

Strategic Focus 2010: Call for Campus-Wide Input

Standard (Draft)	Summary of Recommendations	By
Recruitment/ Enrollment of Students <i>Categories include:</i> - Marketing the University - Alternate Education Delivery Methods - Co-Curricular Programs - Diversity Programs - Scholarships	Aspire to be a nationally recognized educational institution and increase admission standards a little.	Student
	Become the state, regional, and national leader in teacher education.	Staff
	Broaden recruitment net to expand beyond Georgia and perhaps even the southeast region to become more national and perhaps international in scope and recognition.	Staff
	Build a state of the art Performing Arts/Theatre on campus.	Staff
	Continue to maintain a high percentage of minority enrollment in graduate educational programs.	Faculty
	Develop an academic scholarship program that targets minority students enrolled in graduate education, particularly in light of the BOR's data that project increases in the state's minority population in South Georgia and data that document the state's need for human services professionals.	Faculty
	Does the action enhance or support VSU's enrollment?	Staff
	Double the size of the Nursing Program in the next two years.	Staff
	Emphasize educational activities and academics and move away from the heavy emphasis on extracurricular activities that most students do not participate in.	Faculty
	Encourage more students from all over Georgia to apply to VSU.	Faculty
	Enhance graduate education by increasing the number of graduate assistantships and scholarships.	Faculty
	Enhance scholarship opportunities for undergraduate students.	Staff
	Enhance the general prestige of VSU with the public, within the USG, and within the higher education community.	Faculty
	Excel at what we are currently doing to serve the needs of South Georgians.	Staff
	Expand demographic base reached by public relations programs.	Faculty
	Improve accessibility for nontraditional students through more online degree programs.	Faculty
	Improve non-traditional offerings to target older students with resources.	Staff
	Improve retention in online programs through training for online faculty.	Faculty
	Increase accountability in online courses through required online readiness testing for both students and faculty.	Faculty
	Increase educational opportunities for adult learners.	Staff
	Increase enrollment. Spend more resources at high schools and two year colleges. Make sure orientation is a first class event that reinforces decision to attend campus. Make places students and parents go during orientation a show place—spend more on appearance in key areas. Sell university.	Staff
	Increase online course offerings and provide training and/or incentives for faculty to teach those online courses.	Staff
	Increase our enrollment standards to recruit the best and brightest.	Staff
	Publicize our academic credibility.	Student
	Recruit outstanding students and faculty.	Faculty
	Strengthen the Graduate School as a visible and integral part of Valdosta State University which traditionally has emphasized undergraduate education.	Faculty
	Support individual school's efforts in providing alumni newsletters and other vital publications to tell VSU's story.	Faculty
	Attract and retain highly qualified faculty.	Faculty
	Will it make education relevant and accessible for more citizens of Georgia?	Staff

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Retention & Graduation/ Enrollment of Students <i>Categories include:</i> - Student Engagement - Support Services - Advising - Co-Curricular Programs - Student/Faculty Relations	Follow up the progress of our outstanding graduates for their achievements as well as be a resource for the advice in their progress.	Faculty
	Increase job placement of graduates.	Faculty
	Organize lunchtime, monthly or weekly, seminars for the VSU students, by inviting nationally known personalities.	Faculty
	Provide for a formal, university-wide system for systematically mentoring undergraduate students in discipline-based scholarship, while providing for the time-commitment on the part of faculty necessary to accomplish this. This might be done through a formal capstone course required of all seniors.	Faculty
	Enhance teaching and learning at the core, major, and graduate levels.	Faculty
	Enhance the quality of undergraduate education and the retention of undergraduate students by improving faculty-to-student ratios.	Faculty
	Have undecided students fill out a questionnaire for personality test to help them choose their majors.	Faculty
	Offer a short course for all our freshmen to introduce them to "how to study at the university."	Faculty
	Increase the probability that VSU students will be educated in the ideal environment for developing ideal graduates in each college or department. Each college/ department should define the ideal conditions for developing the ideal graduate and define every budget priority in terms of how it moves the college/department toward those ideal conditions.	Faculty
	Make courses more demanding and rigorous.	Student
	Increase retention of undergraduate students.	Faculty
	Develop more students' tutoring options, so that our students are more prepared for their classes.	Faculty
	Develop supportive learning communities within the VSU academic programs that utilize the talents, knowledge, and skills of all faculty, staff, and students.	Faculty
	Enhance advising to increase retention of undergraduate students by dedicating professional staff and graduate students to advise/mentor all students in their first two years.	Faculty
	Expand the Student Success Center to focus on the needs of graduate students.	Faculty
	Increase retention of qualified staff members through training, initiatives, and general respect.	Staff
Increase participation of students and faculty in international/global educational experiences.	Faculty	
Create a university wide office of undergraduate advising staffed with professional advisors working through all the colleges at VSU to advise 1st and 2nd year students.	Faculty	

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Scholarship/ Research <i>Categories include:</i> - Contracts and Grants - Refereed Publications - Juried Exhibitions - Promotion and Tenure Process	Disseminate faculty research, publication, and service accomplishments to the media.	Faculty
	Reward faculty publications in international journals with recognition. Awarding small amounts of money (i.e. \$100) may be one way.	Faculty
	Enhance faculty scholarship by increasing the number of faculty leave with pay opportunities.	Faculty
	Enhance the production of new knowledge or scholarship by faculty, graduate students, and undergraduates.	Faculty
	Focus on specialization of faculty contribution - some faculty may spend more time on teaching without worrying about their research the other faculty may spend more time on research with reduced teaching load that has been taken by teaching-focused faculty. By adopting this policy we may produce faculty excellent in the research or teaching.	Faculty
	Increase research grantsmanship from faculty and put a greater emphasis on grants that come with indirect cost allowances.	Faculty
	Increase scholarship among faculty. This will require an increased standard for promotion and tenure requirements.	Faculty
	Create writing-across-the-curriculum professional development workshops for faculty across disciplines.	Faculty
	Improve promotion and tenure standards and start doing some credible assessment of teaching.	Faculty
	Reward shared governance leadership and involvement by faculty and provide incentives for participation.	Faculty
	Develop interdisciplinary programs to improve research opportunities. This is especially important considering the trend of modern science without boundaries between disciplines. This may be called "Melting VSU".	Faculty
	Emphasize scholarship as well as academic work completed with students. In terms of real support, extracurricular academic activities with students, from undergraduate research to developing new exercises and even new courses is supported at a much lower level than other universities like VSU.	Faculty
	Increase the level of involvement of undergraduate students in discipline-based research leading to external publication.	Faculty
	Create a standardized set of guidelines for tenure and promotion. Implement a scoring rubric that can be customized to address the needs of each college. Faculty members deserve a better understanding of how to achieve tenure and promotion.	Faculty
	Establish consistent guidelines for release load and work time.	Faculty
Provide better administrative support for faculty. Faculty performance will improve and student issues will resolve to some extent.	Faculty	
Increase the status of VSU's Annual Symposium for Undergraduate Research by establishing a system for professional review by discipline of all papers and posters presented, which would lead to the publication of selected papers in a local, on-line journal for undergraduate research.	Faculty	
Financial Solvency Resources <i>Categories include:</i> - Efficiency - Philanthropy - Alternative Revenue Sources	Provide leadership to develop partnerships that promote educational, cultural, and economic development within the region through collaboration with local, state, national, and global partners.	Faculty
	Maintain a strong working relationship with the community, its leaders, and state representatives.	Staff
	Foster research at all levels that impacts the economic development of the region and meets educational needs.	Faculty
	Improve efficiency of the hiring procedure for faculty.	Faculty
	Improve VSU's commitment to sustainability.	Faculty
	VSU can be run more efficiently and generate revenue in fair and equitable ways.	Faculty
	Eliminate non-mission emphasis degree programs with small numbers of graduates per year and large numbers of faculty positions.	Staff
	Consider the return on investments.	Staff
	Increase class size or student to instructor ratio to a more realistic size to stretch dwindling funds (undergrads 50 to 1).	Staff
	Increase operational and service efficiencies for the campus community.	Staff
	Enhance Foundation fundraising efforts so that the Foundation can help fund the three standards stated above (undergraduate education, graduate education, faculty scholarship).	Faculty
	Increase VSU's ability to raise outside funds either through grants and contracts or from private giving.	Faculty
	Get endowed chairs for departments, get famous visiting scholars to teach here for a year.	Staff
Increase funding for Fine Arts programs.	Student	

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Development of New Academic Initiatives <i>Categories include:</i> - Leadership Degrees - Internationalization - Service Learning	Focus on the growth of medical related degree programs & tracks that will enhance our academic and corporate stature.	Staff
	Increase post-graduate opportunities in areas of need within the region and state of Georgia.	Staff
	Assume a leadership role for the development of hybrid doctoral education that will meet the needs of site-bound professionals.	Faculty
	Develop a doctoral level, applied research institute or applied research center (multi-disciplinary, yet accessible to discipline-specific projects) to respond to the social and health needs of the region/state and to allow the planning and implementation of discrete projects to be implemented by doctoral students, yet monitored by doctoral fellows on the staff.	Faculty
	Does it expand programs in the areas where students are seeking education?	Staff
	Emphasize connection with SGMC / being a teaching hospital with a north campus housing facility for nursing and physician's assistant programs established. The next step would be doctoral programs in the medical field.	Staff
	Implement a horticulture program - this is a logical step because of the donor financing that allows our lawns and green areas to be maintained so beautifully. This could provide teaching opportunities as well as job opportunities.	Staff
	Offer Doctoral programs in the Arts & Sciences (i.e., PhD programs).	Staff
Implement a pharmacy program, as well as more programs in the medical field because with the economy being so bad, more and more people are going into the medical field in some way.	Student	

Standards	Count of #
Recruitment/Enrollment of Students	29
Retention/Enrollment of Students	18
Scholarship/Research	17
Financial Solvency Resources	14
Development of New Academic Programs	9
Grand Total	87