



**Strategic Plan 2013/2014**  
**College of Technology - McGehee**  
**UAM is Dedicated to Providing Educational Opportunities**

<b>Strategic Goals</b>	<b>Objectives</b>	<b>Strategies-Measures-Owners</b>
Enhancement of Resources	1.1 Recruit, develop and retain a quality faculty and staff. 1.2 Build partnerships through networking and collaboration. 1.3 Enhance the university's image, visibility, and influence. 1.4 Enhance the research environment for faculty and students. 1.5 Improve internal and external communications. 1.6 Improve employment opportunities. 1.7 Develop internal and external resources. 1.8 Recruit, retain and graduate students.	<ul style="list-style-type: none"> <li>○ See Pages 2-4</li> </ul>
Enhancement of Academics	2.1 Improve academic quality standards. 2.2 Share academic opportunities across units. 2.3 Increase opportunities for faculty/student research and creative activities and increase experimental and service learning opportunities. 2.4 Improve internal and external communications. 2.5 Provide the latest technology to our students and faculty. 2.6 Utilize our Colleges of Technology to offer technical programs to all campuses. 2.7 Accommodate the diverse needs of students. 2.8 Enhance UAM's image.	<ul style="list-style-type: none"> <li>○ See Pages 5-7</li> </ul>
Enhancement of Quality of Life	3.1 Accommodate the diverse needs of students. 3.2 Develop and implement a comprehensive student retention plan. 3.3 Promote healthy lifestyles for students, employees, and communities.	<ul style="list-style-type: none"> <li>○ See Page 8</li> </ul>

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**Strategic Goal 1: Enhancement of Resources**

Objectives	Strategy	KPI/Measure/Target	Strategy Owner
<p>1.1 Recruit, develop, and retain a quality faculty and staff.</p>	<p>1.1 A Provide in-service training opportunities for faculty, staff, and administration.</p>	<p>90% of the faculty will attend a minimum of 30 in-service hours. 90 % of staff and administration will attend a minimum of 8 hours.</p>	<p>Assistant Vice Chancellor, Faculty</p>
	<p>1.1 B Research feasible employee benefits, incentives and strategies to aid in the recruitment of quality faculty and staff.</p>	<p>A faculty/staff recruitment plan is in place, and will be evaluated annually.</p>	<p>Vice Chancellor, Assistant Vice Chancellor</p>
	<p>1.1 C Recognize outstanding faculty.</p>	<p>Outstanding faculty will be selected and honored annually. Media releases will be provided when requested. Research possibilities for stipend rewards for outstanding faculty.</p>	<p>Vice Chancellor, Assistant Vice Chancellor, Project Coordinator</p>
	<p>1.1 D Promote the existing tuition waiver policy for faculty and staff.</p>	<p>2 % of faculty and staff will take advantage of tuition waiver policy.</p>	<p>Vice Chancellor, Assistant Vice Chancellor</p>
<p>1.2 Build partnerships through networking and collaboration.</p>	<p>1.2 A Review, update, and develop networks in all current internship/preceptorship contracts and memorandums of understandings among secondary schools, businesses/industries and higher education institutions.</p>	<p>Review existing partnerships annually to determine needed changes and to determine partnership satisfaction. Create new contracts with schools, businesses/industries as needed.</p>	<p>Vice Chancellor, Assistant Vice Chancellor, Faculty, Project Coordinator</p>
	<p>1.2 B Review all current advisory committee membership to ensure adequate and appropriate representation of businesses, industries, and all sectors of the community.</p>	<p>100% of programs will annually review advisory committee members to ensure adequate and appropriate representation of the committee.</p>	<p>Departmental Faculty</p>

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**Strategic Goal 1: Enhancement of Resources**

<b>Objectives</b>		<b>Strategy</b>		<b>KPI/Measure/Target</b>	<b>Strategy Owner</b>
1.3	Enhance the university's image, visibility, and influence.	1.3 A	Associations will be cultivated with legislators and other local and state officials.	Three contacts will be made annually.	Vice-Chancellor, Faculty, Staff
		1.3 B	Expand community organization involvement.	Attend community activities as scheduled, obtain memberships to community organizations and volunteer when needed.	Vice Chancellor, Assistant Vice Chancellor, Faculty and Staff
		1.3 C	Promote the placement rate of students in their field of study.	Increase the gainful employment rate by 3%.	
1.4	Enhance the research environment for faculty and students.	1.4	Identify departmental research needs	Adjust faculty workload for identified research needs Revise departmental budgets as necessary.	Administration Departmental Directors
1.5	Improve internal and external communications.	1.5	Ensure university media material is current and maintain accuracy of student learning outcomes, program requirements and contact information in printed and electronic material.	Review and update all program brochures, and other informational material to update 100% of publications as needed.	Student Services, Faculty
1.6	Improve employment opportunities.	1.6 A	Maintain and increase opportunities for channeling students into internship and employment.	Host a minimum of two Advisory Committee sessions annually per department.	Departmental Faculty
		1.6 B	Increase student employment opportunities on campus.	Increase student worker positions as funding allows.	Administration
		1.6C	Utilize the student career coach.	Host two job fairs on UAM McGehee Campus during the 2013-14 school year. 50% of eligible students will have developed of résumés, student portfolio, and attended practice interview sessions.	Student Career Coach

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**Strategic Goal 1: Enhancement of Resources**

Objectives	Strategy	KPI/Measure/Target	Strategy Owner
1.7 Develop internal and external resources (Continued).	1.7 A Develop and encourage departmental collaboration campus wide.	Schedule mandatory faculty and staff meetings quarterly.	Vice Chancellor, Assistant Vice Chancellor
	1.7 B Promote external professional development opportunities	Increase the total number of external professional development hours attended by 5%.	Vice Chancellor, Assistant Vice Chancellor
	1.7 C Identify current advancement in technology and equipment.	Each program will create a list of new technology to be added to the program as funding allows.	Administration, Faculty and Staff
	1.7 D Partner with business, industry, labor, and government entities to identify possible resources	Regularly attend community, regional and state meetings	Administration and Faculty
1.8 Recruit, retain and graduate students.	1.8 A Enhance student support services by offering the following: institutional and departmental orientation, assessing student learning outcomes, counseling, advising, tutoring, and consistent support/contact with all current students.	Offer orientation prior to each Fall and Spring semester. Annually attend 5 job fairs and 5 high school recruitment days. 100% of full time instructors will document 6 recruitment activities annually. Each program will prepare an assessment every three years.	Student Services, Faculty, Administration
	1.8 B Increase credit enrollment of full-time equivalent (FTE).	Increase FTE by 1.5% annually.	Faculty, Staff, Administration
	1.8 C Update and maintain retention plan and strategies.	Increase student retention rate by 1.5% annually.	Recruitment/Retention committee, Faculty
	1.8 D Review current programs to ensure multiple exit points.	Incorporate multiple exit points in 100% of applicable technical programs.	Assistant Vice Chancellor

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**Strategic Goal 2: Enhancement of Academics**

Objectives	Strategy	KPI/Measure/Target	Strategy Owner
2.1 Improve academic quality standards.	2.1 A Research and plan for implementing viability standards mandated by the Department of Higher Education.	Assess programs annually to ensure each program has an average of 4 graduates over a 3-year period.	Administration
	2.1 B Create and utilize assessment tool for each program to ensure Student Learning Outcomes are being measured in every program.	100% of students will be evaluated during and upon completion of each program utilizing the student learning outcomes assessment tool. Programs will present a report to the Counsel on Assessment of Student Academic Achievement on a rotating three year schedule.	Faculty and Student Services
	2.1 C Identify and assist students who have deficits in technical math and English.	Assign committee to use research results to develop policies and propose to faculty for future implementation.	Faculty
2.2 Share academic opportunities across units.	2.2 A Meet with other departmental faculty bi-annually to discuss curriculum alignment.	Departmental faculty will meet twice annually.	Assistant Vice Chancellor
	2.2 B Encourage faculty to combine cooperative efforts between interdisciplinary programs.	Interdisciplinary faculty will participate in cross-program teaching during the 2013-2014 year.	Faculty
2.3 Increase opportunities for faculty/student research and creative activities and increase experimental and service learning opportunities.	2.3 A Provide diverse selections of internship opportunities.	Departmental faculty will meet annually to assess diversity of existing internship opportunities.	Assistant Vice Chancellor, Faculty

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**Strategic Goal 2: Enhancement of Academics**

Objectives	Strategy	KPI/Measure/Target	Strategy Owner
2.3 Increase opportunities for faculty/student research and creative activities and increase experimental and service learning opportunities (Continued).	2.3 B Support a research/field trip for students in each program of study to participate in new, creative learning opportunities.	Incorporate a minimum of one research/field trip per program annually.	Faculty and Administration
	2.3 C Provide customized training programs as identified by business and industry.	Offer 10 noncredit classes and services annually for individuals who need and desire training, retraining, and upgrading of skills.	Project Coordinator
2.4 Improve internal and external communications.	2.4 A Partner with business, industry, labor, and government in our service area to identify training needs.	Collaborate with businesses semi annually to identify the community's training needs. Attend scheduled community, regional and state meetings.	Project Coordinator, Faculty, Administration
	2.4 B Communicate with faculty, staff and students through meetings, emails and activities.	Conduct monthly departmental meetings. Conduct quarterly staff meetings. Schedule one faculty/student activity per fall and spring semester. Schedule student orientation and training to blackboard and Weevilnet each fall and spring.	Faculty, Staff, Administration, IT Department
	2.4 C Improve student/faculty communication for online classes	Develop an online course contact policy. Develop an informational pamphlet to hand to students when they enroll in an online class.	Faculty, Administration
2.5 Provide the latest technology to our students and faculty.	2.5 A Review and identify program and campus specific needs in the area of technology/teaching equipment.	100% of faculty will complete a survey to identify needs annually and as needed.	Project Coordinator
	2.5 B Provide the latest technology through collaborative funding.	Prioritize results from 1.7 C and 2.5 A to purchase when funding allows.	Project Coordinator, Administration

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**Strategic Goal 2: Enhancement of Academics**

<b>Objectives</b>	<b>Strategy</b>	<b>KPI/Measure/Target</b>	<b>Strategy Owner</b>
2.6 Utilize our Colleges of Technology to offer technical programs to all campuses.	2.6 Coordinate with UAM College of Technology Crossett and UAM main campus to determine technical programs needed on other campuses, (i.e. Keyboarding).	Offer one course on UAM and/or UAM College of Technology Crossett campuses as needed.	Assistant Vice Chancellor
2.7 Accommodate the diverse needs of students.	2.7 A Provide professional development to faculty regarding the diverse needs of students.	Offer annual training related to meeting the diverse needs of students.	Administration
	2.7 B Provide guidance and counseling to enable all students to have a greater understanding of the educational options made available for special needs students.	Offer special student services orientation and cards to 100% of qualified students.	Special Student Services
	2.7 C Identify resources to accommodate the diverse needs of students.	Implement resources as needed.	Special Student Services, Faculty, Department directors, Administration
2.8 Enhance UAM’s image.	2.8 Improve UAM’s image through media	<ol style="list-style-type: none"> <li>1. Publicize educational and training as needed.</li> <li>2. Recognize students and faculty for achievements, scholarships, awards, activities.</li> <li>3. Maintain and update UAM-McGehee’s webpage continuously.</li> </ol>	Project Coordinator

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**Strategic Goal 3: Enhancement of Quality of Life**

<b>Objectives</b>	<b>Strategy</b>	<b>KPI/Measure/Target</b>	<b>Strategy Owner</b>
3.1 Accommodate the diverse needs of students.	3.1 A Offer alternative schedule and delivery methods for courses.	Offer one online, compressed interactive video, night, weekend, lab, or intersession class per program annually.	Administration, Faculty
	3.1 B Increase faculty awareness of the diverse needs of students.	Offer professional development training related to meeting the diverse needs of students annually.	Administration
3.2 Develop and implement a comprehensive student retention plan.	3.2 Update and implement a student retention plan.	Update retention plan and implement new strategies annually and as needed.	Retention Specialist, Faculty
3.3 Promote healthy lifestyles for students, employees, and communities.	3.3 A Provide opportunities in healthy living for students, faculty and the community.	Offer one physical fitness class annually. Research feasibility of faculty health center or partnerships with local health centers.	Administration Project Coordinator
	3.3 B Provide students, faculty, staff and administration access to free tobacco prevention /cessation services and resources.	Offer one free tobacco prevention and cessation services/seminar annually.	Tobacco Prevention Specialist