

## Strategic Planning Implementation Annual Workplan Fiscal Year 2012

Northeastern Illinois University's Strategic Plan includes Six Strategic Goals with broad Action Steps for each. As we implement the Plan, we annually select specific activities under each Goal for our University-wide focus. We have chosen the activities described below for FY2012. In addition to these items, other activities will be implemented across all units of our campuses. Activities are numbered to correspond to Action Steps within the Strategic Goals.

**Student Success:** Ensure student success from recruitment through graduation by creating a culture in which all members of the University community are engaged in attracting, educating, and graduating students who achieve the objectives for baccalaureate and graduate degrees.

- 1.1.1 Hire a full time graduate admissions recruiter to support enrollment growth in graduate programs.
- 1.1.2 Create and implement a marketing campaign to support and enhance Graduate Program recruitment efforts.
- 1.1.3 Engage NEIU Alumni in the student admissions and recruitment process, as well as student engagement programs and activities.
- 1.3.1 Evaluate the impact of current admission standards for undergraduates on the six-year graduation rate by developing and implementing a predictive model. Academic factors (high school GPA, high school rank, ACT scores, etc.) would be studied, while controlling for demographic factors (race, gender, age, parents' level of education).
- 1.3.2 Promote First Year Experience as a signature program of the University.
- 1.3.3 Identify common student learning outcomes for students involved in student organizations and leadership programs and support programs and services for first year students.
- 1.4.1 Expand the advising hold from 45 credit hours to 60 credit hours for all undeclared students and all students on probation.
- 1.4.2 Implement AdviserTrac in all academic programs.
- 1.5.1 Conduct a comprehensive review of Student Life programs, services, and physical spaces to strengthen the Division's ability to support the university's mission through efficient and effective operations.

- 1.5.2 Establish the diversity advisory council and resource centers for LGBTQ and Women students, as recommended by the Work Group on the Needs of Women and LGBTQ Students.
- 1.5.3 Implement the U-pass program effective Fall 2011.
- 1.5.4 Review University placement exams, based on best practices, to ensure appropriate placement of students and decrease grading/placement time. Investigate on-line options.

**Academic Excellence and Innovation:** Develop an environment that supports curricular and pedagogical innovation aligned with the mission of the institution, the standards of the disciplines, student needs, and career and civic opportunities in a global society.

- 2.1.1 Finalize plans for renewal of graduate education, based on the report of the Task Force on Graduate Education and consultation with University constituencies.
- 2.2.1 Finalize plans for a new set of requirements in general education, based on the report of the Task Force on General Education and consultation with University constituencies.
- 2.3.1 Develop plans to establish a Master's in Social Work degree.
- 2.3.2 Develop plans for new formats for course and program delivery on weekends, such as intensive offerings on Friday/Saturday/Sunday.
- 2.3.3 Conduct comprehensive programs reviews of all developmental programs (mathematics, ELP, reading, and writing).
- 2.4.1 Establish a more proactive and intentional internship program that encourages students to participate in internships and other related experiences earlier in their college careers.
- 2.8.1 Hire an instructional design specialist for the Center on Teaching and Learning to support development of programs using online technology.
- 2.8.2 Install an additional 80 wireless connectivity points throughout the University campuses.
- 2.9.1 Establish task force to identify new curricula based on high workforce demand. Link a portion of new faculty searches to these curricula.

**Urban Leadership:** Work collaboratively with educational, social service, governmental, and business institutions in Chicago and the region to build upon NEIU's tradition of community involvement.

- 3.2.1 Create and implement an Alumni Association-sponsored community service and civic engagement program.
- 3.2.2 Build additional connections with Albany Park.
- 3.4.1 Review proposals submitted in response to the advertised Request for Information (RFI) and select a new location for El Centro.
- 3.4.2 Advertise a RFI for renewal of the CTC lease which expires July 2013.
- 3.4.3 Explore funding options to support non-credit ESL workshops for community members at El Centro.
- 3.4.4 Generate awareness internally and externally of private financial support available to underrepresented and undocumented students.
- 3.5.2 Re-launch the mass media campaign to build on the "Learn in the city. Lead in the world." brand.
- 3.6.1 Promote and highlight successful NEIU Alumni to internal and external audiences.

**Exemplary Faculty and Staff:** Invest in faculty and staff to make NEIU a world-class metropolitan university and an employer of choice.

- 4.1.1 Create a working group to explore the concept of a university council and to develop a proposal for implementation.
- 4.2.1 In response to the advertised RFI, select a consultant to examine University salaries compared to various peer groups. From this study and resulting report, develop a multi-year plan to bring the average salary for all University non-negotiated pay classifications to the median salary for identified comparison groups.
- 4.2.2 Create three new tenure track position in Arts and Science to keep pace with changes in work force demand and increases in credit hour production.
- 4.2.3 Determine the appropriateness of employee background checks and implement new procedures to improve the efficiency of obtaining those reports.

- 4.3.1 Create a working group to develop a proposal for an employee ombuds program.
- 4.3.2 Initiate the use of payroll data to assist financial managers in payroll budgeting and expense reporting.
- 4.4.1 Collaborate with Institutional Research and others on campus to develop a system that facilitates more information sharing of data being collected by different units on campus.
- 4.5.1 Establish a summer research program for faculty research.
- 4.5.2 Following from the Faculty and Staff Research Symposium, identify and publicize faculty research.

**Enhanced University Operations:** Provide a supportive learning, teaching and working environment by improving operating productivity, physical infrastructure, and environmental sustainability.

- 5.1.1 Review and revise NEIU Foundation scholarship administration and the awarding process.
- 5.1.2 Incorporate Parking Operations business systems into Banner and other University operations, including collections. Test the direct integration of TickeTrak with the Sungard Banner system.
- 5.1.3 Implement the electronic submission of preliminary budget information.
- 5.1.4 Implement the recently developed new-hire checklist.
- 5.1.5 Implement Automated Clearing House (ACH) payments to vendors in two phases. First, implement ACH payments for disbursements to faculty and staff (e.g, travel reimbursements) where these individuals currently receive their paychecks electronically and, second, implement ACH payments for all other accounts payable payments.
- 5.1.6 Review all University processes to assure full compliance with Payment Card Industry (PCI) standards related to the acceptance of charge card information and the maintenance of financial records. This review will include the University Foundation and Alumni Association. This project will centralize the processing of charge card payments and potentially consolidate registration currently performed by various departments for sponsored activities.

- 5.2.1 Form a campus work team to begin a preliminary investigation, including market research and feasibility studies, to explore options for adding a residential life component.
- 5.3.1 Begin more focused discussion with the Student Life Advisory Board and collect survey data from the student body to identify programs and service areas students would like included in a “One Stop Shop”.
- 5.4.1 Develop and implement a planned approach to web/technology redevelopment.
- 5.4.2 An RFP was developed and published for replacing the NEIU phone system. The responses to the advertised RFP will be analyzed and a solution chosen by Fall 2011 for implementation beginning late 2011.
- 5.4.3 Explore utilizing Banner as the system of record to generate and maintain student/employee ID card information.
- 5.5.1 Conduct a space audit of offices in Student Life with focus in FY 2012 on Career Services, Dean of Students, and Student Activities.
- 5.5.3 Increase the number of family friendly and gender neutral restrooms on campus.
- 5.6.1 Complete the comprehensive package of energy conservation measures to reduce energy consumption and to promote environmental sustainability.
- 5.6.2 Replace the current motor pool reservation system by making “on demand” reservations directly through a selected car rental agency, lowering maintenance costs, reducing liability exposure, and “right sizing” vehicle availability with seasonal demand.
- 5.6.3 Replace gas powered parking enforcement vehicles with alternative fuel vehicles.
- 5.6.4 Create marketing initiatives to enhance the University’s image in terms of environmental sustainability.
- 5.7.1 Develop and implement a University-wide security strategy for the effective and efficient integration of building access control and security camera deployment.
- 5.7.2 Integrate ‘N Alert’ emergency contact system with registration process for ‘opt-out functionality’.

**Fiscal Strength:** Enhance the University's financial position by reducing reliance on state general funds and student tuition, diversifying revenue sources, and strengthening institutional relationships with federal, state, and local governments, and private sponsors.

- 6.2.1 Strengthen relations with government agencies to increase university grant funding opportunities and resources for economic development
- 6.2.2 Advance University construction needs with elected officials
- 6.2.3 Increase earmark requests for University special projects.
- 6.2.4 Create a study group to analyze appropriate performance measures in light of the new statutory requirement to phase in performance based funding for state universities in Illinois, starting with the FY 2013 budget.
- 6.4.1 Establish the NEIU Alumni Association Board of Directors.
- 6.4.2 Increase Alumni Association memberships by 50% from nearly 500 upgraded members in FY11 to 1,000 upgraded members in FY12.
- 6.4.3 Recruit additional Foundation Board members.
- 6.4.4 Create an advisory board to redefine and grow the NEIU Unrestricted Fund.
- 6.5.1 Continue to review the fundraising infrastructure in order to increase philanthropic giving by 5%.
- 6.6.1 Enhance the private rental program to raise \$75,000 in FY12.

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