floor South	Develop plan	Dir. Physical Plant	6,000	2007	To be completed in 2007	Implement in 2007
	m. Rearrange Maintenance Building	Develop design/specs	Dir. Physical Plant	10,000	2007	Design in progress	Scope of work will determine action

2006-2007 SHORT RANGE PLANNING AND ASSESSMENT FOR: Information Technology Department

Objectives	Strategies	Means of Assessment	Person Responsible	Budget	Timetable	Assessment of Performance, 2006-07	Use of Results* Planned Improvements
GOAL 1. Provide an effective and evolving academic computer environment for the educating post-secondary students. (UG1, 3, 8)							
1.1. Maintain classroom technology operational and up-to-date.	a. Stock sufficient parts to keep classroom technology up in the event of equipment failure. b. Solicit input from faculty on classroom equipment and software needs on an annual basis. c. Hire additional classroom technology specialist.	a. Monitor downtime of classroom technology. b. Survey of faculty to see if their needs met. c. None	a - b. Curtis Cagle c. Doug Clark & Gary McCullors	$17,000 $35,000	2006-2007 2006-2007	a. Identified immediate replacement needs started purchasing the equipment (projectors and monitors), added the classroom computers to the 4-year replacement program, and are continuing to develop a matrix for cyclical replacement. b. Unable to accomplish because of immediate replacement needs in 1.1.a. c. Computer Science and College of Business regularly reports their needs. Complaints from faculty about equipment and software in labs are down.	a. Continue to upgrade classroom technology to fit the replacement matrix. b. Extend strategy through 2008. c. Continue working with faculty to meet classroom and lab needs
1.2. Enhance technology services for students and increase awareness of available technological.	a. Convert student email from open-source to Novell. b. Develop an Information Technology web site for one-stop source of technology and projects at Athens State. c. Provide wireless technology to common use areas.	a. Direct and indirect feedback from students, faculty, and staff. b. Sample survey of faculty and students for applicability. c. Faculty and student assessment of service	a. Gary McCullors b. Steve Clark & Tom King c. Gary McCullors & Bud Gifford	$6,000 $0 $30,000	2006 2006 2007	a. Delayed to 07-08 due to budget constraints b. Development was delayed until 2007 due to increased projects. Site currently under development. c. Currently seeking funding	a. Complete project in 2007-2008. b. Complete project in 2007. c. Continue funding initiatives.
1.3. Maintain, enhance, and extend distant learning technology.	a. Outsource Blackboard hosting for better availability and safer backup. b. Expand the use of the portal system for faster and better dissemination of target information.	a. Monitor up time, sample survey faculty and students, test restoration of select files and classes.	a. Gary McCullors & Steve Clark b. Steve Clark	$69,000 $0	2006 2006-2007	a. Blackboard hosting moved off-campus as of spring 2007 semester. Availability has exceeded self-hosted.	a. Continue hosting off-campus and monitor availability and usage. b. Expand the portal use to

* This column will form the basis for next year's related objectives.

2006-2007 SHORT RANGE PLANNING AND ASSESSMENT FOR: Information Technology Department

Objectives	Strategies	Means of Assessment	Person Responsible	Budget	Timetable	Assessment of Performance, 2006-07	Use of Results* Planned Improvements
		b. Direct and indirect feedback from faculty, students, and staff.				Received reports of some problems with IE7 and caching of "Maintenance" page. Problems appear to be resolved. b. The portal has been implemented and information is being made available. Targeted college and department information dissemination being developed. c. Content system implemented during the spring 2007 semester, some faculty trained on proper use of content system, policies still being developed for university wide use. d. Debra Miller and Steve Clark have attended several conferences and continue to bring back ideas for improving our services.	reduce the amount of "untargeted" email sent by departments and colleges. c. Complete policy development and training for Content system use. d. Continue attending conferences and encourage other departments to attend.
1.4. Maintain lab computers and software up-to-date.	a. Continue the four-year upgrade plan for lab computers. b. Monitor software licensing for currency and applicability.	a. Monitor lab computers for failure trends and solicit faculty needs for lab computers. b. Evaluate and survey faculty software needs.	a. Tim Crafton b. Tim Crafton	$90,000 $20,000	2006-2007 2006-2007	a. All lab computers are within the four-year cycle. b. Campus license for Microsoft desktop was purchased to ensure campus desktop Mircrosoft applications are current with market.	a. Continue upgrade plan. b. Maintain campus license.
GOAL 2. Provide a stable and technologically advanced infrastructure for serving academic and administrative computing. (UG1, 3, 8)							
2.1. Maintain a quality network	Train additional personal for administering the network.	Better distribution of networking	Gary McCullors & Bud	$6,000	2006-2007	Servers are on a three-year	Continue upgrading on three-

* This column will form the basis for next year's related objectives.

2006-2007 SHORT RANGE PLANNING AND ASSESSMENT FOR: Information Technology Department

Objectives	Strategies	Means of Assessment	Person Responsible	Budget	Timetable	Assessment of Performance, 2006-07	Use of Results* Planned Improvements
environment.		responsibilities among available network administrators.	Gifford			upgrade plan and	year plan.
2.2. Monitor the current bandwidth to ensure it is adequate for provided services and develop a plan for proactively increasing bandwidth.	a. Maintain the current bandwidth level and utilize the tools provided by the Alabama Supercomputer Authority to monitor bandwidth utilization. b. Work with Alabama Supercomputer to develop an assessment guide for determining when to upgrade bandwidth.	a. Successful assessment of current bandwidth utilization. b. Successful application of the bandwidth upgrade guide.	Gary McCullors & Bud Gifford Gary McCullors & Bud Gifford	$0 $0	2006 2006	a – b. Alabama Supercomputer initiated an upgrade to 10 Mbps this academic year.	Continue monitoring utilization to ensure adequate bandwidth for university needs.
2.3. Enhance the university level technology services provided the faculty and staff.	Continue monitoring technology advancements for applicability and adoption.	Survey of faculty and staff satisfaction with services, and IT assessment of services' level of applicability.	Gary McCullors & Bud Gifford	UNK	2006-2007	Still assessing.	Complete assessment 2008.
2.4. Increase the capability for maintaining computers, and upgrading and deploying software to faculty, staff, and lab computers.	a. Deploy ZenWorks for Desktop. b. Train technicians to use ZenWorks for all applicable maintenance and management of desktop computers.	Successful deployment and utilization of ZenWorks.	Gary McCullors, Curtis Cagle, Tim Crafton, Bud Gifford, Tom King, & Jim Limbach	$12,000	2006-2007	Delayed until 2008-2009 due to budget constraints.	Include in 2008 plans.

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2006-2007 SHORT RANGE PLANNING AND ASSESSMENT FOR: Library

Objectives	Strategies	Means of Assessment	Person Responsible	Budget	Timetable	Assessment of Performance, 2006-07	Use of Results* Planned Improvements
GOAL 1. Insure adequate human resources to provide library services. (UG3)							
1.1 Change part-time archivist to full-time.	a. Develop job description and secure administrative approval and funding.	a. Employment of full-time archivist.	Library Director, VPAA, VPFA	$18,000.00	2006-2007	a. Not accomplished to date.	a. To be requested for 2008.
1.2 Promote professional development of employees.	a. Develop staff via workshops, conferences and professional development activities. b. Continue in-house reference, circulation, & networking training.	a. Report & evaluation of activities attended. b. User surveys and performance reviews.	Library Director Library Director	$7,500.00 -0-	2006-2007 (Ongoing) 2006-2007 (ongoing)	a. Seven staff attended activities. b. Occasional meetings.	a. Ongoing objective. b. Increase frequency of meetings.
1.3. Assess employee performance	a. Conduct performance evaluations	a. Annual assessment document.	Library Director	-0-	2006-2007 (ongoing)	a. Will be accomplished in March 2007.	a. Annual assessment.
GOAL 2. Develop a quality and responsive collection of materials. (UG4)							
2.1 Involve faculty in the purchase of resources.	a. Subscribe to and disseminate <u>Choice</u> cards b. Survey faculty as to their library collection needs and research & teaching interests. c. Contact faculty on a regular basis to provide information of new, relevant publications	a. Faculty comments, and assessment of book ordering & collection improvements. b. Assess response to survey. c. Assessment of collection additions.	Library faculty Library faculty Library faculty	$1,750.00 $1,000.00 -0-	2006-2007 (ongoing) 2006-2007 (Ongoing) 2006-2007 (Ongoing)	a. Half of faculty submitted requests this year. b. Survey administered to new faculty in Sept.&Feb. c. Faculty in all depts. contacted regularly.	a. Encourage involve-ment of all faculty in collection development. b. Survey used to work with faculty in collection development. c. Building a collection representative of all programs.
2.2 Evaluate existing collection and determine needs.	a. Systematically identify bibliographies in curricular disciplines and check vis-à-vis library holdings. b. Subscribe to <u>Resources for College Libraries</u>, and implement collection analysis based on that resource. c. Assess use of electronic databases. d. Assess e-books in the collection. e. Evaluate periodical holdings for relevance. .	a. Evaluation of collection. b. Results of analysis. c. Usage statistics. d. User surveys and usage statistics. e. Usage statistics and qualitative evaluation of the collection.	Library faculty and teaching faculty Library faculty Library faculty Library faculty Library faculty & teaching faculty	$1,000.00 $4,500.00 -0- -0- -0-	2006-2007 (Ongoing) 2006-2007 (Ongoing) 2006-2007 (ongoing) 2006-2007 (Ongoing) 2006-2007 (Ongoing)	a. Bibliographies identified in education, business, and sociology. b. Subscribed Fall 2006. c. Data indicate use increasing regularly. d. Data indicate increasing use. e. Will be accomplished	a. Ongoing objective. b. Building a collection of quality materials. c. Ongoing assessment. d. Ongoing assessment e. Annual assessment.

* This column will form the basis for next year's related objectives.

2006-2007 SHORT RANGE PLANNING AND ASSESSMENT FOR: Library

Objectives	Strategies	Means of Assessment	Person Responsible	Budget	Timetable	Assessment of Performance, 2006-07	Use of Results* Planned Improvements
2.3 Purchase materials based upon collections analysis and curricular needs.	a. Purchase 1,500 books annually to support the undergraduate curriculum. b. Strengthen the materials budget for databases and other learning resources. c. Purchase replacement copies of journal issues and books.	a. Assessment of number purchased and use. b. Increase in materials budget. c. Assessment of number purchased.	Library faculty Library Director Library Director	$270,000.00 $35,000.00 $3,000.00	2006-2007 (Ongoing) 2006-2007 (Ongoing) 2006-2007 (Ongoing)	June 2007. a. Purchased 1,014 paper books & 11,000 e-books b. Budget not increased. c. Will be accomplished in May 2007.	a. Strengthen book budget. b. To be requested for 2008. c. More frequent assessment.
2.4 Assess collection development policy and weeding policy	a. Compare existing policy to current needs & practices, and make changes as necessary.	a. Completion of task.	Library faculty	-0-	2006-2007	a. Will be accomplished in 2008.	a. Policies that reflect relevant, current practice.
2.5 Process books added to the collection in a timely manner.	a. Catalog 2,200 books annually.	a. Assessment of quantity of output and quality of catalog records.	Cataloger and Library Director	$35,000.00	2006-2007 (Ongoing)	a. Cataloged 2, 974 books last year.	a. Maintain annual objective.
2.6 Explore implementation of electronic reserve module.	a. Training of personnel and entry of data.	a. Accomplishment of task.	Library faculty and LMN Coordinator	$10,000.00	2006-2007 (Ongoing)	a. Module not purchased to date.	a. Purchase module in 2008.
GOAL 3. Insure availability of learning resources. (UG4)							
3.1 Provide convenient and effective access to all library services for all ASU students and faculty.	a. Insure a secure means of remote authorization. b. Expedite ILL turnaround. c. Assess remote ILL Service. d. Assess plan of library support of proposed off-campus programs. e. Assess services to persons with disabilities.	a. Assess effectiveness of authorization system. b. Access turnaround time. c. User survey and written assessment. d. Collection assessment and user surveys. e. User survey.	Library Director, Director of IT Library Director Library Director Library Director, Council of Deans, Learning Resource Committee Library faculty and ADA Coordinator	$5,000.00 -0- -0- -0- $10,000.00	2006-2007 2006-2007 2006-2007 (Ongoing) 2006-2007 (Ongoing) 2006-2007 (Ongoing)	a. IT office expects completion before March 2007. b. Turnaround time half the national average. c. In 2007 remote use exceeded in-house use. d. Librarians visited all sites and student focus group held at one site. e. Survey indicated no problems.	a. Regular assessment. b. Continued assessment. c. Ongoing assessment. d. Changes implemented as a result of discussions. e. Ongoing assessment.
3.2 Insure availability of physical materials.	a. Conduct analysis of shelf availability.	a. Tabulation of data and written report.	Library Staff	$500.00	2006-2007 (Ongoing)	a. Analysis completed Fall 2007, 98% of items accounted for.	a. Missing items purchased.

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2006-2007 SHORT RANGE PLANNING AND ASSESSMENT FOR: Library

Objectives	Strategies	Means of Assessment	Person Responsible	Budget	Timetable	Assessment of Performance, 2006-07	Use of Results* Planned Improvements
3.3 Provide hours of service to best support the University Community.	a. Assess hours of library operation.	a. User survey and assessment.	Library Director, VPAA, Learning Resource Committee	-0-	2006-2007 (Ongoing)	a. User survey recommended no changes.	a. Ongoing assessment.
GOAL 4. Insure adequate technology for learning resources.							
4.1 Assess current library automation system, investigate alternatives, and implement as necessary.	a. Identify needs and determine priorities vis-à-vis current system and consortial relationships. b. Contact vendors and request RFPs .	a. Staff assessment and user surveys. b. Response to vendor presentations and RFPs	Library faculty Library Director, VPFA	-0- -0-	2006-2007 2006-2007	a. Systems investigated and grant funds sought. b. Will be accomplished summer 2007.	a. New system purchased and implemented. b. System purchased.
4.2 Assess sufficiency of technology to meet user needs.	a. Evaluate demands for computer technology and printing by users and staff.	a. New computers and/or printers purchased and installed.	Library Director, Director of IT	$90,000.00	2006-2007 (Ongoing)	a. Will be accomplished May 2007.	a. Annual assessment.
	b. Access need for additional word processing support for public use.	b. Usage statistics and user surveys.	Library Director, Director of IT, Learning Resource Committee	$15,000.00	2006-2007 (Ongoing)	b. New machines recommended.	b. Will be purchased in 2008.
	c. Enhance Library web page.	c. Library staff and user satisfaction.	Library Faculty, Web Services	-0-	2006-2007 (Ongoing)	c. "Services" section added. Tutorial updated. Federated searching implemented.	c. Regular evaluation.
GOAL 5. Insure an appropriate and effective program of orientation and instruction for library services.							
5.1 Provide orientation and instruction for ASU students.	a. Offer course in use of library resources. b. Develop and instruct research courses for specific disciplines. c. Offer instruction to classes. d. Design and distribute handouts and brochures. e. Update web-based instructional tutorial.	a. Course evaluation. b. Course evaluations and faculty assessment. c. Evaluation of instruction. d. User survey, staff comments, and distribution statistics. e. Accomplishment of task,	Library Faculty Library Faculty and Teaching Faculty Library Faculty Library Faculty Library Faculty, Web	$5,000.00 $5,000.00 $2,500.00 $5,000.00 -0-	2006-2007 (Ongoing) 2006-2007 (Ongoing) 2006-2007 (Ongoing) 2006-2007	a. To be offered in Summer 2007. b. Business Course offered each semester. Library component added to Education and A&S curricula c. 24 instruction sessions	a. Student comments assessed. b. Student comments assessed. c. Increased frequency. d. Continued revision. e. Continued revision.

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2006-2007 SHORT RANGE PLANNING AND ASSESSMENT FOR: Library

Objectives	Strategies	Means of Assessment	Person Responsible	Budget	Timetable	Assessment of Performance, 2006-07	Use of Results* Planned Improvements
	f. Place handouts and brochures online. g. Offer face-to-face library instruction at remote sites.	and user survey. f. User survey & staff comments. g. Evaluation of instruction.	Services Library Faculty, Web Services Library Faculty	-0- $5,000.00	2006-2007 2006-2007 (Ongoing) 2006-2007	offered. d. Updated all Internet Resource lists and added Database Information sheets. e. Tutorial updated. f. Will be accomplished in Summer 2007. g. Instruction offered at Wallace.	f. Comments assessed. g. Offer instruction at all sites and with greater frequency.
5.2 Provide orientation and instruction to broader community.	a. Provide outreach program to area high school and community college students. b. Provide Alabama Virtual Library cards.	a. Analysis of survey responses. Library usage data. b. Number of AVL patrons registered onsite.	Library Faculty Library Staff	$2,500.00 -0-	2006-2007 (Ongoing) 2006-2007 (Ongoing)	a. Librarians make regular presentations to high school classes. b. Thirteen issued to date this year.	a. Explore joint instruction with Calhoun and Wallace librarians. b. Increased publicity.
5.3 Provide effective reference service.	a. Regular meetings of reference librarians. b. Investigate and implement real-time virtual reference service.	a. Meetings held. b. Accomplishment of task, and evaluation of results.	Library Faculty Library Faculty, VPAA, VPFA	-0- $3,000.00	2006-2007 2006-2007	a. Periodic meetings held. b. NAAL investigation recommended postponement.	a. Increase frequency. b. Consider at a later date.
5.4 Develop proposal for graduate program in Library Media.	a. Formulate program outcomes, guidelines, and syllabi. b. Seek approval from state and accreditation agencies.	a. Accomplishment of tasks. b. Approval by State Dept., ACHE, & SACS.	Library Faculty, A&S Dean, VPAA Library Faculty, A&S Dean, VPFA, VPUR Dean, VPFA, VPUR	$2,500.00 $4,000.00	2006-2007 2006-2007	a. Paperwork revised. Will be submitted in Spring 2007. b. Approval will be sought in Spring-Summer 2007.	a. Paperwork submitted. b. Program approved.
GOAL 6. Foster communication between Library and teaching faculty. (UG4) (UG12)							
6.1 Foster awareness of library collections and service	a. Promote library through college liaison program. b. Create & disseminate orientation packets for all faculty at fall in-service day. c. Produce library newsletters.	a. Faculty comments and assessment. b. Faculty and student response and awareness. c. Faculty and student response and awareness.	Library Faculty Library Faculty Library Faculty and Staff	-0- $2,000.00 $3,500.00	2006-2007 (Ongoing) 2006-2007 (Ongoing) 2006-2007 (Ongoing)	a. Librarians attend regular college meetings. b. Packets distributed in Fall to full-time faculty, and e-mails sent to part-time faculty.	a. Faculty comments. b. Repeat each fall. c. Explore in 2008.

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2006-2007 SHORT RANGE PLANNING AND ASSESSMENT FOR: Library

Objectives	Strategies	Means of Assessment	Person Responsible	Budget	Timetable	Assessment of Performance, 2006-07	Use of Results* Planned Improvements
						c. Not produced to date.	
6.2 Enhance Library awareness of and involvement in curricular development.	a. Librarian serves on Curriculum Committee. b. Librarians regularly attend College meetings.	a. Report from that representative to library. b. Report from those Librarians.	Library Faculty Library Faculty	-0- -0-	2006-2007 (Ongoing) 2006-2007 (Ongoing)	a. Grigsby attends meetings. b. Librarians attend meeting regularly.	a. News communicated to Library about new courses and programs. b. Ongoing objective.
GOAL 7. Cultivate cooperative relations with other libraries. (UG2) (UG4)							
7.1 Participate in library consortia.	a. Participate in Library Management Network. b. Participate in Two-Year College Library Association. c. Participate in Network of Alabama Academic Libraries. d. Participate in SOLINET.	a. Evaluation of outcome. Library system performance and cost savings. b. Evaluation of outcome. c. Evaluation of outcome. Database cost savings. Analysis of ILL turnaround time. d. Evaluation of outcome.	Library Director Library Director Library Director Library Director	$20,000.00 $250.00 $8,000.00 $25,000.00	2006-2007 2006-2007 (Ongoing) 2006-2007 (Ongoing) (2006-2007 (Ongoing)	a. Burkhardt & Grigsby attend Board meetings. b. Burkhardt attends meetings & serves on panel. c. Burkhardt attends Council Meetings. d. ASU continues membership.	a. Evaluate costs/benefits of participation. b. Participation from additional staff members. c. Ongoing assessment of benefits. d. Ongoing assessment.
7.2 Develop relationships with libraries outside consortia.	a. Develop and assess reciprocal borrowing agreements with partner institutions. b. Continue to meet with area high school and community college librarians.	a. Evaluation of user needs and collection strengths. b. Evaluation of outcome.	Library Director Library Director	-0- -0-	2006-2007 (Ongoing) 2006-2007 (Ongoing)	a. No additional agreements this year. b. Regular meetings with Calhoun, Wallace, Snead, and Northeast.	a. Update all borrowing agreements. b. Explore joint instruction.
GOAL 8. Create and promote a useful repository of materials pertinent to Athens State University history. (UG4) (UG9)							
8.1 Collect and preserve historic materials	a. Identify and acquire materials suitable for addition to Archives. b. Organize, clean and catalog/index material. c. Collect and organize faculty publications. d. Continue interviewing alumni and others for Oral History Project. e. Continue adding portraits to Wall of Presidents.	a. Number of relevant materials acquired and collection analysis. b. Number of items processed and quality of work. c. Extent of organized collection. d. Transcriptions of interviews. e. Portraits added.	Archivist Archivist Archivist and Teaching Faculty Archivist Archivist and Heritage	$1,000.00 $5,000.00 $1,000.00 $2,500.00 $5,000.00	2006-2007 (Ongoing) 2006-2007 (Ongoing) 2006-2007 (Ongoing) 2006-2007 (Ongoing) 2006-2007	a. Several items acquired & donors acknowledged. b. Very little accomplished to date. c. Thirteen new faculty publications added. d. Eleven interviews accomplished to date this year. e. None added year.	a. Continued promotion & solicitation. b. Full-time archivist will be proposed for 2008 budget. c. Ongoing project. d. Ongoing project. e. Full-time personnel

* This column will form the basis for next year's related objectives.

2006-2007 SHORT RANGE PLANNING AND ASSESSMENT FOR: Library

Objectives	Strategies	Means of Assessment	Person Responsible	Budget	Timetable	Assessment of Performance, 2006-07	Use of Results* Planned Improvements
			Committee		(Ongoing)		needed.
	f. Preserve cemeteries pertinent to University founding families.	f. Extent of work accomplished.	Archivist	$1,500.00	2006-2007 (Ongoing)	f. Recommendation to transfer support to city and county authorities.	f. Responsibility transferred to city/county.
8.2 Enhance awareness of collection and facilitate its use.	a. Cultivate public relations program and funding base.	a. Funds received and interest generated. Awareness as demonstrated in user survey.	Archivist, Heritage Committee, VPUR	$5,000.00	2006-2007 (Ongoing)	a. This year so far, received 42 visitors & 19 donations totaling over $500.	a. Investigate additional promotion.
	b. Complete implementation of Archives Web Page.	b. Staff and User comments.	Archivist, Web Services	-0-	2006-2007 (Ongoing)	b. Upgrade submitted to web services.	b. Completion of project.
	c. Install shelving for rare books.	c. Shelving installed. Collection moved and organized.	Archivist, Library Director, and Physical Plant Coordinator	$30,000.00	2006-2007	c. Not accomplished to date.	c. Contact Physical Plant about status of project.
	d. Catalog and index all materials in Archives files, and digitize as appropriate.	d. Completion of task and accessibility of records.	Archivist and Cataloger	$20,000.00	2006-2007 (Ongoing)	d. Over 100 photos scanned this year.	d. Ongoing objective.
	e. Purchase computer equipment, software and supplies.	e. Equipment & supplies purchased. Equipment installed.	Archivist and VPFA	$15,000.00	2006-2007 (Ongoing)	e. No upgrades yet this year.	e. Increased budget will be submitted in 2008.
GOAL 9. Assess library use and patron satisfaction. (UG5)							
9.1 Implement measures to evaluate user awareness and satisfaction.	a. Implement LIBQUAL.	a. Results and analysis of survey.	Library Faculty and Learning Resource Committee	$8,500.00	2007	a. Herring & Burkhardt attended training. Will implement in March.	a. Assessment of survey results ; changes made.
9.2 Evaluate use of collections and services	a. Collect, report, and assess data gathered through Integrated Library System and patron statistics.	a. Results of assessment.	Library Faculty	$500.00	2006-2007 (Ongoing)	a. Monthly statistics generated.	a. Assess results to shape services.
	b. Collect, report, and assess data relating to database usage.	b. Results of assessment.	Library Faculty	$300.00	2006-2007 (Ongoing)	b. Monthly statistics completed. Usage increasing.	b. Consider adding or deleting databases based upon usage.
	c. Collect, report, and assess data relating to periodical usage.	c. Results of assessment.	Library Faculty	$300.00	2006-2007 (Ongoing)	c. Annual report will be compiled in June.	c. Consider adding or deleting subscriptions.
9.3 Assess library policies, procedures, and manuals.	a. Examine and evaluate current policies, procedures, and manuals.	a. Policies revised and adopted.	Library Faculty, VPAA, Learning Resource Committee	$200.00	2006-2007	a. Not accomplished to date.	a. Will be accomplished in 2008.

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2006-2007 SHORT RANGE PLANNING AND ASSESSMENT FOR: Library

Objectives	Strategies	Means of Assessment	Person Responsible	Budget	Timetable	Assessment of Performance, 2006-07	Use of Results* Planned Improvements
GOAL 10. Explore supplemental means of library support. (UG10)							
10.1 Support Friends of the Library	a. Attend meetings. b. Encourage community activities.	a. Meeting minutes. b. Evaluation of outcome.	Library Faculty and Staff Library Faculty and Staff	-0- -0-	2006-2007 (Ongoing) 2006-2007) (Ongoing)	a. Bi-monthly meetings held. b. Burkhardt serves on Concert/Lecture Committee and organizes two book discussion groups.	a. Asses scosts vs. benefits. b. Assess community support.

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2006-2007 SHORT RANGE PLANNING AND ASSESSMENT FOR:						Office of Institutional Research and Assessment	
Objectives	Strategies	Means of Assessment	Person Responsible	Budget	Timetable	Assessment of Performance, 2006-07(1)	Use of Results* Planned Improvements
GOAL 1. Evaluate the effectiveness and quality of programs (University LRP Goal 5)							
1.1 Enhance Accountability	a. Reorganize the Office of Institutional Planning, Research, and Assessment (OIPRA) to include oversight of Strategic Plan. b. Restructure committee assisting oversight of strategic planning and assessment by incorporating responsibilities, scope, and procedures for conducting committee business. c. Develop a centralized and systematic research and assessment process to improve consistency of outcomes measurement, data quality and comparability, analysis, reporting, and documentation of use of data results in planning activities. d. Identify measurable key factors and drivers of performance across (core) and within (discipline-specific) institutional programs and functions. e. Develop, maintain and continually expand a longitudinal database of assessment and performance information at student, college, support unit, and university-level. f. Evaluate the effectiveness and efficiency of the research and assessment process.	a. Reorganization of the OIPRA. c. Development of(2): 1. Institutional Outcomes Assessment Policy 2. Institutional Outcomes Assessment Master Plan. 3. Institutional Research Common Databank Inventory. 4. Institutional Effectiveness Matrix 5. Institutional Effectiveness Data Tracking System 6. Assessment Instruments Master Inventory 7. Continuous Improvement Report 8. Evaluation Plan for Planning, Research, and Assessment functions.	Coordinator of Institutional Assessment Coordinated Through VP Academic Affairs Coordinator of Institutional Assessment Coordinator of Institutional Research		FY 2006-07 FY 2006-07 FY 2006-07 (on-going) FY 2006-07 (on-going) FY 2006-07 (on-going)	OIPRA is established and processes, procedures, and policies are implemented. Policy approved by the President in 01/2007. Implementation of Institutional Outcomes Assessment Master Plan- Phase 1: AAP Submitted, Reviewed, and Approved Implementation of an Institutional Effectiveness Matrix. Implementation of the ASU Online Assessment Tracking System. Implementation of evaluation plan of research, planning and assessment processes.	Disseminate to faculty and staff through the President's Office. (Pending President's appointment of members to the Institutional Assessment Committee) Modify processes, if needed, to accommodate lessons learned aimed at greater effectiveness and efficiency of the assessment cycle.
Goal 2. Develop, implement and assess the vision and goals of academics (University LRP Goal 12)							
2.1 Increase awareness and knowledge of the Strategic Plan via improved internal communication to faculty & staff.	a. Coordinate placement of the Strategic Plan and those pertaining to individual programs/colleges in the University's website, under each individual college page(s), and the library.	a. Availability and accessibility upon request of paper and electronic versions of the Strategic Plan.	Coordinator of Institutional Assessment		FY 2006-07 (on going)	a. Strategic Plan featured in University's website and paper copies are available at the Library.	

* This column will form the basis for next year's related objectives.

2006-2007 SHORT RANGE PLANNING AND ASSESSMENT FOR: Office of Institutional Research and Assessment

Objectives	Strategies	Means of Assessment	Person Responsible	Budget	Timetable	Assessment of Performance, 2006-07(1)	Use of Results* Planned Improvements
	b. Prepare/update a standard presentation and related material of the Strategic Plan for internal (individual and university-wide) and external audiences, and available upon request. c. Assess knowledge and awareness among faculty and staff (internal).	b. Conduct annual meeting to present Strategic Plan and related matters to faculty and staff. c. Changes in Knowledge and Awareness levels.				b. Power Point Presentation of the Strategic Plan is available for use and distribution. c. Increase in knowledge and awareness.	
2.2 Develop a strategic plan for each academic college and administrative department.	a. Participate in annual review of plans as scheduled in the Institutional Assessment and Evaluation Master Plan. b. Provide technical guidance and assistance as requested on changes to strategic plans.	Plans established. Annual review conducted as scheduled in the Institutional Assessment and Evaluation Master Plan.	Coordinator of Institutional Assessment		FY 2006-07 (on going)	Revised Strategic plans established and disseminated.	
2.3 Improve internal communication to provide faculty and staff with knowledge to effectively impart information about the goals and vision of the University.	a. Expand content material in OIPRA web page.	OIPRA web page features guidelines and samples of Annual Assessment Plan (AAP) and Annual Assessment Report (AAR). New material will be constantly added as it becomes available for publication.	Coordinator of Institutional Assessment & Webmaster		FY 2006-07 (on going)	OIPRA web page constitutes a major information resource for conducting research, planning and assessment functions.	

Note:
(1) Performance assessment for the FY 2006-07 concentrates in the establishment of the office infrastructure and the development of a centralized and integrated institutional planning and assessment system. Consequently, performance indicators for FY 2006-07 are based on expected implementation timeframe of processes, procedures, documentation, etc., typically found in system development projects (i.e. completion rate). Once the system is fully implemented, performance indicators and subsequent evaluation of OIPRA for future FYs will focus on its ability to fulfill its mission of improve the effectiveness and efficiency of the planning and assessment processes throughout the university.
(2)Reflects modifications in the names of elements of the assessment system (i.e. documents, procedures, resources, etc.) as they have been adopted and/or implemented subsequent to the initial submission of this SRP.

* This column will form the basis for next year's related objectives.

2006-2007 SHORT RANGE PLANNING AND ASSESSMENT FOR: Student Affairs

Objectives	Strategies	Means of Assessment	Person Responsible	Budget	Timetable	Assessment of Performance, 2006-07	Use of Results* Planned Improvements
GOAL 1. Provide opportunities for students to expand their intellectual, social and cultural horizons. (University LRP Goal 6)							
1.1 Expand programs that provide opportunities for students to meet their goals that expand their intellectual, social and cultural horizons in a primarily commuter university as well as distant learning students.	a. Survey students to determine interest and needs. b. Appoint a committee to access and make recommendations. c. Collaborate efforts between Student Activities, University Colleges, and University Centers. d. Incorporate plans with Concert and Lecture Series Committee. e. Research similar institutions to gain insight on successful programs.	Results of survey provided. Committee presents recommendations. Activities planned. Evaluate success with University Colleges and Concert Lecture Series Committee	VP Student Affairs	$1000.00	a.-e. 2006-07	a. Survey results were positive b. Recommendations were made c. Working with Student Government at University Centers d. Due to leadership change, temporarily tabled e. Still conducting research	a. Continue with current activities b. Follow recommendations c. Continue working with students at Centers d. Reschedule e. Continue research
GOAL 2. Provide and maintain student services which furnish necessary information, financial assistance, and guidance counseling to assist progress toward personal, academic, and career goals. (University LRP Goal 7)							
2.1 Determine the feasibility of a formalized Experiential Education Program to include practicums, cooperative education, internships, and volunteer activities to enhance student goal achievement.	a. Survey students, registered alumni, and faculty to determine value of what Career Services is currently providing. b. Survey students, registered alumni, and faculty to determine need of other types of experimental education that is available. c. Survey various organizations to see what types of experimental education is available and workable.	Results of survey provided. Results of survey provided. Results of Survey provided. .	VP Student Affairs	$1000.00	a.-c. 2006-07	a. Co-op students surveyed during CP classes about the value of their experience b. Survey not accomplished c. Made contact with various businesses at job fairs about their interest in Co-op students	a. Continue ASU's Co-op Program as currently operating. b. Revise survey c. Continue Contacts

* This column will form the basis for next year's related objectives.

2006-2007 SHORT RANGE PLANNING AND ASSESSMENT FOR: Student Affairs

Objectives	Strategies	Means of Assessment	Person Responsible	Budget	Timetable	Assessment of Performance, 2006-07	Use of Results* Planned Improvements
2.2 Determine organizational improvements and technological improvements in Student Services that may assist the student to further educational goals.	a. Establish a Student Transfer Center. b. Evaluate the value of the Center to the students through the use of surveys.	Center established. Students surveyed.	VP Student Affairs	5,000.00	a.-b. 2006-07	a. Transfer Center established Aug. 2006 b. Survey form is being created.	a. Continue evaluating the Transfer Center b. Survey ongoing
GOAL 3. Promote and maintain effective student services to improve student recruitment and retention. (University LRP Goal 8)							
3.1 Enhance Student Financial Support.	a. Establish target levels for scholarship support of enrollment goals. b. Direct marketing efforts to meet stated scholarship goals.	Increased scholarship funding.	VP External Affairs	5,000.00	a.-b. 2006-07 (ongoing)		
3.2 Establish an Online Tutoring Center for all students.	a. Establish a small committee with Director of Counseling/Career Services, one faculty representative from each College (to include Math Lab and Writing Center), and two students (one traditional and one non-traditional) who will meet to discuss, plan, implement and evaluate the strategy and present a report to the VP of Academic Affairs and the VP of Student Affairs. b. Determine the need for online tutoring and the subjects that will be offered by developing a student survey to be administered via snail mail, email, in-class, & club meetings to achieve significant	Meet monthly and provide update reports to VP of Academic Affairs and VP of Student Affairs. Results tabulated.	VP Student Affairs VP Academic Affairs	$1,500.00	a.-d. 2006-07 (ongoing)	a.-d. Tabled	a.-d. No results

* This column will form the basis for next year's related objectives.

2006-2007 SHORT RANGE PLANNING AND ASSESSMENT FOR: Student Affairs

Objectives	Strategies	Means of Assessment	Person Responsible	Budget	Timetable	Assessment of Performance, 2006-07	Use of Results* Planned Improvements
	response rate. c. Committee will interview ASU faculty and other universities, contact vendors to assess cost, and research current literature to assess the effectiveness of online tutoring programs. d. Present recommendations to VP Academic Affairs and VP Student Affairs.	Compile results. Recommendations reported.					
3.4 Recruit quality students.	a. Develop a plan for online recruiting. b. Track students using Banner. c. Continue to visit all feeder colleges each semester. d. Continue to attend College Fairs at the community colleges. e. Host various information sessions with counselors from feeder colleges. f. Promote recruiting as a priority for all faculty and staff.	Plan developed Banner reports generated Recruiting success determined by student increases and year-end recruiting report of college visits Feedback surveyed from counselors of feeder colleges Conduct training for faculty and staff to stress importance of recruiting .	VP Academic Affairs VP Student Affairs	$25,000.00	a. 2006-07 b.-f. 2006-07 (ongoing)	a. Visited several online recruiting sites b. Continuous Banner training for recruiting procedures c. Made 94 private student visits d. ASU recruiters attended 33 consolidated College Fairs and programs e. 8 visits with counselors & ASU feeder colleges. f. Conducted Groopz training	a. Continue to look for ways to reach online students such as Groopz b. Attend Banner training c. Continue visits to feeder schools d. Continue to attend college programs e. Continue to visit counselors at feeder colleges f. Continue training with Groopz.
GOAL 4.							

* This column will form the basis for next year's related objectives.

2006-2007 SHORT RANGE PLANNING AND ASSESSMENT FOR: Student Affairs

Objectives	Strategies	Means of Assessment	Person Responsible	Budget	Timetable	Assessment of Performance, 2006-07	Use of Results* Planned Improvements
GOAL 5.							
GOAL 6.							
GOAL 7.							
GOAL 8.							

* This column will form the basis for next year's related objectives.

2006-2007 SHORT RANGE PLANNING AND ASSESSMENT FOR: Student Affairs							
Objectives	Strategies	Means of Assessment	Person Responsible	Budget	Timetable	Assessment of Performance, 2006-07	Use of Results* Planned Improvements
GOAL 9.							
GOAL 10.							

* This column will form the basis for next year's related objectives.

2006-2007 SHORT RANGE PLANNING AND ASSESSMENT FOR: University Centers

Objectives	Strategies	Means of Assessment	Person Responsible	Budget	Timetable	Assessment of Performance, 2006-07	Use of Results Planned Improvements
GOAL 1. Provide educational opportunity to postsecondary students through carefully planned and implemented programs of study. (University LRP Goal 1)							
1.1 Expand University Centers.	a. Develop a plan that targets specific colleges for center expansion, whether online or on-site. b. Survey appropriate stakeholders at each identified site. c. Develop programs of study for centers chosen. d. Develop plan for physical space, people, and other resources as required. e. Seek approval from appropriate bodies as necessary. f. Review plan on an annual basis.	Plan for center expansion. Completion of stakeholder survey. Programs developed. Plan developed. Expansion to center(s) as planned. Plan reviewed annually.	Asst. to VP Academic Affairs for University Centers College Deans VP of Financial Affairs	$375,000.00 ($125,000 per site x 3)	Ongoing 2006-07 Ongoing Ongoing 2006-07 (one center each year) Ongoing	Expansion of Centers was held in abeyance due to change of leadership at Post-secondary and development of DL and Off-campus site policy by ACHE. New policies due to be voted on during June 2007 meeting.	After ACHE vote on new distance leaning and off-campus policies, objectives will be revisited
GOAL 2. Serve the student effectively and efficiently by providing flexible scheduling, varied modes of delivery and cooperative arrangements with other institutions. (University LRP Goal 2)							
2.1 Establish plan at each center for appropriate persons to determine and provide information necessary to develop schedules, delivery modes, and other student needs.	a. Determine persons responsible for center scheduling. b. Establish long-term schedules of semester offerings. c. Survey students annually to provide information relative to schedules, delivery modes and other needs. d. Evaluate and make changes as necessary to meet needs.	Plan established at each center to provide schedules. Survey completed.	Asst. to VP Academic Affairs for University Centers	$ 5,000.00 ($200 per site/year)	2006-07 (ongoing)	Centers plans were held in abeyance due to change of leadership at Post-secondary and development of DL policy by ACHE. New policy due to be voted on during June 2007 meeting	After ACHE vote on new distance leaning and off-campus policies, objectives will be revisited
GOAL 3. Promote the use of appropriate University and community resources to facilitate educational and training programs for the diversified needs of business, industry, education, and government in addition to providing cultural and intellectual enrichment. (University LRP Goal 9)							
3.1 Establish centers or institutes to enhance community and individual relationships.	a. Develop plan for establishing center with grant seed money or by other means. b. Determine facility arrangements.	Plan developed. Facility needs determined.	Asst. to VP Academic Affairs for University Centers		2006-07 (ongoing)	Establishment of Center plans was held in abeyance due to change of leadership	After ACHE vote on new distance leaning and off-campus policies, objectives

2006-2007 SHORT RANGE PLANNING AND ASSESSMENT FOR: University Centers

Objectives	Strategies	Means of Assessment	Person Responsible	Budget	Timetable	Assessment of Performance, 2006-07	Use of Results Planned Improvements
	c. Survey community to determine needs of small businesses.	Survey completed.				at Post-secondary and development of DL policy by ACHE. New policy due to be voted on during June 2007 meeting	will be revisited

2006-2007 SHORT RANGE PLANNING AND ASSESSMENT FOR: University Relations							
Objectives	Strategies	Means of Assessment	Person Responsible	Budget	Timetable	Assessment of Performance, 2006-07	Use of Results* Planned Improvements
GOAL 1. Promote and maintain effective student recruitment and retention. (University LRP Goal 8)							
1.1 Recruit students seeking quality programs.	a. Evaluate enrollment figures and trends. b. Survey students on their impressions of university and its programs. c. Develop a plan to increase the reputation of programs through marketing and advertising efforts. d. Identify programs that lend themselves to significant marketing efforts.	a. Enrollment figures reported. b. Media Survey conducted. c. Marketing plan developed. d. Programs identified.	Coordinator of Institutional Assessment. VP University Relations		2006-07	a. Enrollment increased by __%. b. Survey completed and data analyzed. c. Plan implementation has heightened interest and enrollment in identified programs.	Survey findings assisted in the development of the Marketing Plan. Benchmark strategies that maintain interest and enrollment levels w/constant monitoring of changing trends.
1.2 Ensure that recruiting is a priority for all segments of the University.	a. Develop comprehensive plan for training of faculty and staff. b. Conduct training.	a. Plan developed. b. Training conducted.	VP University Relations VP Student Affairs VP Academic Affairs		2006-07 (on going)	Training Plan under development with completion expected in 2007-08.	
1.3 Enhance student financial support.	a. Evaluate student scholarship needs. b. Identify goals for increased student scholarships. c. Identify capital and technology needs that support student academic programs. d. Seek state/private funding. e. Hire development officer to increase solicitation and student financial support.	a. Needs identified. b. Scholarships created. c. Needs identified. d. Donors identified and fundraising goals met. e. Development officer hired.	VP University Relations VP Student Affairs VP Academic Affairs		2006-07 (on going)	a. Needs identified. b. New scholarships created resulting in increased availability of student assistance. c. Funds raised for improved technology	b. Increase dissemination efforts toward students to communicate availability of additional sources of student assistance. c. Benchmark strategies that resulted in increased funding sources.
GOAL 2. Effectively communicate the University's vision and goals as a baccalaureate degree granting institution to internal and external constituencies. (University LRP Goal 12)							
2.1 Increase awareness of Athens State University externally.	a. Develop and implement comprehensive marketing plan for University and its centers. b. Survey students and groups on name and image recognition. c. Appoint an advisory board to assist with the development, direction and review of the comprehensive marketing plan.	a. Plan developed and implemented. b. Survey completed and results reported. c. Appointments made and meetings documented. Review of marketing plan	VP University Relations Director of Institutional Research		2006-07 (on going)	b. Increased awareness levels. c. Survey completed and data analyzed. Internal Board operating	Survey findings assisted in the development of the Marketing Plan. Implement recommendations and modify Plan as needed.

* This column will form the basis for next year's related objectives.

2006-2007 SHORT RANGE PLANNING AND ASSESSMENT FOR: University Relations

Objectives	Strategies	Means of Assessment	Person Responsible	Budget	Timetable	Assessment of Performance, 2006-07	Use of Results* Planned Improvements
	d. Develop, design, and update University website. e. Communicate University strategic plan to Foundation and Alumni Boards at annual presentation highlighting top priorities and goals. f. Increase communications and solicitations with alumni through newsletters and mailings. g. Hire media specialist to support increased communication with external and alumni audiences.	completed. d. Website updated as needed. e. Presentation conducted. Priorities and goals identified and presented. f. Columns newsletter and other mailings increased. g. Media specialist approved and hired.			2006-07 (on going)	Website redesigned and information updated regularly Presentation under development with expected completion and implementation in 2007-08 Direct solicitations increased Media Specialist hired	
2.2 Increase awareness of the plans for the University internally.	a. Provide all employees with access to the University Strategic Plan through an annual meeting and via a link on the Athens State website.	a. Annual meeting held; link created.	VP University Relations VP Academic Affairs		2006-07 (on going)	Plan/link under development.	

* This column will form the basis for next year's related objectives.