

# 2013-2018 STRATEGIC PLAN: YEAR ONE IMPLEMENTATION UPDATE

GENERAL FACULTY MEETING  
OCTOBER 28, 2014



OFFICE OF THE PROVOST

# 2013-2018 STRATEGIC PLAN: YEAR ONE UPDATE

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## ➤ Strategic Plan Elements:

- 5 broad priorities
  - 8 strategic goals
  - 23 institutional commitments, all of which are designed to target specific areas where Auburn can improve and where our efforts will have the most impact.
- Auburn made satisfactory progress on over 75% the goals and commitments during the first year.
- Those areas in which limited or no progress was made is either due to (1) the need to secure benchmark data during the first year, or (2) the lack of funding necessary to implement.

# Priority #1: Enhance Student Success – Accomplishments

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## 1. Enhanced Retention and Graduation Rates:

- 2013-2014 First-Year Retention: **90.3%** (2009, 86%)
- 4-Year Graduation Rate: **46.8** (2009, 36%)
- 6-Year Graduation Rate: **70.9%** (2006, 67%, 2004, 61%)

## 2. Maintained the academic profile of freshmen students:

- 2014 Mean ACT: **27.1**
- 2014 Resident/Non-resident%: **62% / 38%**
- 2013-14 Pell Grant Recipients%: **13.2%**
- Expanded recruiting efforts to include Chicago, IL and St. Louis, MO, and Dallas, TX
- Enhanced partnerships with two-year colleges

# Priority #1: Enhance Student Success – Accomplishments

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## 3. Advanced our International Initiatives

- Developed International Pathway Partnership with Shorelight
- Partnership will support the development of a campus-wide infrastructure to advance our goal of 1,000 undergraduate international students by 2018.

## 4. Strengthened our role in the development of eLearning and distance programs

- Everspring Agreement signed in spring 2014
- Identifying three undergraduate academic programs and selected master's programs that possess the greatest potential for success
- Supports instructional design, program marketing, student recruitment, and student services
- Created Engaged Active Student Learning (EASL) Spaces in Haley Center and the Science Center Classroom.

## 5. Developing a Common Mobile Platform

- Evaluating the use of iPads as a possible mobile platform
- Piloting a 100-student section in Biology, Fall 2014
- Evaluating the feasibility of a broader strategy for 2015-2016.

# Priority #2: Enhance Faculty Success – Accomplishments

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## 6. Administered COACHE Study, Identified Strategic Areas of Opportunity

- **Evaluate the need for policies related to Spousal/Partner Hiring**
  - Benchmarking polies at peer institutions; meeting with HR and faculty representatives to discuss a policy that would provide additional professional support to faculty spouses and partners.
- **Determine the need for campus childcare**
  - Committee currently assessing faculty and staff demand for childcare.
- **Address the need for increased faculty appreciation and recognition**
  - Committee working to operationalize this to better define how faculty define appreciation and recognition.
- **Evaluate the need for enhanced training for department heads and chairs**
  - Planning a December training session with deans and departmental leaders; Plans to host three additional sessions in spring 2015.
- **Develop enhanced support to sustain increased research productivity**
  - Sub-committee assessing COACHE data at the college level and has asked the ADRs for additional information.
- **Create a Commission on the Academic Careers of Women at Auburn University**

# Priority #3: Enhance Research, Scholarship and Creative Work – Accomplishments

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## 7. Advanced Auburn's Research Portfolio

- Advanced several Public-Private Partnerships, including:
  - GE Aviation
    - Plans to develop a high-volume additive manufacturing facility for the jet propulsion industry in Auburn; GE will partner with Auburn to help meet the workforce, research, and technology requirements for high-volume production.
  - Radio Frequency Identification Research (RFID) Center
    - Will engage research collaborations initially with three colleges; 13,000-square-foot RFID Lab will focus on “disruptive technology” in retail store.
  - Edward Via College of Osteopathic Medicine (VCOM)
    - Construction began in 2014 with plans to admit the first class in fall 2015.

## 8. Associate Deans for Research (ADRs) Retreat

- Cluster Hiring Presentations to begin early November; RFP issued in December for faculty to submit cluster hire proposals.

# Priority #4: Enhance Public Engagement – Accomplishments

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## 9. Outreach Accomplishments

- Increased in non-credit instructional activity participants from 38,500 to 43,100.
- Created 9 new workforce readiness training and certificate programs.
- Hosted 3 major national regional conferences addressing:
  1. Faculty and student engagement
  2. Workforce development
  3. K-12 issues.
- Increased 4-H participation from 107,000 to 131,702.
- 7,100 youth participated in the Extension Expanded Food and Nutrition Education Program (EFNEP) to educate and assist low-income families and youth on nutrition and wellness.

# Priority #5: Focus Resources on Institutional Mission and Priorities – Accomplishments

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## 10. Strategic Use of Institutional Resources

- Successfully concluded the consensus-building and infrastructure-development phases of the strategic budgeting initiative in fall 2013-winter 2014.
- Approved construction on the first academic building, Mell Classroom Building, to begin in summer 2015.
- Launched THIS ISAUBURN brand platform in fall 2013.
- Generated \$625M in new gifts and commitments, or 57% of the working goal of the Comprehensive Campaign.