

**Indiana University Kokomo**  
**Strategic Planning 2009-2010**  
Unit: Institutional Research  
Submitted by: Sharon Calhoon  
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Strategic Priority	Target	Unit Action Plan	Unit Metric	Date Due
<b>Strategic Priority I: Attain Fall Enrollment of 3,010 by 2011</b>	1.0 Increase total fall undergraduate and graduate enrollment by 2% annually from 2006 to 2011	Objective 1: Identify initiatives or programmatic actions to attract increasing numbers of new students.  Objective 2: Expand and develop programs that enhance the success of first year students.		
		Objective 3: Review retention initiatives and place increased emphasis on strategies with impact beyond the first year. <ul style="list-style-type: none"> <li>• Assist units in evaluating use of DoE funds for 09-10 as requested.</li> <li>• IR Office will review plans upon request</li> </ul>	Assisted units in creation of Unit reports to Chancellor, VCAA, Students Success Committee, IR Office	Plan by the end of Sept to Chancellor  Reports due March 31
<b>Strategic Priority II: Improving Bachelor's Degree Graduation Rates</b>	2.0 Increase baccalaureate graduation rate by 1% per year for the cohort beginning 2002, with an end goal of reaching and sustaining a 30% six-year graduation rate for new first-time freshmen	Objective 1: Establish campus-wide Student Success Committee charged with multiple responsibilities. <ul style="list-style-type: none"> <li>• Support Student Success Committee at their request</li> </ul>		
		Objective 2: Improve 1 <sup>st</sup> year success and retention outcomes. <ul style="list-style-type: none"> <li>• Assist units in evaluating use of DoE funds -- see Strategic Priority I above</li> <li>• Support Foundations of Excellence project (highest priority)</li> </ul>	Provide Requested Data to FOE Committee (Sharon and Norma)	August 31
		Objective 3: Develop and implement effective second year success and retention initiatives <ul style="list-style-type: none"> <li>• Identify characteristics of poor persisters (from existing campus data &amp; literature on persistence)</li> <li>• Review information from presentations last spring</li> <li>• SAT validity study</li> <li>• Freshman learning community study</li> </ul>	Report to Chancellor, VCAA, Faculty Senate, Admin Council (Sharon)	June 30
		<ul style="list-style-type: none"> <li>• Work with Eduventures on Pathways to Student Success project</li> </ul>	Report to Chancellor and the Cabinet (Sharon)	30 days after receipt of report from Eduventures
<b>Strategic Priority III:</b>	3.1 Review current programs...			

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<b>Enriching Campus Learning Environ.</b>	3.2 Initiate Phase 1 of Health Education Center initiative.			
	3.3 Enhance the capacity of campus resources, facilities, and infrastructure.	<p>Objective 1: Review and make campus-wide recommendations regarding the future use of technology</p> <ul style="list-style-type: none"> <li>Review products for collecting, managing, and communicating data/institutional dashboard</li> <li>Review and update policy for determining what reports/information should be preserved (in consultation with university committee of data stewards)</li> <li>Develop policy for determining what information should be made publically available (in consultation with Cabinet) (Institution level documents should all be posted publically per Chancellor Green)</li> </ul>	<p>(Kirsten)</p> <p>Report to the Chancellor on products available</p> <p>Campus Policy to Chancellor and Cabinet and Administrative Council</p> <p>Campus Policy to Chancellor and Cabinet and Administrative Council</p>	<p>Feb 2010</p> <p>May 2010</p> <p>May 2010</p>
	3.4 Continue the development of campus-wide assessment activities to ensure the campus sustains a culture of evidence	<p>Objective 1: Sustain and improve academic program assessment of student learning.</p> <p>Objective 2: Sustain and improve assessment of effectiveness of support units in meeting their mission.</p> <p>Objective 3: Improve sharing of assessment/evaluation results with stakeholders.</p> <ul style="list-style-type: none"> <li>Working with stakeholders, explore explore possibility of using AIM (in addition to campus and departmental assessment websites) to aggregate, preserve, and publicize assessment/evaluation reports.</li> </ul>	<p>(Kirsten)</p> <p>Determine whether AIM is desirable for preserving and publicizing Assessment reports</p>	<p>April 2010</p>
		(No objective) Support VSA	College Portrait updated by date of media announcement	February 2010 No CCC available from VSA as of 5/28/09
<b>Strategic Priority IV: Establish mutually beneficial partnerships....</b>	4.1 Establish partnership parameters to guide the development of mutually beneficial regional partnerships.	<p>Objective 2: Assess current level of campus partnerships.</p> <p>Objective 3: Assess campus participation on community boards.</p>		
<b>Strategic Priority V: Promote campus diversity to prepare our graduates to function in a multi-</b>	5.1 Kokomo will enroll racially and ethnically diverse students...			
	5.2 Increase percentage of diverse faculty and staff to more closely reflect racial and ethnic			

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<b>racial, ethnic, gendered, global environment.</b>	diversity of region by fall 2012			
	5.3 Increase in the exposure to diversity/global content, experiences, and pedagogies will constitute a discrete and substantial portion of the education of our graduates			
<b>Strategic Priority VI: Enhance the visibility of the campus ... and promote the value of the campus to the region.</b>	6.1 Develop and implement the new comprehensive external relations plan.			
<b>Strategic Priority VII: Enhance the Role of Campus Scholarship/ Creative Work</b> <b>Goal 7.1:</b> Develop new campus and regionally-based avenues and opportunities... for research ... consistent with campus resources and regional needs.	7.1 Develop new campus and regionally-based avenues and opportunities, infrastructure, and resources for faculty, student, and staff research, consistent with campus resources and regional needs.	Objective 1: Develop new metrics to evaluate research and creative activities and to report outcomes by unit and aggregated for the campus. <ul style="list-style-type: none"> <li>Research methods for aggregating data from faculty annual reports re research productivity. Investigate IUPUI, IUB Online Faculty Annual Report (FAR)</li> </ul>	Report to Chancellor, Vice Chancellor of Academic Affairs and Deans Council (Kirsten)	October
		Objective 4: Enhance culture of scholarship and creative work. <ul style="list-style-type: none"> <li>Explore use of ScholarWorks to promote and aggregate campus scholarship.</li> <li>Attend Leadership Summit on Scholarly Communication</li> </ul>	Report to Chancellor, Vice Chancellor of Academic Affairs and Deans Council (Kirsten)	November
<b>Other Tasks Consistent with Mission/Vision/ Commitments</b>	Institutional Research website	Meet with Katrina Janes Develop content	Provide content and structure of IR web site	July
	Disseminate NSSE results	Report results to: Cabinet Administrative Council Faculty Senate Other Unites as requested	Results Reported	February (tentative)
	Administer survey policy	Review surveys as requested Maintain records of the surveys conducted on the web site	Review provided to requesters	Ongoing
	Data Audit	Develop plan with IR Council Explore using an intern to support	Plan	September