

SU Strategic Plan  
2017-2018 Academic Year

October 2017 Progress Update

The Simpson community has been working diligently in moving forward with the strategic plan. Much of the work for this fall is underway but is not completed.

The following action plan items have been completed by October 31, 2017:

**Institutional Priority 1: Enhance Institutional Capacity for sustainability and growth**

1.1 Board of Trustees revised enrollment projections for 2018-19 Budget

1.1.1a Ruffalo Noel Levitz (RNL) report received and included recommendations for improving scholarship awarding

Financial Awarding structure for TUG has been revised

Marketing material and website reflect new awarding structure and cost

1.1.1b RNL will provide modeling research and analytics, which will be used for targeted outreach, personalized surveys and engagement with new incoming students beginning fall 2017  
Admissions responding within 24 hours to students that have engaged with RNL outreach

1.1.1b 4.: Increase freshman applications from 600-850 for Fall 2018 recruitment cycle-October application numbers are above projections

1.1.1c 4.: Social media campaign to accompany marketing campaign in development – October 2017

1.2 First RNL reports used to monitor recruitment and enrollment targets due November 2017

1.3.1 6: Further training for CRM administrators (Salesforce Certified Administrator) completed in October 2017

1.3.3 3. Web portal page institutionalized in October 2017

Two phase training program using internal staff for basic training.

Phase one completed in October 2017

Phase two training consultant to be retained in Nov 2017 (moved from Dec 2018 plan)

## **Institutional Priority 2: Enhance Institutional Capacity for academic sustainability and innovation**

2.1.2 Psychology and Biology Faculty Searches launched

2.1.3 Continue to improve the effectiveness and efficiency of our academic institutional efforts.

School of Education has established CEU credits for TESOL certificate-BSSM-fall2018

CELT reviewed the spring 2018 course schedule to identify potential classes that could be offered in a hybrid or online format. CELT contacted the department chairs with this list of courses on 9/26/17. After corresponding with the department chairs regarding the spring 2018, fall 2018, and spring 2019 schedules, the following courses are now in development to be converted to a hybrid or online format.

### **Spring 2018:**

PSYC 2625 Statistics and Research Methods II—convert to hybrid

PSYC 3400 Multicultural Psychology—convert to online

### **Fall 2018:**

BIBL 1310 Literature of the New Testament—convert from hybrid to online

### **Spring 2019:**

BIBL 1300 Literature of the Old Testament—convert to online

BTEC 3700 Biotechnology: Ethics and the Regulatory Environment—convert to online

BUSS/COMM 3305 Convergent Media—convert to hybrid

After CELT's projections for spring 2018 were created, several alterations and cancellations were made to the spring 2018 schedule. Two hybrid courses were changed to face-to-face, two online courses were converted to hybrids, one hybrid course was cancelled, and one online course was cancelled. In sum, these changes resulted in 8 online offerings and 5 hybrid offerings for the spring 2018 semester. CELT has recruited the addition of 1 online offering and 1 hybrid offering. The total number of online and hybrid offerings for the spring 2018 semester now stand at 9 online and 6 hybrid courses respectively. This falls short of the original goal of 12 online and 7 hybrid courses; however, CELT has reached its goal of adding 1 online and 1 hybrid course to the schedule.

2.1.5: TUG Academic Council approves reinvigorating Math major for fall 2018 recruitment

2.2.1: Student Research Symposium Information Meetings for Students, Oct 25 and Oct 31, 2017

2.2.1, 2.2.2, and 2.2.4: Expand emphasis and opportunities for Student Research

In October of 2017, the acting Director of Library Services met with members of the Nursing and English departments to discuss the current state of library resources and what future acquisitions would best support their programs. The result was a better understanding of departmental needs which helped inform the library's collection development plan. High quality

library resources are one of the pillars supporting academic programs, general research, research symposiums, and an honors college.

In September and October of 2017, library staff engaged in 44 library instructional events and appointments representing 327 attendees. These included literacy sessions in Biblical Studies, Education, English, History, Outdoor Leadership, Political Science, and Psychology classes, presentations for First Year Experience and the Academic Success Center, and library appointments. These events instruct users in the use of library resources and research concepts

2.3.2: Reformation at 500 – Several events Oct 25-28

2.5.1: Continued implementation of Moodle Faculty Training program.

CELT has offered the workshops listed in the strategic plan, but the dates for the “Interpreting Turnitin Originality Reports and Grading Turnitin & Moodle Assignments” were changed to Oct. 17-19.

After completing an audit of all traditional undergraduate (TUG) Moodle courses, CELT determined that 82% of all TUG courses were in compliance with the standards set forth in the Moodle Faculty Training program as of 10/4/17. CELT will continue to reach out to instructors, who are not in compliance, with additional resources and support.

2.5.3: Development of “best practice” for utilizing Moodle within face-to-face courses.

In March 2017, CELT produced and released a video regarding how to add forums to Moodle course sites. A link to this video tutorial and an encouragement to increase student engagement with the use of forums were included in CELT’s October Spec-TECH-ular newsletter, which is distributed to all faculty and adjuncts.

2.5.4: Utilizing technology in the classroom in new and innovative ways including recording class lectures and adding video to online courses.

In March 2017, CELT produced and released a video regarding how to record videos, lectures, screencasting, etc. with the use of Google Hangouts. A link to this video tutorial was included in CELT’s October Spec-TECH-ular newsletter, which is distributed to all faculty and adjuncts.

On October 31<sup>st</sup>, CELT will hold a training session with the School of Education faculty and staff regarding the use of Google docs and Google drive. During this training session, we will discuss how Google docs and Google drive can be used within the learning environment to increase engagement, provide prompt feedback, and streamline processes.

**Institutional Priority 3: Develop a campus community that is intentionally diverse, socially aware, and environmentally engaged**

3.1.3 Dr. Todd Allen worked with Diversity Committee to develop diversity strategic plan

3.2.1 Engage the faculty and staff at least once a semester with speaker

Dr. Todd Allen spoke in “On the Same Page” community reading group –Oct. 12, 2017  
Mr. Randolph Grounds, a commissioner with the state Board of Parole Hearings, spoke in “On the Same Page” community reading group where he shared views on the prison system and later discussed AB 109.-Oct. 21, 2017

3.2.2 Engage students in appropriate forum

Dr. Todd Allen-Q and A with students on topic of diversity – Oct 13, 2017  
Spoke in political science class “Administration of Justice” (Prof. Williams’ class) – Oct. 13, 2017

3.3.2: Director of VSC participated in panel discussion on engaging in conversations with diverse views.

Implementation of monthly Vet Night presentations for the student veterans with guest speakers each month teaching on resources and success.

3.3.3: Members 1st Credit Union has partnered with the VSC to sponsor the VSC Christmas Party and SALUTE Honors Society Induction Dinner.

Collaboration with Apex Technology and financial donors, the VSC was equipped with all new computers, printer, and conference room technology.

Attend Shasta College's *Welcome Home: Veterans on Campus* training facilitated by Dr. David Joseph and Dr. Marshall Thomas.

Participate in the Annual North Valley Veterans Stand Down Oct. 27

3.3.4: Using the CARE program to navigate resources and care of at-risk student veterans

3.3.5: Student Veteran Housing Application is now live. Payments are made monthly through the Residence Life office

**Institutional Priority 4: Strengthen the Simpson Student Experience that is transformative and holistic**

4.1 Student development has established the *co-curricular programs task force* to discuss and identify signature programs that will enhance SU's distinctiveness

4.2.1.7 Student development has established the task force to research and develop a long-term plan for career services

4.4 The Campus Retention Committee is in the process of executing and evaluating designated items in the retention plan for 17-18

4.4.1.4 The registrar has formed a task force to investigate the provisionally admitted student program and will make suggestions by the end of the semester

4.6.1 IT has completed the soft launch of the portal and is gearing up for campus-wide training

4.6.3 Admissions and Student Development have met to evaluate the purpose and direction of Red Hawk Summer (RHS). Admissions determined that they need a mid-summer recruitment event and will continue to plan/execute/assess RHS. Student Development will extract pre-orientation items out of RHS in order to encourage more new students to attend and fully participate in new students' orientation