

21st CENTURY PLANNING GROUP SUBCOMMITTEE ON GOAL & MEASURES
FIVE YEAR GOALS 2007-2012

I. GOAL: Promote academic excellence for students as the central mission of the University by recruiting, retaining and graduating talented students from a multiplicity of cultures, backgrounds, abilities and experiences.

Objectives

A. HONORS PROGRAM and HONORS ELIGIBLE STUDENTS

- Increase by 2% per year the number of enrolled freshmen who were in the top 20% of their high school classes.
- Increase the number of Honors eligible students enrolled annually (SAT over 1200 and Top 20% of graduating class) by 12% per year so that the number exceeds approximately 100 honors eligible freshmen enrolled per year by 2012.

B. STUDENT DIVERSITY

- Increase the number of International students by 10% above the current (Fall 2007) number of students per year.
- Increase the number of under-represented students by 5 % above the current number (Fall 2007) of under-represented students per year.
- Develop at least two partnerships with regional community colleges in consortium with a specific baccalaureate program from which to recruit talented transfer students per year.

C. RETENTION AND GRADUATION RATES

- Increase the retention rate so that the 2nd year persistence rate for 1st year cohort students equals 75% by fall 2008 and 79% by 2012.
- Increase six-year graduation rates to 55% within five years.
- Increase the retention rate of transfer students by 1% per year (5% over five years).

D. GRADUATE STUDENTS

- Increase enrollment in graduate programs at the rate of 18% per year.
- Maintain Graduate School graduation rate.
- Develop one new graduate program each year
- Place one additional graduate program on line each year

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II. GOAL: Enhance faculty excellence through continued support of research, scholarship, and creativity.

Objectives

- Hold at least one on-campus presentation of faculty research, per school, per month.
- Encourage and Increase by 1% leadership roles in state, national, international discipline relevant and/or higher education organizations at above 2007-2008 levels.
- Increase the percentage of faculty holding the terminal degree in their discipline so that the total exceeds 90% by 2012.
- Increase the number of scholarly presentations, publications, art installations and concerts above the 2007-2008 levels by 5%.
- Increase number of grant applications submitted so that the 5-year moving average will increase by 30%.
- Increase total grant funding obtained so that the 5- year moving average of total dollars generated will increase by 60% within five years.

III. GOAL: Enhance institutional excellence by growing and sustaining high quality academic programs

Objectives

- Every academic program will submit a report on assessment of learning objectives by June 2008 as per accrediting bodies.
- Establish a center that will launch and sustain quality distance learning programs, and provides services and support for learners and faculty engaged in teaching and learning on line.

IV. GOAL: Provide a learning environment that promotes leadership and success for all students

Objectives

- Hold at least one on-campus presentation of student research, per school, per month.
- Increase first year experience seminars to 20 per year and continue to increase that number until each freshman takes one during their freshman year.
- Restructure the Edinboro Success Program (ESP) to provide opportunity to 100 highly motivated admitted students per year by 2012.
- Complete a self-assessment to determine the feasibility and desirability of attaining status as an Adult Learning Focused Institution (ALFI) as determined by the Council for Adult & Experiential Learning within 5 years.

V. GOAL: Market the University to maximize resources and achieve its mission.

Objectives

- Establish a branding and marketing campaign.

- Launch the University's new website and portal making use of a new content management system for students, faculty, staff and alumni by 2008.
- Start a feasibility study for the next Capital Campaign, commence silent phase and kick-off public phase by 2012.
- Organize at least two student philanthropy events per year.

VI. GOAL: Develop a campus infrastructure that supports the offering of programs and activities consistent with the university mission.

Objective(s)

- Complete the current Facilities Master Plan by 2012
- Create at least two new commuter lounges by 2009.
- Implement a program that provides classroom presentation technology in all appropriate classrooms, maintains high reliability and stability of such technology, and includes a standard configuration based on room capacity.

VII GOAL: Develop new initiatives and partnerships that connect the University to the economic and social development of the region

Objective(s)

- Provide annual continuing education opportunities for community professionals.
- Increase the number of Intern placement sites by 10% per year
- Increase WEDnet workforce development grants administered by EUP 5 % per year.
- Conduct a feasibility study for an alumni village
- Secure initial funding for an art incubator and hire and executive director