

STRATEGIC PLANNING AND INSTITUTIONAL EFFECTIVENESS
2013 - 2014 Unit Action Plan – Year Four

Unit Name: Accountability and Academics

Unit Mission

The Office for Accountability and Academics seeks to promote and increase the ability of Rogers State University to ensure students develop the skills and knowledge required to achieve professional and personal goals in our dynamic local and global communities. The Office holds the following aims:

- Facilitate institutional improvement through internal data management and strategic reporting.
- Promote student success through support of the assessment of student learning outcomes.
- Assist the University in complying with accountability and other reporting requirements associated with state and federal regulatory agencies and accreditation organizations.
- Assess the effectiveness of University programs, units and related functions in order to determine the extent to which goals are being met.
- Facilitate University planning, evaluation and assessment by providing leadership in research design and implementation.
- Increase availability of data, review processes, evaluation results and surveys via the department web site and the internet.

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Objective	Action or Activity	Evaluation Measure	Performance Standard	Data/Findings	Status*
1.2 Strengthen curricular and co-curricular programs to enrich the overall student learning experience	1.2.1 Collect program feedback from alumni to inform program development	In-house developed Alumni Survey instrument	Response rate will be of sufficient size to result in a representative sample	1.2.1 Alumni survey implemented summer 2014. Results to be tabulated in August 2014 with results reported in the 2014-2015 Findings, including response rate and statistical power. Alumni focus group conducted in April 2014. All alumni with emails in the Alumni database were invited to participate. Six alumni volunteered for and attended the focus group. Results are presented at: http://www.rsu.edu/accreditation/docs/ExecutiveSummaryFocusGroupResponses.pdf . Results have been shared university-wide, and three key alumni challenges have been selected to be addressed in the 2014-2015 strategic plan by the Office for Accountability and Academics.	In progress
	1.2.2 Collect feedback from employers to provide summative program assessment as well as inform curricular development	In-house developed Employer Survey	Response rate will be of sufficient size to result in a representative sample	1.2.2 Permission to survey employers (direct supervisors) from alumni graduating within the last three years is being garnered in the Alumni Survey which is being conducted over summer 2014. Resulting information will be used to conduct an employer survey of RSU graduates August – September 2014. Results will be reported in the 2014-2015 Findings.	In progress
	1.2.3. Implement direct measure of general education knowledge, skills and abilities to determine student gain in core outcomes at RSU	ETS Proficiency Profile for freshmen and sophomores	Representative sample and statistically significant gain in composite score of general education constructs between freshman and sophomore cohorts.	1.2.3 Using the ETS PP, a 77% response rate was achieved for freshmen in fall 2013 and an 88% response rate was achieved for sophomores in spring 2014. RSU mean composite score for entering Freshman was 440 compared to a peer mean of 433. RSU sophomore mean composite score was 440 compared to a peer mean of 438 (significantly different at the 95% C.L.). No difference resulted between fall 2013 freshmen and spring 2014 sophomores; however, these were two independent cohorts. There were 19 students in the spring 2014 sophomore cohort that completed the ETS PP in fall 2012 as freshmen. Significant gain occurred at the 90% C.L., with mean composite score increasing from 443 to 450 for this cohort. Results will be shared with the faculty General Education Committee and University Assessment Committee in fall 2014.	Completed and Ongoing

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1.4 Provide effective faculty and staff development in support of intellectual, professional and personal development	1.4.1 Convocation 2013 and spring 2014 professional development for faculty	Opportunity for all faculty to attend sessions selected by faculty	Successful implementation of professional development	1.4.1 Convocation 2013 included three professional development sessions for full-time faculty and some part-time faculty. There is a need for continued in-house professional development for full-time faculty as well as for part-time faculty. Sessions are being planned to include part-time faculty for Convocation 2014. 1.4.2 The new Staff Council met for their first meeting in April 2014. Professional development for staff is part of the Council's charge, and the Office for Accountability and Academics will collaborate where appropriate.	Ongoing
	1.4.2 Summer 2013 professional development for staff	Opportunity for staff to attend sessions selected by staff	Successful implementation of professional development		In planning process
1.5 Provide opportunities to achieve and maintain essential program accreditation	1.5.1 Collaborate with Self-Study Coordinators and committees to continue Self-Study in preparation for 2014 HLC site visit	Completed Self-study and all documents in preparation for site visit	Successful submission with ultimate Open Pathways designation	1.5.1 Draft 5 of Self-Study to be submitted to RSU President and VPAA on June 11, 2014 for executive review. Federal Compliance Report in progress. Electronic resource room under development for launch July 31, 2014 in preparation for site visit November 17-19. 1.5.2. Department of Business approved by HLC to offer MBA program with first cohort scheduled to begin fall 2014. 1.5.3 Site visit scheduled for June 9-10. All auxiliary documents successfully submitted to HLC for approval.	Ongoing
	1.5.2 Collaborate with School of Business and Technology to prepare for HLC site visit evaluating proposed MBA program	Site visit	Successful site visit with approval to offer MBA		Completed
	1.5.3 Collaborate with Pryor Campus to prepare for HLC site visit for new Pryor Campus	Site visit	Successful site visit with approval to open Pryor Campus		Ongoing
3.3 Promote an environment of tolerance and acceptance of diverse peoples and opinions	Evaluate University environment for balance and acceptance of diversity in people and opinions	Conduct annual college outcomes survey (for graduates) and student outcomes survey (for enrolled students)	Using representative sample, RSU results will meet or exceed national norms for environmental balance and culture	2014 <u>Graduating Student Survey</u> : 161 out of 647 graduating seniors completed the survey (25% response rate), and 97% were satisfied to very satisfied with the racial harmony at RSU. (See http://www.rsu.edu/accountability/reports.asp). This compares with a national norm of 59.2% (Noel-Levitz, 2012) for college students. A nationally normed measure will be sought to replace the ACT COS if	Completed and ongoing

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				<p>2015FY budget allows.</p> <p>2014 Student Satisfaction Survey: 346 out of 3,936 students enrolled during spring 2014 completed the survey (9% response rate), and 97% were satisfied to very satisfied with the racial harmony at RSU. (See http://www.rsu.edu/accountability/reports.asp). This compares with a national norm of 59.2% (Noel-Levitz, 2012) for college students. A nationally normed measure will be sought to replace the ACT SOS if 2015FY budget allows.</p> <p>2014 NSSE: NSSE implemented spring 2014 with results available July 31, 2014 for reporting in the 2014-2015 strategic planning cycle.</p>	<p>Completed and ongoing</p> <p>Ongoing</p>
5.2 Evaluate continuously university processes, structures, activities and outcomes; modifying as appropriate	All units will submit annual strategic plans and reports that provide evidence of thoughtful planning and growth	Successful submission of strategic plans	100% participation and evidence strong, well-articulated plans	<p>A total of 37 of 41 (90.2%) Units submitted Unit Action Plans based on the RSU Strategic Plan for the 2013-2014 academic year as well as reported data/findings at year end. Units were advised to select three to six objectives on which to focus for the academic year, and each plan was reviewed at each stage for evidence of thoughtful planning with challenging targets and appropriate findings. If plans had insufficient details or missing information, this was communicated to Unit leaders and opportunities were offered for modification and resubmission of plans.</p> <p>Spring 2014 university-wide focus groups revealed that RSU's planning processes are a strength for the University; however, some staff and faculty don't feel they have adequate input into their Unit strategic planning processes and consequences for Unit planning practices need to be developed. The 2010-2015 strategic planning period ends in the coming AY, and the new 2015-2020 strategic planning period provides an opportunity to align the system and processes, with renewed energy and training.</p>	Ongoing

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5.3 Enhance and expand the operations of the Office of Accountability and Academics	Provide professional development opportunities for all department staff	Each member will attend at least one conference, seminar or workshop	Positive feedback from staff members	Associate Director attended Jenzabar POISE Administrative Information System annual 2014 regional conference and Spring 2014 Oklahoma Association of Institutional Research (OKAIR) conference. AD reported strong satisfaction with POISE conference and satisfaction with OKAIR conference.	Completed
				Administrative Assistant attended SkillPath seminar for Interpersonal Office Communication and a seminar for advanced Microsoft Excel software skills. AA reported above average to strong satisfaction for both seminars.	Completed
				Assistant Vice President attended and presented at Rocky Mountain Educational Research Association (RMERA) 2013 annual conference, Higher Learning Commission (HLC) 2014 annual conference, and Association of Institutional Research (AIR) 2014 annual conference. Other presentations included Leadership Owasso and Claremore Rotary Club. Other conferences attended include Spring 2014 Oklahoma Association of Institutional Research (OKAIR) conference and UBTech annual conference. AVP reported above average to strong satisfaction with all conferences.	Completed
				Assessment Facilitator/University Assessment Committee Chair attended the Indiana University-Purdue University-Indianapolis (IUPUI) 2013 annual assessment conference with student Assessment Fee funds from the A&A Travel account. AF/UAC Chair has attended this conference for three consecutive years and may attend another national assessment conference in 2014.	Completed

*Appropriate **Status** descriptors include the following: Completed, Ongoing, In Progress, Rescheduled for next year, Action/Activity withdrawn, or Other. If Other, please briefly describe whether the action or activity is completed, will continue, or has been modified for the coming year.

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Budget Request Supplement for Academic Year 2013-2014
 Year Three – Strategic Planning Cycle

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University Objective	Action for 2013-2014	Requested Resources				Estimated Cost	Was the Budget Request Approved?
		Human	Financial	(Enter Amount Approved)	Other (e.g., Technology)		(Enter Amount Approved)
No additional funding requested this year							