Academic Affairs Goals for 2016/17:

1. **Work collaboratively with faculty and other stakeholders to establish an Academic Affairs Master Plan.**

   **Background:** Just as Facilities Management produces a “campus master plan,” we in AA should be developing an “academic master plan.” What should our students be able to do upon graduation (General Education + major + co-curricular)? What programs should we be offering? What programs should we be growing? How do we interpret and balance student demand, regional workforce demand, beliefs about what makes an ‘educated person,’ and so on to shape appropriate course offerings? At what levels should we be offering degrees and certificates (Concurrent Enrollment, Undergrad, Graduate)? Where should we be offering coursework? In what media (f2f, online, hybrid, etc.)?

   **Rationale:** Becoming more attentive to an overall academic plan, we will make better decisions about resources. Encouraging faculty and staff to think about the university as a whole (with student needs at the heart of the institution), we may streamline curriculum, engage in more interdisciplinary work, promote student understanding of the connections among disciplines, and boost our retention and completion rates.

   **Goal:** Establish a task force with representatives from across campus to develop a Master Plan to be presented to Faculty Senate in Spring, 2017, with implementation beginning immediately thereafter.

2. **Improve Student Retention and Persistence, Starting with First Contact.**

   **Background:** We know that a student’s first-year experience is vitally important in determining whether that student continues in school, completes required General Education coursework, selects a viable major, and graduates. What steps can we take to ensure that our first-year and subsequent-year students make choices that will contribute to their success? How can we build upon those early successes to ensure that we retain students to degree completion?

   **Rationale:** We owe it to our students to give them the best shot possible at their best possible future.

   **Goals:** 1) secure retention & predictive analytics software; 2) work toward mandatory academic advising; 3) determine how to provide sufficient course offerings; 4) determine how to remove course roadblocks; 5) offer a range of high-impact first year experiences.
3. **As another major tenet of the Academic Affairs Master Plan, Review and Revise our General Education program.**

   **Background:** In June 2016, Academic Affairs sent a team of five faculty/staff to attend an AAC&U conference on General Education. This team returned with plans to encourage WSU faculty to focus on shared learning outcomes in General Education coursework.

   **Rationale:** Currently our general education program lacks overarching outcomes associated with broad-based competencies and skills. A revised program should: a) comply with state mandates that include a commitment to LEAP Essential Learning outcomes; 2) respond to students’ need for broad competencies and skills; 3) align the program with our institutional mission and core themes; 4) motivate faculty to work together, demonstrating connections and overlaps among disciplines.

   **Goal:** The AAC&U team will meet with a range of stakeholders to discuss what we want students to know/to be able to do when they graduate, what role General Education should play in cultivating and expanding broader competencies and skills, and what an ideal General Education class would look like. These discussions will lead into discussions about LEAP outcomes and how we might change our General Education to align with these outcomes. By the end of spring 2017, we will draft a plan that has wide campus support.

4. **Move Forward in Recruiting Out of State.**

   **Background:** Last fall Norm Tarbox challenged us to consider whether WSU might engage in more extensive and more targeted recruiting of out-of-state students. After discussion in PC and UPC, we decided to hire a consultant to help us understand costs, benefits, challenges and opportunities associated with out-of-state recruiting.

   **Rationale:** Recruiting targeted out-of-state students allows us: a) elevate the academic profile of the institution; b) provide a more diverse experience for our in-state students; c) provide additional tuition revenue.

   **Goal:** By fall 2016 we should have completed the RFP process and selected a consultant to start work as soon as possible. We should take steps to implement the consultant’s recommendations so as to increase out-of-state enrollment for the fall 2017 semester.

5. **Facilitate the Development of a Community Civic Action Plan.**

   **Background:** February 2016 President Wight signed the national Campus Compact Action Statement reaffirming Weber State University’s commitment to the public purpose of higher education “…in which all students are prepared for lives of engaged citizenship, all campuses are engaged in strong partnerships advancing community goals, and all of higher education is recognized as an essential building block of a just,
equitable, and sustainable future” (Campus Compact Thirtieth Anniversary Action Statement). In June 2016 Ogden City became the first municipality in the nation to endorse the Campus Compact Action Statement in partnership with their local university. By doing so, WSU and Ogden City are committed to developing a Community Civic Action Plan to be published by March 2017.

Rationale: Developing a Community Civic Action Plan allows us to: a) fulfill our community engagement mission and core theme; b) establish joint priorities with Ogden City and other anchor institutions in the community to positively impact both community and economic development; and c) provide more engaged learning opportunities for WSU students.

Goal: By Fall 2016 we should have established a City-Anchor Compact consisting of anchor institutions in the community including: Ogden City School District, MacKay-Dee Hospital, Ogden Regional Hospital, Ogden-Weber Applied Technical College, Weber State University, and Ogden City. A Community Civic Action Plan Team with representation from each institution in the City-Anchor Compact, as well as business and industry, non-profit and faith-based allies, will co-create a plan to address no more than three priorities with measurable outcomes. The plan will be published on the state and national Campus Compact websites in March 2017. Implementation of the plan will begin May 2017.