Goal Four: Distinctive Programs and Experiences

Strengthen, leverage, and develop distinctive academic programs and experiences to better prepare students and bring greater prominence to the University overall.
### Distinctive Programs & Experiences

*Strengthen, leverage, and develop distinctive academic programs and experiences to better prepare students and bring greater prominence to the University overall*

<table>
<thead>
<tr>
<th></th>
<th>BASE 2015</th>
<th>ACTUAL 2016</th>
<th>GOAL 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Degrees conferred from programs of distinction</td>
<td>✔️-</td>
<td>TBD</td>
<td>✔️+</td>
</tr>
<tr>
<td>Publications and presentations featuring distinctive programs</td>
<td>✔️-</td>
<td>TBD</td>
<td>✔️+</td>
</tr>
<tr>
<td>National recognition of distinctive programs</td>
<td>✔️-</td>
<td>TBD</td>
<td>✔️+</td>
</tr>
<tr>
<td>% of departments that have incorporated community engagement and experiential learning in promotion and tenure (P&amp;T) documents</td>
<td>✔️-</td>
<td>TBD</td>
<td>100%</td>
</tr>
<tr>
<td>Foundational Studies structured to meet university vision</td>
<td>--</td>
<td>TBD</td>
<td>✔️+</td>
</tr>
</tbody>
</table>
Current Goal Initiatives:

1. Programs of distinction
   A. Athletic Training
   B. Aviation & Unmanned Systems
   C. Bayh College of Education Scholars to Teachers (BEST)
   D. TCGA & Genetic Counseling
   E. Networks Financial Institute (NFI)
   F. Student Media
2. Build market awareness for programs of distinction
3. Revise promotion and tenure documents
4. Provide Inclusive Excellence training to new students and Foundational Studies faculty
5. Embed career readiness requirements into curriculum

New Goal Initiatives:

6. Develop Program Initiatives
7. College and Department P&T documents
8. Structure Foundational Studies to achieve university vision & values
GOAL FOUR

Team Members

Goal Co-Chairs:
Mike Licari & John Beacon

Initiative Teams:

Initiative 1: Programs of Distinction

Susan Powers, with
A. Lindsey Eberman (Athletic Training)
B. Dick Baker & Sam Morgan (Aviation and Unmanned Systems)
C. Pamela Gresham (Bayh College of Education Scholars to Teachers, BEST)
D. Megan Tucker & Rusty Gonser (TCGA & Genetic Counseling)
E. Rebecca Wray (Networks Financial Institute, NFI),
F. Phil Glende (Student Media)
GOAL FOUR

Team Members

Goal Co-Chairs:
Mike Licari & John Beacon

Initiative Teams:

Initiative 2: Build Market Awareness –
Santhana Naidu, with Kris Rogers and Libby Roerig

Initiative 3: Revise Promotion and Tenure Documents–
Mike Licari, with Susan Powers, Lindsey Eberman, Chris MacDonald, Liz Brown, and Tim Hawkins

Initiative 4: Foundational Studies Inclusive Excellence Training –
Linda Maule, with Hope Williams and Chris Fischer

Initiative 5: Embed career ready requirements into curriculum
See Goal 2
GOAL FOUR
Feedback from Stakeholders’ Meeting

Marketing and PR for Programs of Distinction
Incorporate on campus tours; better signage; highlight on CCTV; targeted marketing and recruiting; billboards/mass media to brag

Enhanced Visibility of Programs of Distinction
High school visits by faculty and staff; hire students from programs to work in Admissions; create videos featuring programs; share alumni stories; publications

Promote Connections With Employers
Improved employer relations; increased opportunities for students

Enhance Resources (staff and faculty positions)
Provide means necessary for success

Leverage Creation of an Honors College
Create a “full package” to attract better-prepared students; increase collaboration among programs and Honors College
Distinguished Programs Benchmarks: Athletic Training

Increase Graduation Rate
Increase Overall Enrollment
Introduce BS to MS Accelerated Program
Increase Retention Semester to Semester
Improve Professional Advancement or Job Placement
Improve Student Satisfaction (Survey)
Improve Alumni Satisfaction (Survey)
Improve Employer Satisfaction (Survey)
Increase the Number of News Articles Related to the Program
Grow the Number of Student Research Projects Published
Grow the Number of Student Presentations at Professional Conferences
Grow the Number of Faculty Research Projects Published
Grow the Number of Faculty Presentations at Professional Conferences
Distinguished Programs Benchmarks: Aviation and Unmanned Systems

Increase Overall Enrollment
Increase Student FAA Part 107 Certification
Increase Two-Day FAA Part 107 Classes & Number of Students Taught
Increase Student Participation in Competitions
Improve Job Placement Rate
Increase the Number of News Articles Related to the Program
Grow the Number of Student Research Projects Published
Grow the Number of Student Presentations at Professional Conferences
Grow the Number of Faculty Research Projects Published
Grow the Number of Faculty Presentations at Professional Conferences
Distinguished Programs Benchmarks: Bayh College of Education Scholars to Teachers (BEST)

- Increase Overall Enrollment
- Increase Professional Development Opportunities
- Increase Service Experiences
- Increase Integration of Non-Scholars into BEST Activities
- Increase the Number of News Articles Related to the Program
- Grow the Number of Student Research Projects Published
- Grow the Number of Student Presentations at Professional Conferences
- Grow the Number of Faculty Research Projects Published
- Grow the Number of Faculty Presentations at Professional Conferences
Distinguished Programs Benchmarks: TCGA & Genetic Counseling

Increase Number of High Quality Applicants from Indiana
Increase the Number of Students that Ultimately Enroll in a Different ISU Program
Ensure the Pass Rate on Certification and Licensure Exams is 100%
Increase the Number of Patients Seen at Genetic Counseling Clinic at Union
Increase the Number of Student Interactions with Patients at Clinic
Increase the Number of News Articles Related to the Program
Grow the Number of Student Research Projects Published
Grow the Number of Student Presentations at Professional Conferences
Grow the Number of Faculty Research Projects Published
Grow the Number of Faculty Presentations at Professional Conferences
Distinguished Programs Benchmarks: Networks Financial Institute (NFI)

Increase Enrollment in Insurance & Risk Management Programs
Increase the Number of News Articles Related to the Program
Grow the Number of Student Research Projects Published
Grow the Number of Student Presentations at Professional Conferences
Grow the Number of Faculty Research Projects Published
Grow the Number of Faculty Presentations at Professional Conferences
Distinguished Programs Benchmarks: Student Media

Increase Number of Students Participating
Increase Placement of Student in Internships
Increase Student Satisfaction (survey)
Increase Participation in Student Competitions
Increase Requests for Services and Repeat Requests
Establish and Advisory Board (Quality Assurance)
Increase the Number of News Articles Related to the Program
Grow the Number of Student Research Projects Published
Grow the Number of Student Presentations at Professional Conferences
Grow the Number of Faculty Research Projects Published
Grow the Number of Faculty Presentations at Professional Conferences
Initiative 2: Build Market Awareness for Programs of Distinction

Enhance Visibility on Campus
Tours; Student workers in Admissions; Signage; Campus media

Targeted Marketing and Recruiting
Programs of distinction as a vehicle to attract better-prepared students

Brand Enhancement
Leveraging programs of distinction to enhance reputation of ISU (mass media, news stories, etc.)
Initiative 3: Revise Promotion and Tenure Documents in Handbook

Functioning Taskforce to Create Draft Documents
Completed

Passage of Documents by Faculty Senate and Board of Trustees
Completed

Need to Shift to Work on College and Department Documents
New Initiative
Initiative 4: Provide Inclusive Excellence Training to All New Students and FS Faculty

100% of New Students Trained
Online training

100% of Foundational Studies Faculty Trained
Online and in-person workshops

Structure Foundational Studies to Align With University Vision
New initiative
Initiative 5: Embed Career-Ready Requirements Into Curriculum

See Goal 2
Critical to have cooperation and coordination between Academic Affairs and University Engagement
GOAL FOUR

What’s Next?

Initiative 1: Work with Programs to Identify Work That is Being Done to Achieve Programmatic Benchmarks
Need to develop tracking system and metrics

Initiative 2: Advertising, Marketing, PR
Launching campaigns

Initiative 3: Revising College and Department P&T Documents
New initiative

Initiative 8: Foundational Studies Structured to Support Experiential Learning and Career Readiness
Work has already started
GOAL FOUR
Budget Needs

Initiative 1: Programmatic Needs
Unclear at the moment; will learn more when initiative benchmark work identified and tracked

Initiative 2: Marketing, Advertising, and PR
Have started with $50,000; will need to work with programs to identify messages and appropriate media

Initiative 4: Foundational Studies/UC Training
$50,000 to continue training and workshops
THERE’S MORE TO BLUE.

A STRATEGIC PLAN FOR INDIANA STATE 2016-2021