



THERE'S MORE TO  
**BLUE.**

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A Strategic Plan for  
Indiana State, 2016-2021

## 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*

# Goal Four

## DISTINCTIVE PROGRAMS & EXPERIENCES

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



	BASE 2015	ACTUAL 2016	GOAL 2021
Degrees conferred from programs of distinction	✓-	TBD	✓+
Publications and presentations featuring distinctive programs	✓-	TBD	✓+
National recognition of distinctive programs	✓-	TBD	✓+
% of departments that have incorporated community engagement and experiential learning in promotion and tenure (P&T) documents	✓-	TBD	100%
Foundational Studies structured to meet university vision	--	TBD	✓+

# GOAL FOUR

## Initiatives

### ***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.**



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