

SU Strategic Plan
2017-2018 Academic Year
November 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 November 30, 2017:

Institutional Priority 1: Enhance Institutional Capacity for sustainability and growth

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 implemented

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
Unify internal marketing with the Ruffalo Noel Levitz marketing pieces (emails, website, etc.) with continuous modification

1.3 Third party vendors/consultants retained in November of 2017 was delayed until January 2018

1.3.4 \$1,000 campus visit scholarship extended to January 2018 Adult Studies cohort

1.4 Consultant contacts made in November 2017- Contract to be awarded in January 2018

1.5 Current data collected by Enrollment, Registrar, and Institutional Research and Assessment was reviewed and consolidated and improved data reporting (completed earlier than original January 2018 plan)

1.6.1

Raisers Edge software is being effectively used to track solicitation programs to help ensure success and identify best practices. We have developed a tracking system to measure the outcomes of all of the outbound solicitation channels. The advancement officers are consistently contacting their clients to strengthen relationships and increase donations.

1.6.2

Direct mail campaigns have improved and there is a set schedule for all mailings through the end of the fiscal year. We are using social media to connect with donors and potential donors. Facebook and a direct mail campaign will be used for Giving Tuesday and we are currently using Mobile Cause for our text to give along with Tweeter

1.6.3

No capital campaigns are being pursued at this time. Numerous capital projects have been identified and we are pursuing funding through donor asks and grant applications. Examples of capital projects are the nursing SIM lab, science equipment, campus lighting and safety, and the music department renovation. We are also submitting grant applications for scholarships and academic programs.

1.6.4

The alumni team continues to send out the alumni newsletter, is about to launch the alumni web page, participates in donor solicitation campaigns, updates alumni through social media and, participates in numerous campus events such as Homecoming and Parent weekend.

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

2.1.2 Psychology, Music and Biology Faculty Searches continue
Associate Provost/TUG Dean Interview completed

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

Work with the traditional undergraduate (TUG) department chairs to increase the number of online and hybrid TUG course offerings. From fall 2014-fall 2017, there was an average of 11 online and 5 hybrid courses offered during the fall and spring semesters. With CELT's new plan and the cooperation of the department chairs, 16 online and 9 hybrid courses will be offered by spring 2020. In order to reach this goal, each semester CELT will work with the faculty to develop more online and hybrid courses. For spring 2018, CELT proposes that we increase Simpson University's online offerings from 11 to 12 sections, and increase our hybrid offerings from 6 to 7 sections. Each subsequent semester, the goal for online and hybrid offerings will increase by 1 until we reach our goal of 16 online and 9 hybrid courses in Spring 2020.

CELT will partner with the faculty to identify classes to convert to an online or hybrid format. CELT will assist the faculty with syllabi development, evaluating course rigor, creating an effective Moodle course page, and identifying effective learning activities and resources, which will help the students meet the course learning outcomes. During the course development process, CELT will work with the faculty one-on-one in a consulting capacity.

Fall 2017 Workshops:

Nov. 3 Online Pedagogy: Tips for Increasing Student Motivation

At the end of October, there were 9 online sections and 6 hybrid sections scheduled for the spring 2018 semester.

During November, CELT has worked with the Business department to add three additional online classes (BUSS 1950, BUSS 2930, and BUSS 3200) for the spring 2018 semester. This brings our total number of online sections for spring 2018 up to 12 sections.

If no additional changes are made to the schedule, CELT will meet its 12 online sections goal for spring 2018, but will fall short of the 7 hybrid sections goal. However, CELT has reached its goal of adding at least 1 online and 1 hybrid course to the schedule.

CELT held the “Online Pedagogy: Tips for Increasing Student Motivation” seminar on November 3rd. For those faculty who could not attend the seminar, CELT recorded and produced an on demand version of the seminar. A link to this on demand seminar was emailed to all faculty and adjuncts (<https://youtu.be/kuQfUQIv7Y4>).

CELT attended a webinar in October called “How to Observe & Evaluate Faculty in the Online Classroom.” At the conclusion of the webinar, a link to a recorded version of the webinar was distributed to all attendees. CELT included this link in the November 2017 edition of the Spec-TECH-ular newsletter so the faculty could view the webinar if they wished.

CELT scheduled an additional seminar for the Spring 2018 semester, which will encourage the faculty to develop their online pedagogy. The seminar is titled “Online Pedagogy: How & Why to Give Feedback,” and will be held on March 7th (10:20-11:20am) and March 8th (3:00-4:00pm).

2.1.4 A Marine Biology May Term Course has been submitted for May 2018

2.1.5: Cabinet approves Math major for fall 2018 recruitment

Clinical Lab Specialist courses are under development in joint project with Adult Studies and Dignity Health

2.2.2 TUG Departments working on developing research honors tracks-Provost Council continue to facilitate conversation

2.3.2: Science Department hosted TED like talks-Science Encounters on Nov 9-PR/Recruitment opportunity with many high school students and parents attending

“On the Same Page” – November 2 (last event of the semester)

2.5.1: Continued implementation of Moodle Faculty Training program.

CELT distributed information about the requirements as well as tutorials and resources for meeting the requirements in the November 2017 edition of the Spec-TECH-ular newsletter.

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

CELT developed its department site on the Simpson University portal.

<https://newportal.simpsonu.edu/depts/CELT/Pages/default.aspx>

Included in the site is a “Faculty Resources” page. This page includes links to the faculty orientation course, Moodle tutorials, information about upcoming workshops, etc. The site is accessible to all faculty via the Simpson portal.

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

The “Role of Technology” web series episode was released, and a link to the episode was included in the November 2017 edition of the Spec-TECH-ular newsletter.

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

3.3.2: Strengthen a culture of trust and connectedness across campus to promote well-being and success for veterans

Inaugural Veterans Day Chapel with guest speaker Simpson alum and Army Veteran Joel Jensen Nov. 17

1 year Birthday Bash of the Veterans Success Center, invitation to all employees Nov. 17

Vet Night discussion on Benefits Management for all Simpson University Veteran community. Nov. 16

3.3.3: Collaborate with local communities and organizations, including government agencies, to align, and coordinated various services for veterans

Presentation to the American River College Student veteran Organization- Nov. 9

Guest on Free Fire Radio to talk about the Veterans Program and how fundraising helps support student veterans.

Teach VET NET class at Redding Employment Development Dept on VA education and employment benefits and hows to use them at SimpsonU. Nov. 29

Invited and accepted membership with Shasta County Veterans Affiliated Council, furthering the supporting from the Shasta county veterans organizations to the VSC. VSC truck pulled a float in the Veterans Day Parade, SU community participated Nov. 4

VSC Director hosted 15 guests at the 242nd Marine Corps Ball Nov. 10

Veterans Day Wrestling Dual Meet Nov. 11

3.3.5: Establish a student veteran living learning community

Collaboration with Director of Facilities, expanding Student Veterans - Housing Program to include an emergency same day housing option to combat student veteran homelessness.

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

Strategic Goal 4.1: Identify signature co-curricular programs that will enhance SU distinctiveness

The task force has been identified and we are currently discussing a list of current and potential signature programs. All to say, we are on target, on task, and I am looking forward to the final results.

Strategic Goal 4.2: Involvement of all TUG students in meaningful/educational service: World Serve mission trips, Strike Teams, leadership development, internships and service learning

1. Assessment of the *World Serve*, *Strike Team*, and *Student Leadership Development* programs are now underway.
2. We have held the initial meetings to discuss a *Director of Career Services* position.

Strategic Goal 4.3: Expand the Academic Success Center into a “One Stop Shop” for all student service programs: This will commence next semester

Strategic Goal 4.4: Increase the retention rate for all first-time, full-time freshmen to consistently be 80% or better by 2021.

1. The Campus Retention Committee (CRC) is currently working through year one of the Campus Retention Plan.

2. In addition, the CRC is developing a *month-to-month* list of annual projects to guide our future efforts

Strategic Goal 4.6: Increase engagement of new students.

1. The *101 Things to Do Before You Graduate* booklet has been distributed to all students
2. Revisions to the booklet will begin spring semester