

**STRATEGIC PLANNING AND INSTITUTIONAL EFFECTIVENESS**  
**2011-2012 Unit Action Plan – Year Two**

**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 goals:

- 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.

**Goal 1: Advance Academic Excellence**  
This *Unit Action Plan* Specifically Supports Commitment 1.2

Plan for 2011-2012 This section due by April 1, 2011.				Report for 2011-2012 This section due by May 1, 2012.	
Objective	Evaluation Measure	Performance Standard	Action	Data/Findings	Status
1.2 Strengthen curricular and co-curricular programs to enrich the overall student learning experience	Online Student Survey of RSU Online Student Satisfaction	Response rate will be of sufficient size and diversity to result in a representative sample	1.2.1 Implement marketing plan to encourage and promote student responses to surveys, questionnaires, etc.	All students, who had enrolled in an online course at RSU within the last two years, were emailed a locally developed online survey to evaluate online course practices. Participation was voluntary, and a total of 442 students (17%) responded. Nine percent of respondents intended to earn their degree entirely online. About half (46%) intended to take 25% or less of their courses online. Results were shared with the Distance Education Committee with the purpose of program edification.	Completed

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	ETS Proficiency Profile for freshmen and sophomores	Statistically significant gain in at least two of four general education constructs between freshman and sophomore cohorts.	1.2.2. Implement direct measure of general education knowledge, skills and abilities to determine student gain in core outcomes at RSU	<p>Cohorts included freshmen and sophomores who had taken all general education course work at RSU, were not primarily online students, and did not have to drive from Bartlesville campus area. A total of 110 students meeting criteria in both freshman and sophomore cohorts were randomly selected based on Testing Center capacity.</p> <p><u>Freshman cohort:</u> 79 out of 110 (72%)</p> <p><u>Sophomore cohort:</u> 17 out of 110 (15%)</p> <p>Statistically significant difference between freshman and sophomore cohorts resulted for all four general education categories. To increase sample size in next academic year, sophomores and freshmen will both be subject to enrollment hold unless testing completed. Results were shared with the University Assessment Committee and will be shared with the faculty at large during a Convocation 2012 professional development session.</p>	Completed
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Goal 2: Strengthen Enrollment Management This <i>Unit Action Plan</i> Specifically Supports Commitment 2.3					
Plan for 2011-2012 This section due by April 1, 2011.				Report for 2011-2012 This section due by May 1, 2012.	
Objective	Evaluation Measure	Performance Standard	Action	Data/Findings	Status
2.3 Involve all constituencies of the university in student recruitment and retention efforts	Specialized student Retention and Persistence analysis for concurrently enrolled students	"User friendly" retention and persistence analysis to provide information based on trended, cohort data according to <i>HLC Criterion Three: Teaching and Learning: Quality, Resources, and Support</i>	2.3.1. Revise and expand annual and specialized retention/ persistence reports	Concurrent enrollment student success analysis: concurrently enrolled student success was disaggregated by concurrent enrollment on an RSU campus and concurrent enrollment at area high schools. These results were compared with first-time freshmen cohort results for course GPA and variance as well as subsequent course GPA and variance. Results indicated that all three groups performed equally well, suggesting that concurrent enrollment is being implemented successfully.	Completed

Goal 3: Increase Diversity This <i>Unit Action Plan</i> Specifically Supports Commitment 3.3					
Plan for 2011-2012 This section due by April 1, 2011.				Report for 2011-2012 This section due by May 1, 2012.	
Objective	Evaluation Measure	Performance Standard	Action	Data/Findings	Status
3.3 Promote an environment of tolerance and acceptance of diverse peoples 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	Evaluate University environment for balance and acceptance of diversity in people and opinions	<u>College Outcomes Survey</u> : Representative graduate sample achieved. Racial/Ethnic harmony resulted as one of RSU's key strengths both ipsatively and normatively	Completed
				<u>Student Outcomes Survey</u> : Representative student sample achieved. Racial harmony rated as strength at RSU	Completed

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<b>Goal 5: Enhance Institutional Accountability</b> This <i>Unit Action Plan</i> Specifically Supports Commitments 5.2 and 5.3.					
Plan for 2011-2012 This section due by April 1, 2011.				Report for 2011-2012 This section due by May 1, 2012.	
Objective	Evaluation Measure	Performance Standard	Action	Data/Findings	Status
5.2 Evaluate continuously university processes, structures, activities and outcomes; modifying as appropriate	Program Evaluation Reports	All units will participate in Program Evaluation according <i>HLC Criterion Two Preparing for the Future, Component 2 C.</i>	5.2.1. All Student Affairs units will submit annual Program Evaluation plans and reports for 2011-2012 that includes a planning-reporting cycle	All Student Affairs units submitted annual strategic plans/program evaluation reports with end-of-year findings.	Completed and Ongoing
			5.2.2 All Academic Affairs units will submit Program Evaluation plans and reports for 2011-2012	All Academic Affairs units submitted annual strategic plans/program evaluation reports with end-of-year findings.	Completed and Ongoing
			5.2.3 All Business Affairs units will submit annual Program Evaluation plans and reports for 2011-2012.	Campus Police submitted annual strategic plan and report, including Jeanne Cleary results. Business Affairs units require additional training to submit annual strategic plans/program evaluation reports. Individual unit training will occur in coming academic year.	Completed and Ongoing
	University Fact Book	Distribute a "pocket-size" <i>Fact Book</i> that contains information demonstrating accountability according to HLC Criteria	5.2.4. Design a "pocket size" <i>2011-2012 Fact Book</i> .	Pocket-size Fact Book drafted. Research Analyst worked closely with departments, including President. Pocket-sized Fact Book was finalized and published in the coming academic year.	Completed and Ongoing

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<b>Goal 5: Enhance Institutional Accountability</b> This <i>Unit Action Plan</i> Specifically Supports Commitments 5.2 and 5.3.					
Plan for 2011-2012 This section due by April 1, 2011.				Report for 2011-2012 This section due by May 1, 2012.	
Objective	Evaluation Measure	Performance Standard	Action	Data/Findings	Status
5.3 Enhance and expand the operations of the Office of Accountability and Academics	Xitracs Accreditation Software	Store evidence that the university is fulfilling its mission according to HLC criteria in an electronic document library	5.3.1 Implement Xitracs training to key employees.  5.3.2 Store faculty records on Xitracs	Staff in the Office of Accountability and Academics as well as Academic Affairs received additional training in general use of Xitracs software.  Key personnel turnover occurred and documentation upload will begin in upcoming year.	Completed additional training. Ongoing
	Assessment of Student Learning Reports	Evidence of student learning and teaching effectiveness that demonstrates the university is fulfilling its educational mission according to <i>HLC Criterion 3 Teaching and Learning: Quality, Resources, and Support</i>	5.3.3 Design and Implement a "Faculty Development Day" with emphasis on Assessment of Program Outcomes, Assessment of the General Education Program and Community Engagement.	Professional development was planned for Convocation 2012. Sessions focused on assessment of student learning outcomes for programs and general education, as well as other academic best practices.	Completed and ongoing

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**Budget Request Supplement for Academic Year 2011-2012**  
 Year Two – Strategic Planning Cycle

This section due by April 1, 2012.						
University Objective	Action for 2011-2012	Requested Resources				Estimated Cost
		Human	Financial	Physical/Capital	Other (e.g., Technology)	
Not requested this year.						