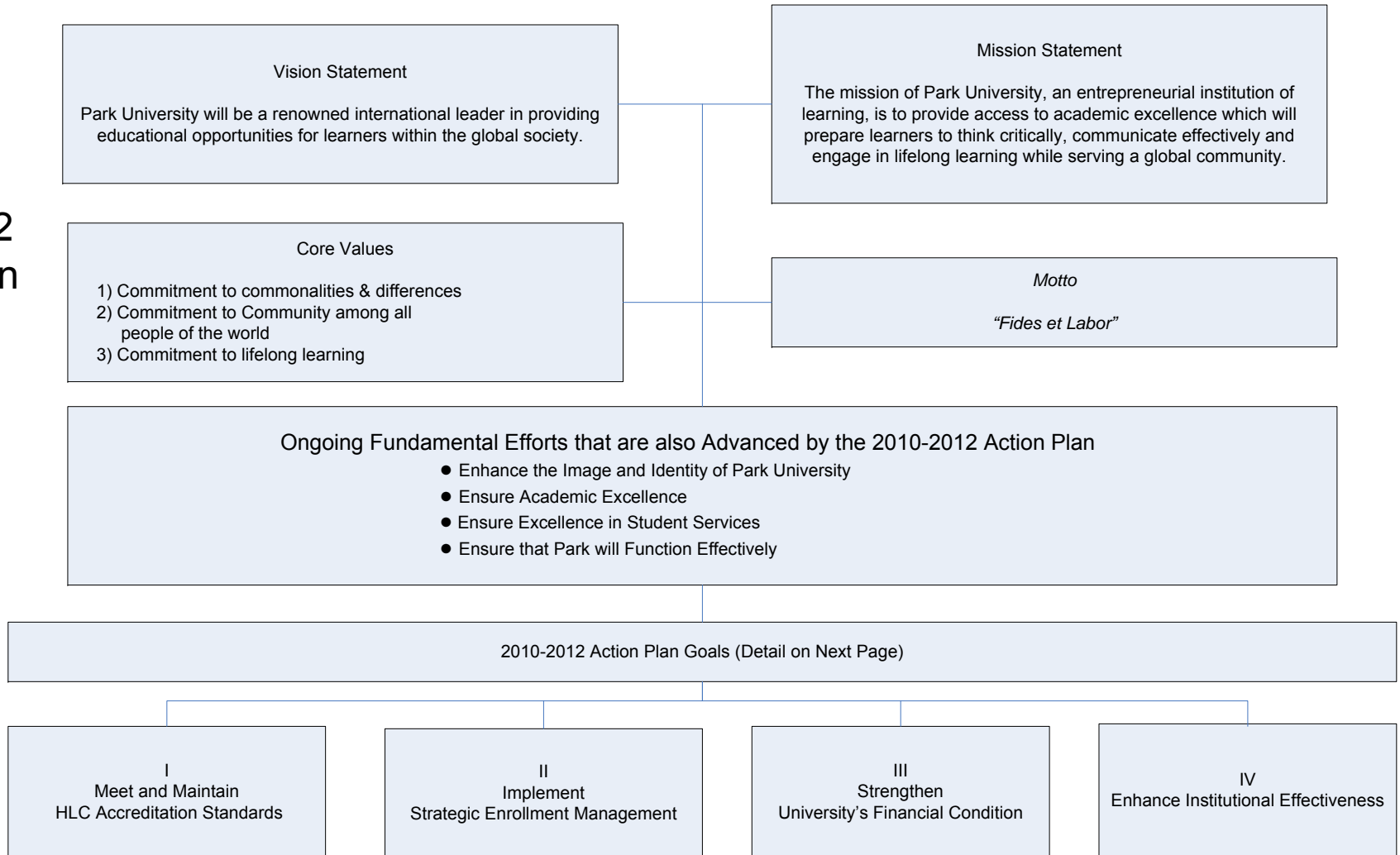




PARK
UNIVERSITY SM

2010-2012 Action Plan





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2010-2012 Action Plan Goals

I Meet and Maintain HLC Accreditation Standards

- 1.1 Reduce administrative duties and related workload for faculty while maintaining faculty oversight of curricular matters.
- 1.2 Demonstrate curricular coherence with an emphasis on learning outcomes.
- 1.3 Ensure that all academic programs have a current assessment plan.
- 1.4 Ensure that policies and procedures reflect collaboration and shared governance practices in all academic decision-making processes.
- 1.5 Ensure a communal exchange of information and ideas across all campus centers of the University for the purpose of soliciting input and feedback for decision making.
- 1.6 Implement the new Liberal Education program in fall 2010, closely monitor the financial impact of the program, and use the collaborative process to make appropriate adjustments.
- 1.7 Eliminate underutilized courses and academic degree programs.
- 1.8 Create and implement "University Conversations" to enhance civility and communication among students, faculty and staff, which includes administration.
- 1.9 Revise, as appropriate, the academic organizational structure following a review by a task force for the purpose of enhancing efficiencies and academic oversight.
- 1.10 Create the rank of Lecturer by amending the current Faculty Collective Bargaining Agreement between the University and the Faculty Federation for the purpose of increasing the number of fulltime Faculty.

II Implement Strategic Enrollment Management

- 2.1 Create and fill the position of head of enrollment management to serve the recruiting, admission and retention needs of all target student populations (traditional, civilian nontraditional, military, graduate and international students).
- 2.2 Create and implement a comprehensive, strategic enrollment management plan.
 - 2.2.1 Define Park's desired long term enrollment goal for each of the University's target student populations and also by mode of delivery.
 - 2.2.2 Examine and adjust, as needed, current processes for serving prospective, new, and returning students (e.g. recruitment, admission, advising, registration, confirmation).
 - 2.2.3 Create opportunities for faculty, staff, alumni and Park students to play an active role in recruiting new students.
- 2.3 Benchmark and implement degree and certificate programs, as well as marketing practices in higher education, in order to meet the demands of current and future marketplace needs for each of Park's target student populations.
- 2.4 Review the recommendations of the Kaludis, AACRAO and Eduventures reports as well as other benchmarking information and implement changes as needed to advance institutional effectiveness.
- 2.5 Create and fill the position of head of military/federal programs to identify opportunities to serve more military students and their families and to serve them better.

III Strengthen University's Financial Condition

- 3.1 Investigate an optimum tuition and fee structure beginning in academic year 2009-2010 reflecting the different Target Student Populations and modes of delivery, and review the "Home of Record" record-keeping process to maximize tuition revenue. (cross ref enrollment management plan)
- 3.2 Create a systematic and transparent budget process for preparing the 2010-2011 budget.
- 3.3 Continue a collaborative, comprehensive review of cost saving opportunities and efficiencies.
- 3.4 Create a University Reserve fund with an ultimate target of 8% of the budget; deposit at least 0.8% of annual budget into a Reserve Fund.
- 3.5 Investigate new opportunities for added revenues which are realistic, consistent with the University Mission and enhance the status of the University.
- 3.6 Establish a New Business Development Team to review new revenue opportunities and make recommendations.
- 3.7 Implement a strategic fundraising plan with continuous review for meeting/exceeding specific sustainable goals.
- 3.8 Initiate a comprehensive review of scholarship guidelines and levels for academic and athletic scholarships.
- 3.9 Place all academic and nonacademic programs and units on a review cycle.

IV Enhance Institutional Effectiveness

- 4.1 Examine the administrative organizational structure, including the executive level, to increase efficiency and effectiveness in all divisions.
- 4.2 Consider hiring a staff member at the associate vice president level to facilitate operations in the Division of Finance and Administration.
- 4.3 Continue the ongoing review and update of policies and procedures and ensure efficient protocols are established so that all departments interact effectively.
- 4.4 Provide accurate and timely information and assistance to members of the Park University community and prospective students, with mechanisms for feedback that are documented.
- 4.5 Ensure that all internal and external communication is professional, with an emphasis on being civil and respectful.
- 4.6 Establish effective professional development and training programs as needed and as financial resources permit.
- 4.7 Continue efforts to improve the safety, technology and functionality of the physical learning environment.
- 4.8 Implement a Redundant Disaster Recovery Data Center.
- 4.9 Continue to allocate a minimum of 1% of the annual budget for deferred maintenance (technology and facilities).
- 4.10 Conduct a comprehensive space utilization study building upon the existing data from the May 5, 2006 Park University Parkville Campus Master Plan.
- 4.11 Establish a long-term strategic planning group with a subgroup that will monitor the 2010-2012 Action Plan, taking into account the HLC Work Group recommendations.