

STRATEGIC DIRECTIONS and POTENTIAL ACTION ITEMS

1. FSU has a comprehensive enrollment management process that results in stable growth and improvements in the quality of undergraduate students.

Potential Action Items

- a. Wray and Enrollment Mgmt folks
- b. Deans and Program Directors
- c. Increase collaborative programs with community college stakeholders
- d. Develop strategies for enrollment and retention of transfer students

2. The enrollment management process at FSU has strategies in place that result in stable growth and improvements in the quality of graduate students.

Potential Action Items

- a. Vicki Mazer and folks dealing w/ graduate enrollment
- b. Deans and Program Directors
- c. Wray Blair and Enrollment MGMT committee
- d. Increase collaborative programs with community college stakeholders

3. The professional working environment at FSU attracts and retains diverse and qualified faculty members, allowing them significant opportunities for growth and development.

Potential Action Items

- a. Consider periodic review of faculty promotions
- b. Consider periodic review of faculty tenure
- c. Consider periodic review of faculty sabbaticals and leave
- d. Consider revising the faculty review process (develop guidelines)
- e. Review process for developing "professional achievements" booklet
- f. Evaluate/expand faculty award system(s) - consider dept or college rewards
- g. Develop a departmental evaluation process
- h. Evaluate the trailing spouse issue
- i. Develop a campus-wide diversity plan
- i. Review results of FSU's mentoring program
- k. Enhance Center for Teaching Excellence

4. FSU's professional working environment attracts and retains diverse and qualified staff members, allowing them significant opportunities for growth and development.

Potential Action Items

- a. Consider periodic review of staff promotions
- b. Consider periodic review of staff leave
- c. Consider revising staff review process (develop guidelines)
- d. Review process for developing "professional achievements" booklet
- e. Evaluate/expand staff award system(s) - consider dept or college rewards
- f. Develop a departmental evaluation process
- g. Evaluate the trailing spouse issue
- h. Develop methodology for addressing succession and staff issues
- i. Develop methodology for addressing succession and staff issues
- j. Review results of FSU's mentoring program

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5. FSU offers exceptional academic programs and a constantly evolving approach to learning.

Potential Action Items

Re-evaluate and strengthen program review process and incorporate common

- a. accreditation processes
- b. Promote coordination between programs and programmatic themes
- c. Identify/support/reward programs of excellence
- d. Enhance Center for Teaching Excellence

6. FSU provides exceptional co-curricular and support programs.

Potential Action Items

Establish a periodic review process for non-academic programs w/ staffing or

- a. resource requirements
- b. Promote coordination between programs and programmatic themes
- c. Identify/support/reward programs of excellence

7. FSU's student-centered environment promotes students' well being, growth, and development.

Potential Action Items

- a. Create inviting spaces for students to hang out
Develop a better communication program with students regarding activities and
- b. services
Centralize activities announcements e.g. emails, text messages, centralized
- c. calendar
- d. One-stop shop for event tickets
- e. Develop a process for obtaining student input
- f. Increase # of student-related activities

8. FSU builds and sustains a sense of community and pride.

Potential Action Items

- a. Plan faculty and staff reception at graduation
- b. Promote FSU traditions, new and old
- c. Promote FSU yearbook
- d. Support FSU marching band, more community exposure
- e. Develop internal marketing messages that celebrate achievements
Publish a true FSU "points of pride" document - "brag sheet" - "we" statements
- f. instead of "I" statements
- g. Explore the feasibility of faculty/staff club
- h. Friendly Fridays for faculty, staff
- i. Identify space for faculty/staff gathering
- j. Consider use of lyric building/ABC for faculty/staff gathering place
- k. Increase # of student-related activities
- l. Review results of FSU's mentoring program

9. FSU has a recognized and respected brand that positions the university competitively.

Potential Action Items

Perform survey on perceptions of incoming students, 1st year students, etc. -

- a. include SEAL themes
- b. Analysis of ALL KPIs across the board

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10. FSU plays an integral role in the economic and socio-cultural vitality of the region.

Potential Action Items

- a. Centralized data bank for cultural, scientific, activities
- b. Consider reward system for faculty/staff engagement
- c. Perform economic impact study of FSU in the region/area/state/world
- d. Perform community engagement impact study
- e. Develop a FSU image and perceptions survey
- f. Increase collaborative programs with community college stakeholders

11. FSU is firmly positioned in a global environment.

Potential Action Items

- a. Expand the capabilities of CIE
- b. Consider foreign language requirement
- c. Expand infrastructure for foreign students (housing, dining, transportation)
- d. Consider an ESL center at FSU
- e. Seek ways to partner with foreign universities

12. FSU generates and uses revenue sources effectively and efficiently to sustain and promote growth.

Potential Action Items

- a. Develop a more transparent budgeting process
- b. Implement succession plan to prepare for budget cuts/ hiring freeze
- c. Conduct efficiency/effectiveness evaluation for all units
Increase support for revenue generation by faculty and staff through grants and
- d. other external sources
- e. Consider strategies for increasing downstate presence

13. FSU has a robust culture of philanthropy and involvement that encourages participation by all stakeholders.

Potential Action Items

- a. Enact senior class giving program
- b. Re-enact parents program
- c. BJ Davisson

14. FSU maintains attractive grounds and high-quality structures and state-of-the-art technologies.

Potential Action Items

- a. Develop a plan for replacing equipment by category
- b. Mark Gallagher will chair FSU BAG Beautification Action Group
- c. Investigate hiring Landscape Architect
- d. contact - Dave Rose
- e. seek ways to expand # of student-centered facilities
- f. Develop "Adopt a Part of Campus" program

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15. FSU is a leader in environmental sustainability.

Potential Action Items

- a. Develop Climate Action Plan by fall 2009
- b. Hire sustainability coordinator
Develop a plan for environmental integrity - i.e. native plants instead of lawns,
- c. arboretum development
- d. Implement sustainability in the curriculum
- e. Upgrade recycling program - bins, transportation system
Maintain and expand sustainability-oriented programs - e.g. Sustainability teach-
- f. in
- g. Develop energy plan
- h. LGLG committee coordination with all campus entities
- i. Pursue other sustainability grants and funding
- j. Incorporate local-grown foods at the university level
- k. Support the evolution of SERF
- l. Support community outreach for sustainability

16. FSU assesses all of its programs and activities utilizing the best institutional effectiveness practices.

Potential Action Items

- a. Pursue assessment of student learning outcomes
- b. Develop an effectiveness criteria scale
- c. Revise program review process
- d. Rate and reward top programs (not limited to assessment)
- e. Develop a reward structure for units that do assessment well
- f. Centralize assessment and institutional effectiveness data
- g. Exceed Middle States expectations
- h. Develop assessment program of basic skills in GEP
- i. Implement assessment outcomes - "grow it, keep it, kill it"

17. FSU has a dynamic strategic management process that engages key stakeholders.

Potential Action Items

- a. Assign responsibility to oversee strategic management (team)
- b. Annual action priorities
- c. After Strategic Plan is in place, assign responsibility to units to fulfill strategic plan
- d. Gather and analyze KPIs
- e. Develop a reputation management plan