Grambling State University

Evaluation of Strategic Goals During Summer 2018 Retreat

Goal #1: Strengthening the Student-Centered Culture

1. Hold Off-campus retreats
2. Recruit local – start with Middle school
   a. Alumni – Principals, administrators and counselors
   b. Invite high school students to our university – alumni city officials
   c. Billboards saying Grambling State University
   d. Eddie Robinson Museum
   e. Grambling Advertisement
   f. Reach out to alumni in the area
   g. Athletics & Admissions coordinate recruitment trips
   h. Conduct a survey for Enrollment Management to determine their recruitment processes

3. Ensure data collection that will measure student satisfaction

   A. Student satisfaction surveys
      a. Aramark
      b. University wide needs assessment for grant writing purposes

4. Develop a survey for students who do early withdrawal

5. Identify surveys conducted on campus by areas/departments

6. Campus security Task Force

   a. We have a committee but not a taskforce but we can develop the committee into the Task Force

7. Currently get feedback from complaints

   a. Student Affairs should develop this office and publicize it.

      i. We do have this program in place. Just need to check policy and procedures

Goal #2: Diversifying Student Enrollment

1. Target Alumni Chapters that have diverse communities or members with diverse networks
2. Include International students in all sports
3. Provide housing during breaks – maintaining need
4. Admit students from 2-year colleges
5. Increase recruitment funds
6. Methods to reduce time to degrees
   a. Fifteen to finish (A new ULS strategy)
   b. Advisement records (shows the students anticipated graduation date)
   c. Degree works
7. To identify student research, conference participation and publicize
8. Determine need for new online courses
   a. Distance Learning
   b. Provost office

9. Expand MOUs & Articulation agreements

10. Identify if there are any endowment established to support this initiative

11. Doing better with non-traditional students than we are with international students

   - Need more reporting on Non-traditional students

12. Will offer weekend courses and mini-mesters in an effort to recruit non-traditional students

13. Need to attract more international students

   a. If we can't afford international travel, then we can target international fairs within the states to recruit students
   b. Doctorate programs have been helpful with recruitment.

14. Number of employees in different departments have diminished. The workload hasn't diminished.

15. Figure out why students leave: Financial hardships

16. Determine if each program accommodate 25 new students per year? This information will help enrollment Management and program completers

17. Low Completer programs are at risk.

   - Efforts need to be made to shore up these programs

18. Rubrics for evaluation of Graduate Students may be needed in graduate studies

Goal #3: Providing high-quality instruction, research, and service

1. Continue to support the efforts of sponsored programs
2. Foundation will assist in providing support to Faculty professional development
3. Highlight the student athletes in academic areas – public relations
4. Contact Sponsored Programs for research
   a. STEM areas Student Research
   b. Faculty report on grant writing & publications
   c. Develop a list of all faculty to track faculty retention
   d. Service Learning
   e. Faculty development sources of funding
      i. Provost/Academic Affairs
      ii. Faculty Senate
      iii. Title III
5. Recruit plan for faculty
   - Target young faculty and adjuncts
6. Sponsored programs should fall under Academic Affairs
   - Advancement issue
   - Encourage Grant writing
   - Career services should be under Student Affairs (definitely need to move this one)

7. Recommending funds for teaching, research, scholarship, services and creative works and instructions. Should be divided into 5 categories

Goal #4: Create partnership with business and Industry, workforce development & strengthen external relations

1. Re-establishing the industry cluster
2. Target Alumni business owners
3. Connect with local business and job opportunities
4. Work more with career services
5. Target alumni in respective fields
6. Identify new academic programs and concentration
   - Provost
   - MOUs and Articulations agreements
7. Strengthen external relationships by increasing communications
   - Communication Office – Mr. Hackney

8. Cybersecurity is the big push now. The program has been developed, but a certificate program can be established now.

9. Service learning: we're doing well, but it's driven by faculty that may or may not register their classes.

10. Developing relationships with elected officials

Goal #5: Improving Grambling's Physical & Technological Resources

1. Train employees to utilize the programs such as Banner modules & services we don't use with our vendors such as Chase or banking upgrades
2. Improve facilities for each individual sport
3. Pursue Grant Opportunities
4. More fundraising for facilities
5. Use student fees to improve facilities-enforce student fee plan
6. Labs and study hall facilities improvements
7. Using housing to benefit the academic standards of all students
8. Docusign
9. Degree Works
10. Work in progress: Systems are running slow and needs improvement
    - Make website more user-friendly
    - Update webpages for all the departments

Goal #6: Increase in alumni gifts and Private donations

1. Alumni – "call me"
2. Updating alumni database
3. Private donations
    - Knowing where the money is going
4. Alumni Grant writing
5. Advancement office
    - Identify the results from the campaigns