

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

Institutional Priority 1: Enhance Institutional Capacity for sustainability and growth

1.1: Cabinet revised 2017-18 budget to align with student enrollment projections

Executive Committee of the Board of Trustees accepted budget revisions and administration implemented budget changes in conjunction with department managers

University cost centers/departments were given operations budgets

Increase travel in areas with students that have a high likelihood to attend (Redefined territories to better serve high producing areas)

1.2: Received Preliminary report from Rufallo Noel Levitz

1.3: Utilize a robust new Customer Relationship Management (TargetX) program which offers a more personalized print, social media, text, email and web based approach to recruitment

1. Launch TargetX application (June 2017)
2. Utilize TargetX event object for preview events, open houses and info sessions (June 2017)
3. Utilize TargetX event object for personalized visits (August 2017)
4. Utilize TargetX application portal to increase prospective student engagement during admission (June 2017)
5. Implement TargetX inquiry forms on to website to improve response time to prospective students (September 2017)

Increase personalized visit attendance (new \$1,000 Campus Visit Scholarship introduced September 2017)

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

2.1: Implement Academic Program Prioritization Template-distributed to TUG Department Chairs to Establish Baseline in 2017-2018

TUG Dean (Associate Provost) Search launched in August 2017

2.1.2: Develop resources for academic program innovation

Dr. Matt Jenson and Dr. Rick Langer from Biola University spoke at opening faculty workshop –Aug 21, 2017- “The Gospel and the Great Conversation: Faith, Learning and the Vocation of the Christian Scholar.”

2.3.2 Promote Academic conferences and lectureships on Simpson campus

SU hosted presentation by California Attorney Russ Reiner on *Constitutional Issues in Jury Selection* on September 12, 2017.

“Pastor as Public Relations Director” – Gil Moegerle- September 28, 2017

“The Reformation at 500: A Community Celebration” will take place Oct. 25-28 and include academic lecture and discussion, community worship, and the performing arts. From the marketing flyer

Featured speakers include Dr. Timothy Orr, history professor, on “Legacies of the Reformation” (Oct. 25), and Dr. Nicole Kenley, English professor, on “Luther on Film: The First 90 Years” (Oct. 26). During the Oct. 27 chapel, Dr. Craig Slane will facilitate a panel discussion on “Why Does the Reformation Matter?”

Capping off the weekend are two special concerts (\$10 general admission, \$8 seniors, \$5 students). At 7:30 p.m. Oct. 27 (Friday), the Simpson University Chorale and Trinity Repertory Singers will present “Singing Our Faith: 500 Years of Song” inside the Grant Center. At 7:30 p.m. Oct. 28 (Saturday) the Shasta Symphony Orchestra will present “Revenge and Reformation,” a concert including Stravinsky’s “Petroushka” and Mendelssohn’s Symphony No. 5 “The Reformation” in the Shasta College Theatre.

2.5.1: Continued Implementation of Moodle Faculty Training Program

Continued Moodle training for TUG faculty which began in fall of 2016-conclude in spring of 2018

Fall 2017 Workshop: Aug.: Attendance

2.5.2: Special Moodle training attention to new and returning adjunct faculty

Development of a Moodle orientation course for all faculty and adjuncts, which will give them easy access to Moodle tutorials and resources in addition to general campus information. (completed in Aug 2017)

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

Development of a Moodle orientation course for all faculty and adjuncts, which will give them access to Moodle tutorials and resources (i.e. links to CELT’s web series regarding best practice, research in the area of education technology, etc.). The Moodle orientation course will serve as a hub of resources for how to best utilize Moodle within face-to-face courses. (Completed August 2017)

YouTube Web Series:

“Moodle 101” Episode; How Moodle can increase engagement and learning.
(Production completed summer 2017; Video released by December 1, 2017)

YouTube Web Series (designed for online courses, but also applicable to face-to-face):

“Learning Styles & Differentiated Instruction within the Online Learning Environment”
Episode (Production completed summer 2017; Video released by February 1, 2017)

“Bloom’s Taxonomy & Online Learning” Episode; How to move into higher levels of thinking online. (Production completed summer 2017; Video released by March 1, 2017)

CELT is currently working with IT to develop a plan for capturing lectures as we need to obtain the necessary equipment and technology for this endeavor. CELT has developed tutorials and resources for recording informational videos with a laptop or webcam through YouTube and Google Hangouts (Completed spring 2017).

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

3.1: Hired Admissions Counselor Assistant that is fluent in Spanish to better serve Hispanic families (September 2017)

3.1.3: Diversity Training for Faculty and Staff

Dr. Todd Allen, Special Assistant to the President and Provost for Diversity Affairs and Professor of Communication (Messiah College) working with Diversity Committee to develop diversity strategic plan on Oct. 12, 2017

3.2.1: Engage the faculty and staff at least once a semester with a lunch speaker, reading, or discussion

Dr. Todd Allen-speaking to “On the Same Page” community reading group who are reading “Just Mercy” this year-Oct 12, 2017

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

Diversity Chapel- Diversity Committee Panel-October 6, 2017

Dr. Todd Allen-Q and A with students-Oct 13, 2017

The Wellness Center also partners with Spiritual Formation, the ASC and other departments to assist with their programming. Partnered with Spiritual Formation and joined a panel with the chapel speaker from Spiritual Focus Week to discuss "Sex, Culture and Christ."- Sept. 20, 2017

Engage the entire Simpson Community to view The Hunting Ground, a documentary on sexual assault on College Campuses. It will be followed by a discussion led by a panel of experts from the Simpson and Redding community. We anticipate upwards of 150 students in attendance.-Oct. 4, 2017

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

Establishing the Simpson University Chapter of SALUTE - National Veterans Honor Society and induction ceremony-completed in Spring 2017

Wearing of veteran cords at the Spring commencement-completed in Spring 2017

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

Presentation by VSC Director and panel of student veterans to Faculty at Fall 2017
Workshop—addressed the nuances of student veterans

Presentation by VSC Director to student leaders and resident advisers at Fall 2017 student leader training- addressed nuances of student veterans

Implemented a VSC orientation for all new employees

VSC hosted a table for Fall 2017 New Student Orientation

Implement the new Student Veteran TraC mentorship program for first year student veterans.

3.3.5: Establish a student veteran living learning community (approved August 2017)

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

4.1: In August 2017, the Strike Team added a part-time assistant coordinator

4.4.1: Develop a pre-enrollment instrument to identify potentially at risk students

In September 2017, the registrar, as tasked by the provost, formed a task force made up of representatives from admissions, academics and student development to review and update the requirements for students that are provisionally admitted, as well as students on academic probation. The purpose of the group will be to review our current policies and practices and make suggestions that will both serve and retain these student populations.

4.4.5: Identify and distribute a list of *The 101 Things Every Student Should Do Before You Graduate from Simpson University*

In the new student orientation (Fall 2017), the student development office distributed a new booklet/passport that engages and challenges students to complete *The 101 Things Every Student Should Do Before You Graduate from Simpson University*. In its first year (2107), the booklet was distributed to all TUG students.

