Strategic Plan
Update – April, 2011
Theme I

Provide superior and rigorous liberal arts and professional academic programs offered by distinguished teaching faculty
Theme I

Recruit and retain faculty and staff

- Due to the impact of the recession no salary program has occurred for two consecutive years
- Opportunities for new employee–paid benefits:
  - Addition of a Roth 403(b) option
  - Pursuing information on long–term care insurance program
Theme I

Enhance academic programs; build Washburn’s reputation for quality and excellence

- SOL developments in the 4 Centers of Excellence:
  - Executive Director of the Centers hired
  - First Director of the Center for Law and Government hired
  - The Center for Law and Government established new certificate program
  - Director of the Business and Transactional Law Center now has single Director instead of Co-Directors
School of Law completing design charrette process to explore facility improvement options
Completing preliminary program planning for Student Success Center and campus front door
Renovation of classroom in Henderson to create 21st century learning spaces
Designing and building space in Petro this summer for the occupational therapy assistant program
Theme I

Continue commitment to develop competitive, academically rigorous programs

- Programs under development:
  - Doctorate of Nursing Practice
  - Master of Accountancy
  - Bachelor of Science in Biotechnology
  - BBA Entrepreneurship concentration
  - BBA MIS concentration
Theme I

Establish a strong general education program

- Reviewing proposed modification of General Education program submitted by General Education Taskforce
Theme I

Develop and implement programs focused on student retention and success

- Improved instructional modalities for Algebra
- Integrated Writing Center into Academic Success Center in Mabee Library
- First Year Experience (FYE) planning underway with new office of Student Success established in FY 12
- Transitioning Bookstore to offer electronic textbook purchases and textbook rentals
- VPAA exploring increased faculty use of online gradebook
Support Mabee Library

- Have created an enhanced student learning environment
  - Completed coffee kiosk project, now named “Study Grounds”
- Recabled Mabee Library to increase internet speed
- Expanded Academic Success Center
Plan for technology support for its academic mission

- Formal creation and implementation of IT governance structure with members currently developing an IT Strategic Plan
- Increased statistical analysis software licenses
- Created undergraduate online declaration of major option
Theme II
Recruit, retain, and graduate a diverse student body
Theme II

Continue enrollment growth to achieve previous levels and capacity

- Established standardized reports to track and analyze applications, matriculated students
- Implemented program to contact students in good academic standing who have not enrolled in a subsequent term
- Hired firm, Jones Huyett Partners, to establish new brand and marketing materials for student recruitment and other special projects
Theme II

Continue enrollment growth to achieve previous levels and capacity (cont’d.)

- Refocused targets and priority activities for admission counselors
- Refined licensing program to enhance University brand
- Streamlined numerous processes in admissions and enrollment procedures
- Redesigned Office of Admissions entry
- Strengthened ties with community colleges
Theme II

Continue enrollment growth to achieve previous levels and capacity (cont’d.)

- Developed an enhanced transfer publication
- Strengthened Concurrent Enrollment Program (CEP) collaborations and experienced significant growth in program
- 34% increase in online course sections
- Implemented new online course evaluation system
- Established an active Diversity Initiatives committee
  - Completed campus climate survey with ongoing focus group discussions
Theme II

Evaluate admissions policy

- Established new criteria for Admissions to be effective Fall 2012
Assess enrollment growth beyond historic levels

- Established new student recruitment program for contiguous states and Texas, starting recruitment strategy in Missouri in FY 12
- Engage Alumni Association board members in recruitment activities
  - Bill Marshall, has received training to support student recruitment in Colorado
Provide an educational and co-curricular experience to support student success and welfare by encouraging personal interactions with students, faculty, and staff, focusing on achievement and student involvement.
Theme III

Assess need to expand existing student services and activities

- Enhanced student employee recognition program
- Planning for student satisfaction survey to be administered to students and service areas in Fall 2011
Theme III

Engage students in co–curricular and extra–curricular activities

- Created new Mascot costume with 61 performances thus far this year
- Developed new Memorial Union events, including a summer Scorch on the Porch series, Tunes on Tuesdays, and St. Patrick’s Day celebration
Theme III

Enhance international programs

- School of Business International Initiatives
- School of Nursing implemented TransAtlantic Dual Degree (TADD) program
- SAS developing exchange program with the University of the West of Scotland and the Criminal Justice and Legal Studies Department
- Continue relationship building and recruiting in China
- Establish relationships and recruiting in India
Theme III

Continue commitment to a competitive, intercollegiate athletics program

- Applied new scholarship incentive plan to increase student athlete roster by 33 students
- Experienced increase in private scholarship support
- Student retention rate from Fall 2010 to Spring 2011 was 93.3%
- Experienced numerous team successes
- Implement NCAA Life in the Balance program
Engage and leverage the University’s intellectual and physical resources to benefit and strengthen services to the region.
Theme IV

Support community by providing programs and collaborating with external organizations to enhance economic strength of region

- School of Business Community Partnerships
  - Lecture Series Funding
  - SBDC, BCBS Blue University
  - Cooperation with Academic Outreach (e.g., Lean Six Sigma)
- University Mail and Printing Services provided services for Shawnee Heights School District
- Establish new Advisory Board for Washburn Tech
Theme IV

Provide cultural and intellectually enriching programming and other forms of community outreach and community service

- Washburn continues to provide sponsorship for meeting spaces for community events
- Mobile Health Clinic provides health education and screening services to numerous county and city organizations
- Revamped alumni magazine, now called *The Ichabod* magazine
Theme IV

Provide cultural and intellectually enriching programming and other forms of community outreach and community service

- Leadership Institute
  - PALS in the Community mentoring program
  - Leadership Labs
  - Leadership Challenge Conference
- LinC added 2 high schools to Literacy Education Action Project (LEAP)
Theme IV

Provide cultural and intellectually enriching programming and other forms of community outreach and community service

- **KTWU**
  - Washburn Vespers
  - PSB Teacherline
  - Crime Stoppers
  - New Community Affairs Series

- **Mulvane**
  - NOTO collaboration to provide art education
  - New intergenerational art program
  - Expanded elementary art outreach programming
Expand involvement with region’s P–12 schools

- Sponsored numerous programs with area schools, including:
  - QUEST High School Academic Competition
  - Women in Science Day
  - Math Day, History Day
  - In–service experiences on campus for P–12 Music teachers

- Leadership Institute:
  - Established K–12 Youth Leadership Development student team
  - Leadership students facilitated “What Leadership Means” workshop for Highland Park High School students
Theme IV

Provide a beautiful and safe campus

- An updated and comprehensive Emergency Response Plan will be completed this year
- Increased use of card lock for building and classroom doors to increase access while maintaining security
- Nearing completion of the communications systems transition from analog to digital to improve access to emergency communications
Expand, enhance, and diversify the University’s financial resources, continue to engage in responsible stewardship of these resources, and commit to an environment of continuous operational and business process improvement.
Pursue new revenue opportunities and strategies to increase existing revenue sources

- Academic Units Exploring New External Funding Sources
  - School of Nursing seeking funds to increase faculty, student diversity
  - LinC – Bonner, VISTA, AmeriCorps

- Developing proposals for federal support
  - Trade Adjustment Assistance grant – Washburn Tech and 6 community college partners
  - Educational Opportunities TRIO grant – LinC
Theme V

Enhance operational excellence, organizational accountability, and functional transparency for all units

- Reviewed facilities services through RFP process and decided not to outsource
- The revised Program Review process has been implemented
- Institutional Research is developing a public website to provide increased data transparency
Establish performance measures to assess administrative and academic programs

- Continuous Improvement Processes
  - Program Review Process Modification
  - Improved Process for Assessment of Student Learning
  - Identification of System-Wide Financial/Academic Reports
Theme V

Provide effective information systems and resources to support operational services

- Continued improvement of classrooms and laboratories to provide mediated teaching stations
- Modernized the TV studio
- Expanded wireless coverage
- Plan to develop digital marketing plan and revamp the university’s website in the next six months
In cooperation with Washburn University Foundation, pursue a comprehensive campaign for private support

- Completed pre-feasibility study
- Completed communication and marketing plan for both external and campus audiences
- Approved quiet phase of comprehensive campaign
- Developing with the University campaign priorities and key projects for fundraising focus