

Strategic Planning Goals: Executive Staff, November 10, 2010

Continue to Foster a Culture of Academic, Scholarly, and Creative Excellence

- Continue focussing on core mission as the foremost undergraduate institution in the state
- Continue to evaluate how we are assessing our academic, scholarly, and creative endeavors—create a culture of assessment
- Avoid putting SPARC on the shelf once plan is finished—devote section of annual reports to how all departments and areas are meeting the values and goals of the strategic plan

Provide a Learner-Focused Environment for All Students

- Meet standards of Complete College America
- Offer more online courses for non-traditional students
- Set up satellite offices for non-traditional students (Air Force base, communities surrounding Conway)
- Offer more master's classes at night for non-traditional students and K-12 teachers
- Take advantage of classroom low-occupancy times (six–nine, midnight–three)

Commit to Ongoing Improvement and Innovation in Facilities and Technology

- Find funding (private philanthropy) to commit to technology and facilities improvement
- Plan strategically and set priorities for what improvements we are going to make and when for aging infrastructure
- Procure endowments for each new building (push with Institutional Advancement)
- Create a coherent master plan to ensure all buildings have access to ARE-ON so that faculty members can be collaborating and sharing with faculty at other institutions
- Develop more mobile technology; make the Web site mobile accessible

Increase Engagement with External Partners

- Understand that this is one of our greatest challenges while also one of our greatest opportunities
- Connect with alums and friends of the University
- Model Hendrix's Odyssey program
- Use grants for programs to give back to the community for real-world projects, experiential learning
- Have each college create an outreach project (example, "Nursing Camp" for high school students interested in nursing where they attend nursing courses taught by college nursing student mentors)
- Publicize the university's outreach programs
- Create a campus-wide meeting once a week or once every two weeks with legislators summarizing bills being introduced in legislature that affect higher education and UCA

Promote Diversity in All Areas

- Continue steps to reach out to Hispanic/Latino community
- Continue initiatives to recruit minorities through new Web page

- Maximize the Confucius Institute to create connections with students and in terms of economic development
- Increase diversity among faculty and staff in terms of race, gender, points of view (goes back to increasing academic excellence)

Focus on Integrity in All Levels of Action

- Ensure everyone pulls together at critical moments
- Make the facts transparent so that stakeholders can understand and respect decisions
- Create a culture where integrity is expected of students by students, faculty, and staff through an orientation on academic integrity
- Administrators and faculty need to be mindful that everything we do or say is a reflection on the university and our professions
- Ensure that information is being shared (from who's being hired in IT to the budget)
- Recognize that if we don't have integrity, we can't meet our other five goals
- Know “the difference between what you have a right to do and what is right to do”—Potter Stewart