



Valdosta State University's Strategic Focus 2012 Preview of New Proposals

Strategic Research and Analysis

<http://www.valdosta.edu/sra>

March 25, 2011



Overview

- Call for proposals was released in December 2010.
- 33 proposals were forwarded to the Planning and Budget Council for consideration.
 - 15 of 33 are new requests.





Guiding Principles for PBC Review



As you review and rate new proposals, keep the following in mind:

- Strategic Focus proposals should provide enhancements that support VSU's mission and have the potential to grow VSU into a premier residential university with a national reputation.
- Routine activities are not funded from Strategic Focus.
- The Strategic Focus Rating Form is weighted. Greater weight is applied to Importance, Program Sustainability, and Financial Sustainability.
- PBC members have commented that previous reviews took several hours.
- The number of new students a proposal predicts must be generated exclusively for and by that proposal.
- For most proposals, a five-year budget forecast is included which was prepared independently by Strategic Research and Analysis.
- If a proposal could be funded from another funding pool, Strategic Focus should not be the funding source.
- Strategic Research and Analysis will tally results, and the PBC can re-prioritize ranked initiatives on April 29.



Arts and Sciences Grants Specialist

- Numerous grants are available for large-scope projects involving cooperation with area organizations (e.g., business and industry, school systems, etc.), and some grants have funding ceilings of one million dollars or more.
- The College of Arts & Sciences could greatly increase its grant production by employing a Grants Program Specialist to identify these grants, help with the overarching concepts, bring stakeholders on board, and help develop the narrative portion of the grants. The goal is for this person to be virtually self-supporting through grant indirects by year seven.
- Other Supplemental Funding: None

**Scholarship/
Research**

**Financial Solvency
Resources**



College of Nursing Academic Professional

- The College of Nursing would like to add a full-time professional academic advisor. The professional academic advisor will advise approximately 350 pre-nursing students who apply for admission into the nursing program.
- This will provide for better utilization of current faculty/staff by redirecting the current advisor's time back into the classroom and/or clinical setting.
- The addition of a professional academic advisor will add stability to the program and allow protocols to be refined as well as admission criteria. It could increase the quality of the applicant pool and streamline communications, which could lead to increased student retention.
- Other Supplemental Funding: None

**Retention &
Graduation of
Students**



Engineering Technology Program Expansion

- The purpose of this proposal is to expand the Engineering Studies program by increasing retention, establishing a minor, a program director/faculty position, and eventually a B.S. in mechanical engineering technology.
- Although Engineering Studies enrollment has increased by over 150 students in the past several years, before completing the Regents Engineering Transfer Program, approximately 120 freshman engineering students either choose to leave VSU for other engineering schools or change their majors to other fields at VSU.
- This program will be a lost leader for other degree programs with available capacity.
- Needs Assessment Conclusion: The state demand for degrees in engineering technology programs has increased 31.2% from Fall 2004 to Fall 2008. Mechanical engineering technology bachelor's degree programs, specifically, have experienced a 39.5% increase in demand during the same time period. However, the national occupational outlook for mechanical engineering technologists is forecasted to decline slightly by 1.0%.
- Other Supplemental Funding: None

**Enrollment &
Recruitment of
Students**

**Retention &
Graduation of
Students**



Georgia Art Education Conference

- The VSU Department of Art, in cooperation with the Georgia Art Education Association (GAEA), will host the 2012 GAEA Fall Conference November 1-4, 2012.
- The conference will provide an opportunity to feature the VSU art facilities, art faculty, VSU Fine Arts Gallery, and our beautiful campus for high school and junior college art teachers responsible for recommending art programs to their graduates. The conference will take place at the Rainwater Conference Center and VSU.
- The request includes an honorarium for featured artists, shipping costs associated with exhibits, publications associated with the exhibits, design and printing for marketing and recruitment, and workshop materials.
- Other Supplemental Funding: Department operating budget for recruitment/printing.

Enrollment & Recruitment of Students



Handicap Accessibility Map

- The purpose of this project is to create a user-friendly map of the VSU campus showing details of handicap accessibility points. The current maps of campus do not provide this type of information.
- Providing this additional service would enhance the ability of handicapped students to move around campus in the most efficient manner, thereby creating a more satisfying university experience.
- The maps could also be used as a recruiting tool for students who have a greater need for accessibility services.
- Other Supplemental Funding: None

**Enrollment &
Recruitment of
Students**

**Retention &
Graduation of
Students**



Interdisciplinary Major in Forensic Science

- Since 2001, there has been significant growth in student enrollment in forensic science programs across the country, and graduates seeking employment in the forensic science field have been successful.
- Current and prospective VSU students have expressed interest in this type of degree program, and universities offering such coursework have experienced student enrollment growth.
- Presently there is no program at VSU which offers a major, minor, or certificate in this field and only one other USG institution offers a B.S. in Forensic Science.
- Needs Assessment Conclusion: The demand for a Bachelor of Science in Forensic Science degree program does appear to be present due to the lack of programs in the State of Georgia. Although Albany State University is the only USG institution which offers a Bachelor of Science in Forensic Science degree, North Georgia College and State University offers a Bachelor of Science in Criminal Justice with a concentration in Forensic Science.
- Other Supplemental Funding: None

Enrollment & Recruitment of Students



Mass Media Academic Professional

- This proposal is a request for a full-time academic professional position to support and enhance teaching and production support in Mass Media, including the senior workshops.
- This position, in addition to supporting teaching and production, would fulfill the need for a dedicated information technology support person.
- The production workshops offered by Mass Media are the most important recruitment and retention resource available to the program, as confirmed by the senior exit interviews and transfer student testimonials.
- Other Supplemental Funding: None

**Enrollment &
Recruitment of
Students**

**Retention &
Graduation of
Students**



M.S. in Environmental Geosciences

- Strategic Focus funding will allow the Department of Physics, Astronomy, and Geosciences to develop and offer a thesis-based Master of Science degree in Environmental Geosciences.
- This program will enable the department to recruit graduate students to teach introductory labs, enhance VSU students' potential for professional growth, benefit the university by increasing supersection offerings, and provide a service to the community by elevating environmental workers to a higher competency level and by directly enhancing the local economy through these efforts.
 - The graduate assistants will serve as teaching assistants in labs to enable the department to offer more supersections.
- Needs Assessment Conclusion: Statewide, the demand for Master of Science in Geosciences related programs has increased 29.9% from Fall 2004 to Fall 2008. Within the USG, four institutions offer a Geosciences related master's degree. These institutions experienced a 46.7% increase in degrees awarded from FY2005 to FY2009. The U.S. Department of Labor projects the employment rate for Geosciences related fields to grow faster than average. The largest existing program at institutions in Georgia is 45 students (University of Georgia).
- Other Supplemental Funding: None

Enrollment & Recruitment of Students



Online Ed.S. in Special Education

- The purpose of this proposal is to reactivate and expand the Ed.S. in Special Education-General and Adapted Curriculum. This on-campus program was deactivated in 2007, but student demand necessitates re-activation.
- In Year 1, course and curriculum modifications will be made so that the program will be an online program offered through BlazeView. The program will begin accepting students in Year 2.
- Needs Assessment Conclusion: Enrollment in Special Education Ed.S. degree programs increased 93.5% from Fall 2004 to Fall 2008. Within the USG, three institutions offer this degree and major. Of those three institutions, only the University of Georgia and the University of West Georgia have awarded degrees since 2005. These two institutions saw a 22.2% increase in degrees conferred from 2005-2009.
- Other Supplemental Funding: None

**Enrollment &
Recruitment of
Students**



Plant Operations Skilled Internship Program

- One purpose of this proposal is to save the institution money by performing more work orders in-house, as opposed to outsourcing. During the past three fiscal years, the University contracted out 117 facilities-related projects that could have been accomplished by Plant Operations staff members at less cost if sufficient staff and training were available.
- The other purpose is to provide a paid “skilled trade internship” program for enrolled technical college students seeking an opportunity to gain meaningful, real world work experience that complements the students’ academic, personal, and work related skills and enhances future career opportunities.
- Other Supplemental Funding: Equipment and supplies provided by Plant Operations.

**Financial Solvency
Resources**



Professional Science Master's Degree in Chemistry

- The master's degree program is a relatively new interdisciplinary program that combines chemistry and business and requires a summer internship in industry. There is no other such program in Georgia or the Southeast.
- In the beginning, the new program is expected to draw 6 to 12 students, but is expected to increase.
- As the program grows, graduate assistants will be utilized to help teach undergraduate laboratories, thus freeing faculty for lectures.
- Needs Assessment Conclusion: Because of the scarcity and newness of a Professional Science Master's degree, forecasting the demand for this program is difficult. The closest area with which to base a forecast is a traditional master's degree in Chemistry. The demand for a traditional Master of Science with a major in Chemistry does not seem to be high in the State of Georgia. The largest enrollment of these graduate programs is at the state's research institutions with 16 students, and overall enrollment is declining. The number of master's degrees in Chemistry USG awards averages 42 degrees per year.
- Other Supplemental Funding: None.

**Enrollment &
Recruitment of
Students**

**Retention &
Graduation of
Students**



Promotion and Publicity Calling Center

- This proposal will establish the V-State Promotion and Publicity Calling Center. As of June 15th 2010, 1,878 undergraduate students had applied to VSU but had not completed their application packets for the Fall 2010 entry term. An additional 1,264 undergraduate students were admitted but did not enroll. These students are identifiable, and personal student-to-student contact via telephone call could increase the number of new students.
- Other Supplemental Funding: University Advancement will fund long-distance charges incurred by the call center.

Enrollment & Recruitment of Students



Students Preparing for Academic and Career Excellence (SPACE)

- Increase the number of sections of VSU 1101 and Perspectives courses available so that every new freshman has the opportunity to participate in a course containing materials about VSU and strategies to be successful in college.
- National research and analysis of VSU data shows that students who participate in Freshmen Year Experience (FYE) programs or learning communities are more engaged during their first year which increases their retention and persistence in college.
- Other Supplemental Funding: The Student Success Center will provide all course materials and supervise the graduate assistants utilized in this proposal.

Enrollment & Recruitment of Students

Retention & Graduation of Students



Student Recruitment through Facebook

- Today's undergraduate students expect to be courted through a social networking platform. Through the use of a VSU advertisement on Facebook, VSU can target students in the exact age range and zip codes we desire, who show a current high school affiliation and an interest in colleges.
 - For example, a Facebook ad marketing to Georgia high school students, aged 16 to 19 (inclusive), would reach 190,380 prospective students.
- We will be able to retrieve monthly statistics on the number of times the ad is displayed and the number of times the prospect used the ad to get to our VSU site, thus easily measuring the interest we receive for our investment.
- Other Supplemental Funding: None.

Enrollment & Recruitment of Students



VSU Theatre and Dance Recruiting

- This proposal aims to recruit new students through a tour of Georgia and Florida high schools to meet with students and discuss VSU Theatre and Dance.
- Recruiting new students through participation in state and regional “school fairs” and auditions.
- Recruiting new students by including current students in the recruiting team. The current students will add peer perspectives to the encounters and demonstrate advanced skills they have mastered as VSU Theatre and Dance scholars.
- Other Supplemental Funding: None

**Enrollment &
Recruitment of
Students**



New Graduate Assistants Requested to Support Strategic Focus 2012

Program	Requested
Online Ed.S. in Special Education	1
Students Preparing for Academic and Career Excellence (SPACE)	6
Total	7



Month	Schedule: Strategic Focus 2012
March	March 8 – Deadline for VPs to forward proposals to SRA
	March 9-April 28 – SRA evaluates 2nd and 3rd year proposal renewals
	March 25 – PBC will review all new proposals
April	March 25-April 7 – Proposals reviewed and rated by Voting Members of PBC
	April 8 – Ratings of proposals due to SRA
	April 29 – Aggregate funding recommendations presented at PBC meeting; PBC makes final funding decisions



Questions and Comments



Proposals reviewed and rated by PBC voting members:
March 25-April 7, 2011

Return Voting forms to Strategic Research and Analysis:
by April 8, 2011

Aggregate funding recommendations presented at PBC meeting; PBC
makes final funding decisions:
April 29, 2011