

SU Strategic Plan
2017-2018 Academic Year
December 2017 – January 2018 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 as of January 29, 2018:

Institutional Priority 1: Enhance Institutional Capacity for sustainability and growth

- 1.1 Cabinet will revise 2017-18 budget to align with student enrollment projections (June 2017)

In January, 2018, the cabinet realigned the 17-18 budget again to adjust for lower Spring enrollment numbers. Strategic decisions were made regarding staff positions to be reduced or eliminated. Informational meetings were held for staff and students, as well as a communication plan for the cuts was developed and executed.

The cuts were also done to realign the 18-19 budget with updated enrollment numbers based on Spring 2018.

1.1.1a

Benchmarks include: Increased yield of admitted students

Admissions to launch updated yield strategies to increase the yield of admitted students. Strategies focus on university value statements, affordability, and data regarding applicant needs. (Launch scheduled for mid-February 2018)

Admissions are evaluating affordability analysis conversation conducted with admitted and deposited categorized students. The evaluation focuses on proactively identifying financial issues students may face earlier and identify solutions before conversing with a student regarding their affordability analysis. (Evaluation occurring January – February 2018)

Director of Admissions is reviewing all processing procedures to streamline the processing of applicant information and provide admissions offers promptly. (Continuous starting January 2018)

- 1.1.1b: Modifications to admissions call center procedures have been implemented to respond to inquiries within 24 hours.

Ruffalo Noel Levitz has produced approximately 448 inquiries for the fall 2018 recruitment cycle as of January 2018.

Unify internal marketing with the RNL marketing pieces – partially completed January 15, 2018

1.1.1.2a.

Call Center priorities have been refined to include follow-up calls with students who initiated an application but never submitted, calling high-priority contacts from Cappex contracts, and filtering out inquiries not responding to any form of communications from admissions.

1.1.1c.3b.

Admissions Counselors to schedule visits to top feeder community colleges and coordinate with transfer center directors to arrange information sessions (March 2018)

1.3:

Unique admissions populations, such as community, international, athletes, and veterans, will be assigned to a single admissions counselors to improve relationships building and processing of admissions records. (March 2018)

1.3.2.4.

Simpson University Visitor Coordinator is developing four to five tour experiences, such as Veteran or Biology Campus Tours, addressing the needs of prospective students seeks to learn about exclusive programs or majors and connect students directly with faculty/staff. (June 2018)

1.3.4. 1.

Admissions have decided to initiate a marketing campaign with CAPPEX to target 8,500 inquiries (5,000 high school and 3,500 transfers) as of January 2018.

1.3.4. 2

Director of Admissions is currently evaluating the conversion rates to confirm Simpson University is on-target to reach conversation rate of 11% from inquiry to applicant. (August 2018)

1.4 Admissions are implementing a 1-hour-a-week professional development training program, starting January 2018, that includes webinars, director training, and third-party training opportunities and will culminate in a 2-day Simpson University vision and development session in the summer. (July 2018)

1.5 Admissions are currently evaluating four third-party firms (Carnegie Communications, NRCCUA, CHEGG, and Consolidated Communications) to implement social media and digital fencing programs that will launch spring 2018. (In-Progress March 2018)

1.6.1 Utilize Raiser's Edge software to develop metrics to track solicitation programs

Raiser's Edge is being fully utilized to segment our donor base, measure success rates of solicitations, tracking best practices, and assisting advancement officers with the individual donor solicitations. Currently, we are seeing a 4 to 1 success ratio of mass market solicitation revenue to costs.

1.6.2 Improve direct mail campaigns to existing donor base

Direct mail campaigns have been fully reconstructed so we have at least one mailing going out monthly. The majority of the direct mail solicitations are focused on supporting the university's annual fund. We are also doing direct mail and social media asks based on various segments such as parents, alumni, current donors and donors who have not given recently. We have also set up a text to give program, have donate buttons on various pages of our web site, collaborated with other departments on campus for fundraising events, and will be launching our alumni web site by the end of February. 2018. Combining all channels we are contacting donors every other week.

1.6.3 Increase field work areas of capital campaign donations

There are no capital campaigns being undertaken during this fiscal year. We are pursuing four foundations for private funding for some capital projects and we have five federal grants totaling \$10 million dollars which were granted in 2017 and we are administering. These federal grants are designed to help low income and first generation students seek post-secondary education.

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

2.1.2 Biology Faculty hired for 18-19 year
Psychology Faculty candidate is scheduled to visit in Feb 2018

Music faculty interviewed-Simpson offer declined; reinstated search

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

At the end of November, there were 12 online sections and 6 hybrid sections scheduled for the spring 2018 semester. After final changes were made to the schedule, Simpson University will offer 12 online sections and 8 hybrid sections for the spring 2018 semester. This meets our goal of 12 online and 7 hybrid sections for the spring 2018 semester, and CELT has met its goal of assisting the faculty with the creation of at least 1 online and 1 hybrid course for the spring 2018 semester.

CELT worked with the faculty to convert BUSS 1950 Intro to Economics, BUSS 2930 Microeconomics, BUSS 3200 Business as Mission, and PSYC 3400 Multicultural Psychology (4 classes total; 3 above goal) from a face-to-face to an online format for the spring 2018 semester. As of 1/18/18, there were 56 registrants for these four new online courses.

CELT also worked with the faculty to convert BUSS/COMM 4670 Convergent Media from a face-to-face to hybrid format for the spring 2018 semester. As of 1/18/18, there were 18 registrants for this new hybrid course.

On December 21, 2017, Simpson University upgraded to Moodle 3.2, which offers users an improved interface and user experience. After installation on December 21, 2017, CELT released brand new tutorials and resources to the faculty and students (including creating and producing 35 tutorial videos), which cover Moodle 3.2's features.

CELT released the "Online Students & Time Management" web episode with the January 2018 "Spec-TECH-ular Newsletter," which was distributed to all faculty. This episode explored how instructors can assist online students with time management—specifically how to help online students plan and set aside time to complete their coursework.

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

2.1.5: Clinical Lab Specialist courses continues in development in joint project with Adult Studies and Dignity Health

2.2.1 Research symposium scheduled for March 14, 2018

Plenary speaker – Mr. Robert F. Kennedy, Jr. (will also speak at a larger community event-3.2.1)

2.2.2 Develop TUG major research honors track

Provost Council approved research honors tracks to be implemented in the 2018-19 CU Catalog for the following majors:

Psychology
Spanish
Communication
Music
Outdoor Leadership
Cross-Cultural Studies
Ministry
Liberal Studies
History
Political Science
Bible and Theology (continuing)

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 December 2017 and January 2018 editions of the “Spec-TECH-ular Newsletter.”

CELT held open office hours from December 11-19 to assist the faculty with submitting final grades via Moodle.

CELT held lab hours from January 9-11 in the computer lab to assist faculty and students with any Moodle questions.

During the month of January, CELT will audit the TUG Moodle courses to verify compliance. If any faculty are out of compliance with the requirements, CELT will offer the faculty resources and support for making their Moodle course(s) compliant. By the end of the fall semester, 89% of our TUG courses were in compliance with the Moodle requirements for the fall 2017 semester.

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

CELT released the “Moodle 101” web episode with the December 2017 “Spec-TECH-ular Newsletter,” which was distributed to all faculty.

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

3.1.1: Enrollment initiatives – Establish baseline to expand target recruitment of Hispanic students

3.1.1.1. The Director of Admissions has readjusted the timeline for Spanish translation to April 2018.

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

March 13, 2018 – Community event scheduled to be held at Sequoia Middle School-Mr. Robert F. Kennedy, Jr. – speaking “Bridge over Troubled Water” – addressing the issue of water resources and conservation

3.3.1: Provide comprehensive professional development for faculty and staff on issues and challenges unique to veterans

Collaborate with Career Services to spread awareness of the unique services available to military veterans and develop a program to offer specific veteran career transitioning services through the VSC and Wellness Center.

3.2.2: Engage the students at least once a semester in appropriate forum

Women Made Well-January 31, 2018 – 7 pm

Dr. Jennifer Costillo, Dr. Amy Bennie, and Ms. Bev Klaiber

Topic for discussion: identity and worth: overcoming lies and gaining confidence

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

Veteran Success Center Christmas Party sponsored by Members 1st Credit Union, MOD Pizza, Madaynes, and Pasta Pronto. Dec 14.

Veterans night – January 25, 2018 – Discussion and tutorial on LinkedIn Profile Perfecting

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

Collaboration with KIXE TV to screen the newly released veteran documentary “Almost Sunrise.” Dec. 7.

Invitation to, and acceptance of Vice-President position with Shasta County Veterans Affiliated Council furthering the relationship of support between Simpson University VSC and Shasta County veterans organizations.

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

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

Participation levels in World Serve and Strike Teams were assessed during the fall and will continue to be assessed during the spring. The Department of Spiritual Formation (SFD) in conjunction with Student Development (SD), Career Services and the Academic Affairs office will develop and suggest a list of recommendations to set long term participation goals.

A part time assistant was hired for the fall, but the position was eliminated due to financial cutbacks. Strike Team staff, in conjunction with SFD, completed the hiring and training of student leaders that will lead service project efforts within the Redding area.

The Student Leadership Task Force (SLTF) is currently assessing our current student development efforts, including funding and the number of roles offered. The SLTF has not researched best practices, or developed a list of core competencies/list of leadership attributes. The task force is not certain that this part will be completed this year. The task force will develop a list of recommendations related to funding and the number of positions by 4/30/18.

A task force was not created by the fall to research and develop long term career services and internship programs for the university. Work has been completed by the Wellness Center Coordinator, in the area of developing career services and identifying internships currently happening. A nationwide search to recruit a director of career services is not underway and will likely be removed as a stated goal.

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

A campus retention plan has been created and is currently being edited by the Retention Committee. The current plan can be presented to cabinet at the February meeting. Some of the action steps from the retention plan have been completed. They include assessing our current financial aid system (1), develop/present/execute a new cleaning plan for the residence halls (3), and develop/execute/assess better channels for students to express complaints (5). The booklet was distributed but it has not been assessed.

4.6: Increase engagement of new students.

Institutional Technology completed the portal project. Admissions and Student Development have started conversations about Red Hawk Summer and are working on recommendations for future events.

