Integrated Planning Goals

Student Success

Pillars of Excellence	Strategic Directions 10-13	Strategic Discussion 14-18	Academic Plan	HLC Future Directions
Student Success • Enrollment growth • Implementation of our Strategic Enrollment Management plan • Increased participation in high-impact learning practices • Successful outcomes from Graduate Parkside, the PACE program, the Provost's Retention Task Force and Faculty Learning Community for Student Retention	**Optimal Enrollment** • Establish an integrative, data-driven approach to enrollment management (EM) that is responsive to the changing needs of the institution and the community • Completion and implementation of the "integrated marketing plan" which is currently being developed by the Integrated Marketing Team (IMT) • Develop and expand academic programs which will directly increase enrollment in the university by developing and marketing programs which are in high demand in the market place • Aggressively research and develop alternative graduate and undergraduate degree options, degree completion opportunities, and course delivery options which meet the needs and expectations of contemporary student populations and the businesses that employ them	**Enrollment** • Enrollment management • Achieved optimal enrollment • Known as "1st choice" not "last chance" • Retention increase because of increase HIPs participation • Optimal enrollment and retention • Enrollment at least 5,000 FTE • Do something with the information we gather • Allocate our resources to better serve our students • Strong, stable enrollment growth • Growing enrollment	**Enrollment:** • Increase retention and graduation rates*** • Increase our enrollment to the target set through strategic enrollment planning to meet the growing needs of Southeast Wisconsin*** **Student Success:** • Improve our ability to serve adults returning to college*** • Anticipate and prepare for changes in the student population that reflect changes in society as we move toward 2020*** • Increase student success through strengthening high impact pedagogical practices*** • Provide increased flexibility in scheduling and delivery of classes***	**Enrollment** Increase enrollment***

*** Goal appears in Strategic Plan 10-13, Academic Plan and HLC Future Directions

Student Success (continued)

Pillars of Excellence	Strategic Directions 10-13	Strategic Discussion 14-18	Academic Plan	HLC Future Directions
	Student Success • Develop an operational definition of "college readiness" and "academic success" • Promote college readiness and academic success through programs and services targeting students' needs • Create a comprehensive and seamless response to address factors that are important for academic success and students' progress • Create an integrated and holistic model of student development through curricular and co-curricular programs that support students' intellectual, civic and personal growth •	**Students Focused** • Increase quality of students thru scholarships • Meet student needs • Social media • Distance learning • Advising – customer service • Engaged students/faculty • Serve diversity (adult/vets/etc.) • Academic student affairs connect • Support and attract non-traditional students		
		Clear Pathways to a Degree • Increase graduation and retention • Increase delivery modalities • Clear pathways • Strong effective programs • Come up with innovative ideas for targeted growth		

*** Goal appears in Strategic Plan 10-13, Academic Plan and HLC Future Directions

Academic Excellence and Quality

Pillars of Excellence	Strategic Directions 10-13	Strategic Discussion 14-18	Academic Plan	HLC Future Directions
Academic Excellence and Quality • Implementation of our academic plan • Educational collaborations across campus and with partner institutions • Alignment of academic programs with regional needs • Accreditation of academic programs • Quality of our graduates	**Academic Rigor** • Improving crediting for faculty supervision of: independent study, graduate thesis and internship/externship activity • Internationalize/globalize the curriculum • Increase students participating in study abroad opportunities • Increase the number of international students at UW-Parkside • Enhance and expand the Honors Program • Enhance and expand the Precollege Programs • Transform the general education program from the current stage of assessment to a vibrant, self-sustaining general education community with embedded process for continuous improvement based on assessment findings and best practices	**New Programs** • 21st century degree programs and delivery • New programs • Graduate programs • Competitive on-line degree programs • Examine and tighten modes of delivery • Expand international collaborations • Strong online presence	**Academic Excellence and Quality** • Add new master's level programs*** • Increase the career relevance of programs by providing a variety of certificate programs • Provide support for strengthening the teacher/scholar model for faculty • Provide students with learning experiences that will promote continuous improvement in their development of Communication, Reasoned Judgment, and Social and Personal Responsibility • Build opportunities for career knowledge and planning into the curricula of every major, forging closer connections between classroom and professional practice. • Establish a program of integrated assessment throughout the curriculum.*** • Provide support for teaching improvement through professional development and opportunities for research and creative activity • Provide support for improved course design and appropriate class sizes • Broaden and intensify the use of innovative teaching and learning technologies and delivery systems*** • Provide continuous improvement of pedagogical practices and technologies through assessment processes • Provide a variety of physical learning environments	**Academic Excellence and Quality** • Develop new programs*** • Increase integration and sustainability of assessment*** • Implement an online course and program policy • Improve support for research and creative activity • Improve consistency of documentation of assessment

*** Goal appears in Strategic Plan 10-13, Academic Plan and HLC Future Directions

Academic Excellence and Quality (continued)

Pillars of Excellence	Strategic Directions 10-13	Strategic Discussion 14-18	Academic Plan	HLC Future Directions

		Academic Planning
		• Academic plan implementation:
		   ○ Flexibility
		   ○ Community engagement
		   ○ Student competency
		• Invest heavily in areas of strength to meet workforce needs
		• Academic plans and course offerings aligned w/student needs and community		

*** Goal appears in Strategic Plan 10-13, Academic Plan and HLC Future Directions

Partnerships and Pathways

Pillars of Excellence	Strategic Directions 10-13	Strategic Discussion 14-18	Academic Plan	HLC Future Directions
Partnerships and Pathways • This pillar illuminates the strength of our commitment to the communities we serve. We are a stronger university as a result of our partnerships. Our goal is to continually build high-quality and sustainable partnerships that contribute to the excellent educational experiences of our students.	**Community Engagement** • Educate students to be community leaders and engaged local and global citizens. • Leverage UW-Parkside's connections to University of Wisconsin System resources and expertise to enhance community outreach and service. • Ensure that community engagement and community based scholarship are embedded into the institutional fabric of UW-Parkside. • Provide opportunities for community development through access to campus-wide offerings, and attract additional resources that serve university and community priorities	**Community** • Enhanced internal and external stakeholders engagement • More engaged alumni ($) • Community engagement • Relevant programs • 24/7 community connected campus • Mission of local/global citizenship	**Community Focused** • Identify and respond to the current and future demands for professions and occupations in the region	**Community Engagement** • Community engagement through program development for non-traditional learners***

*** Goal appears in Strategic Plan 10-13, Academic Plan and HLC Future Directions

Stewardship and Operational Excellence

Pillars of Excellence	Strategic Directions 10-13	Strategic Discussion 14-18	Academic Plan	HLC Future Directions
Stewardship and Operational Excellence • Our campus working within strategic and measurable goals • Owning our roles in well-designed plans, policies and practices • Owning our roles in continuous improvement • A shared commitment to use our human, financial, physical, and capital resources to full capacity in alignment with our mission	**Campus Culture** • Develop a well-articulated group of employees that contribute to a well-defined organization working in concert to promote accountability for all employees. • Effectively use technology to enhance the campus climate. • Establish a culture and climate of access on campus for students and the community.	**Technology** • Full use of electronic workflow • No dumb classrooms • Increase use and clarity of data • Infrastructure upgrade/modernization	**Campus Culture** • Identify and implement strategies to strengthen the campus community***	**Campus Culture** • Enhance understanding of the mission • Increased accessibility of documentation • Fully implement and refine the integrated resource process** • Technology infrastructure*** • Take strategic planning to the college and department level – align with strategic and academic plans*** • Facilities maintenance and renovation** • Identify and prioritize strategic staffing needs** • Faculty and staff compensation and professional development • Improve external funding***

*** Goal appears in Strategic Plan 10-13, Academic Plan and HLC Future Directions

Stewardship and Operational Excellence (continued)

Pillars of Excellence	Strategic Directions 10-13	Strategic Discussion 14-18	Academic Plan	HLC Future Directions
		Employer of Choice • UW-Parkside: the "go-to" place for answers! • Faculty as experts in the media and region • Deeper relationships w/regional businesses, non-profits, etc. • Employer of choice • Support for professional development • Healthier morale • Slow down • Destination campus • Anchor institution in our communities • Environmentally sustainable campus • Engage our faculty and staff		

		Financial Stability
		• Greater diversification of financial resources
		• Financial sustainability and stewardship
		• Growth in financial support
		   o Endowments
		   o Grants
		   o Other needs
		• Fiscally sound
		• Financially stable and independent
		• Strategic investment
		• Financially viable		

*** Goal appears in Strategic Plan 10-13, Academic Plan and HLC Future Directions

Stewardship and Operational Excellence (continued)

Pillars of Excellence	Strategic Directions 10-13	Strategic Discussion 14-18	Academic Plan	HLC Future Directions
	Inclusivity & Diversity • Workforce: increase the number of racially/ethnically diverse faculty, staff, and administration by at least 25% in the next three years • Climate: to be a campus where individuals are respectful, aware, and open to experiences which will increase their knowledge and appreciation of inclusiveness and diversity • Student Performance: to close the gaps in graduation rates utilizing data from the Equity Scorecard. Race/ethnicity and socioeconomic background will no longer be major predictors of graduation rates at UW-Parkside. • Decrease the level of demographic segregation in majors • Curriculum/Student Outcomes: to graduate students with a demonstrated understanding of inclusiveness and diversity leading them to become capable leaders in a diverse community (utilizing principles of Liberal Education and America's Promise [LEAP] and Universal Design [UD]) • Community: to expose precollege students to the campus through programs including Upward Bound, Ready Rangers, etc. which will increase the connections between the campus and our diverse surrounding communities			**Inclusivity and Diversity** • Continue to build on current diversity and inclusion initiatives

*** Goal appears in Strategic Plan 10-13, Academic Plan and HLC Future Directions

Telling our Story

Pillars of Excellence	Strategic Directions 10-13	Strategic Discussion 14-18	Academic Plan	HLC Future Directions
Telling our Story		**Brand** • Strong brand/identity • What's our brand? • Academic excellence • Diverse learners • Improved reputation • Derived from community campus wide input • Wider recognition as a campus with a strong identity		

*** Goal appears in Strategic Plan 10-13, Academic Plan and HLC Future Directions