

**GRAMBLING STATE UNIVERSITY
FIVE-YEAR STRATEGIC PLAN
2010-11 THRU 2015-16**

Department of Kinesiology, Sport & Leisure Studies



**Update with 2014-15 Goals, Objectives, Initiatives,
Measures of Success & Persons Responsible**

UNIVERSITY PRIORITY 1

Department of Kinesiology, Sport & Leisure Studies



**BUILD ON THE SUCCESSES OF ACADEMIC STRENGTHS
AND ACCOMPLISHMENTS OF THE UNIVERSITY**

Grambling State University Five-Year Strategic Plan|2010-11 thru 2015-16

Academic (Acting) Department Head: Dr. Obadiah Simmons, Jr.

Coordinator of Leisure Studies: Dr. Jeanette A. Hutchinson

Coordinator of Kinesiology: Dr. James A. Reid

INSTITUTIONAL GOALS/EXPECTATIONS	(Measurable Objectives)	Strategic Initiatives/ ACTION STEPS	MEASURES OF SUCCESS	PARTY(IES) RESPONSIBLE
PRIORITY 1: Build on the successes of academic strengths and accomplishments of the university				
A. Enhance the quality of academic programs and accreditations.	<p><u>“First” B.S. Degree in Kinesiology, with 3-concentrations</u></p> <p>A.1. Kinesiology (KNES), Pedagogy (<i>formerly HPE</i>) teacher candidates will graduate <i>certified</i>, Grades K-12; will have a 2.5 agpa or higher; and will meet all other requirements of GSU, NASPE/NCATE, State DoE (OoTC), ULS (BOR) and SACS. (<i>KNES, PGY is nationally accredited and state approved</i>).</p>	<p>A.1.1. KNES (Pedagogy-Teacher Candidates) will attend planned COE PRAXIS workshops; will voluntarily go to PRAXIS Lab for study sessions on test-taking skills; will attend planned department study sessions for PRAXIS in Content Area; will utilize Academic Skills Center and tutorials; will enroll in KNES 349; will utilize ED 208-210; will be involved in professional development activities; will utilize the university grade auditing advisement system; and will be in continual communication with the KNES supervisor of student teaching. They will enroll in KNES 499 to prepare for KNES, PGY Level Test III and student teaching.</p>	<p>A.1.1.1. KNES (Pedagogy-Teacher Candidates) will pass the department’s Level Test III at the 70 percentile or higher; will pass PRAXIS I (RWM) before enrolling in ED 300, KNES 301 and ED 453; will pass PRAXIS II (PLT and S-PE) before exiting ED 455; will meet all other requirements for the BS degree; will graduate <i>certified</i> in Grades K-12 according to the Office of Teacher Certification, Louisiana Department of Education.</p>	<p>Department Head and Coordinator of Kinesiology (who serves as KNES, PGY Senior Advisor and Student Teaching Supervisor).</p>
	<p>A.2. KNES (Sport Management and Health Promotion) majors will graduate as competent, skilled professionals in the discipline-of-study, will have a 2.5 agpa or higher</p>	<p>A.2.1. KNES (Sport Management and Health Promotion) majors will utilize the university grade auditing advisement system; will be involved in professional development activities; will</p>	<p>A.2.1.1. KNES (Sport Management and Health Promotion) majors will pass KNES/SPM or KNES/HPR Level Test III at the 70 percentile or higher; and will meet all other</p>	<p>Department Head; Coordinator of Kinesiology; KNES/SPM Senior Advisor; KNES/HPR Senior Advisor; and Internship Supervisor.</p>

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	<p>and will meet all other requirements of GSU, ULS (BOR) and SACS. Health promotion majors will graduate <i>certifiable</i> to take the post-graduate certification exam to become C.H.E.S. (<i>Concentrations are currently not accredited, but accrediting agencies are now available</i>).</p>	<p>utilize the Academic Skills Center and tutorials; will be in continual communication with the senior program advisor and supervisor of internship. They will enroll in KNES 499 to prepare for KNES, SPM or KNES, HPR Level Test III and the internship. (KNES, HPR majors will attend planned study sessions to develop test-taking skills for passage of the NCHEC certification exam).</p>	<p>requirements of the BS degree in KNES, sport management or KNES, health promotion. KNES, HPR majors will graduate <i>certifiable</i> to take the post-graduation NCHEC exam to become a <i>certified</i> health education specialist (C.H.E.S.). (<i>KNES, SPM currently does not have a pre or post certification or credentialing exam</i>).</p>	<p>Department Head; Coordinator of Kinesiology; KNES, SPM and KNES, HPR Senior Advisors; and the Internship Supervisor.</p>
	<p><u>“Second” B.S. Degree in Leisure Studies with 2-concentrations</u></p> <p>A.3 LS-Therapeutic Recreation and LS-General Recreation majors will: graduate as competent, skilled professionals in the discipline-of-study; have a 2.5 gpa or higher; and, will meet all other requirements of GSU, COAPRT, ULS (BOR) and SACS. Both majors will <i>graduate certifiable</i> to take the post-graduate certification exam to become C.T.R.S. or C.P.R.P. (<i>LS is</i></p>	<p>A.3.1. LS-Therapeutic Recreation & LS-General Recreation majors will: utilize the university grade auditing advisement system; attend planned study-sessions in preparation for passage of the NCTRC or NRPA Certification Exam; be engaged in professional development activities; utilize the Academic Skills Center; communicate with senior advisors and the Internship Supervisor. They will enroll in REC 498/499 to prepare for Level Test III and the internship.</p>	<p>A.3.1.1. LS-Therapeutic Recreation and LS-General Recreation majors will: pass LS-TREC or LS-GREC Level Test III at the 70 percentile or higher; meet all requirements of the baccalaureate degree in the discipline-of-study. Majors will graduate <i>certifiable</i> to take the post-graduation NCTRC or NRPA Exam to become a <i>Certified Therapeutic Recreation Specialist</i> (C.T.R.S.) or a <i>Certified Park and Recreation Professional</i> (C.P.R.P.).</p>	<p>Department Head; Coordinator of Leisure Studies; LS-TREC and LS-GREC Senior Advisors; and the Internship Supervisor.</p>

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	<i>nationally accredited).</i>			
	<p style="text-align: center;"><u>Master's Degree in Sports Administration</u></p> <p>A.4. Sports Administration (SPA) majors will graduate as competent, skilled professionals in the discipline-of-study, will have 3.0 or higher gpa, and will meet all other requirements of GSU, ULS (BOR) and SACS. (Currently SPA is not accredited, but 2-accrediting agencies exists).</p>	A.4.1. SPA majors will utilize the university grade auditing advisement system; will be involved in professional development activities; will be in continual communication with the SPA advisor and internship supervisor. Majors will enroll in SPA 599 to prepare for the SPA comprehensive exam and the internship.	A.4.1.1. SPA majors will pass the SPA comprehensive exam at the 70 percentile or higher; and will meet all other requirements of the MS Degree in Sports Administration. <i>(There is no SPA pre or post graduation certification or credentialing exam).</i>	Department Head (who also serves as Coordinator of Sports Administration)
B. Encourage collaboration across disciplines, divisions, community colleges.		By request, submitted KNES and LS Degree information to the Office of the VPAA to share with Junior/Community Colleges, curriculum-cross-walk	Junior/Community College transfers will not lose courses and will enter GSU at the junior-level.	Department Head
C. Increase on-line course and program access	KSLS will have 100% of the faculty technology capable by 2015, by attending 2011-12 workshops on technology (i.e., Moodle).	Strongly encourage KSLS faculty to attend (or solicit) workshops to develop or enhance Moodle knowledge-base.	100% of the KSLS faculty will be able to offer a course via Moodle, as fully online or hybrid/blend	Department Head

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INSTITUTIONAL GOALS/EXPECTATIONS	(Measurable Objectives)	Strategic Initiatives/ ACTION STEPS	MEASURES OF SUCCESS	PARTY(IES) RESPONSIBLE
D. Improve customer service thus, improving retention, increasing enrollment and the overall success of Grambling State University.		Department Head attended the August 2012 workshop on “customer service”.	Better office delivery of information, better service as representatives of GSU, more positive feedback about GSU, good press	KSLS Administrative Assistant, Faculty, Coordinators, Department Head. (Student workers and students are included).
E. Collaborate with academic departments to increase the utilization of Curriculum, Advising, and Program Planning for accurate degree audits.		KSLS has developed an Advisement Manuel, keeping within university advisement parameters.	Each KSLS faculty will advise according to published processes, resulting in student timely graduation.	KSLS Faculty Advisors, Coordinator of Kinesiology and Department Head
F. Improve the efficiency around student processes (registration, financial aid, admission, advising)		KSLS has developed an Advisement Manuel, keeping within university advisement parameters.	Each KSLS faculty will advise according to published advisement processes, resulting in timely graduation of majors.	KSLS Faculty Advisors, Coordinator of Kinesiology and Department Head
G. Enhance technology infrastructure that supports learning objectives		KSLS faculty infused technology in classrooms (i.e., PowerPoint, Excel and SmartBoard. Several faculty are using Moodle.	100% of KSLS faculty becomes technology capable.	Department Head

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INSTITUTIONAL GOALS/EXPECTATIONS	(Measurable Objectives)	Strategic Initiatives/ ACTION STEPS	MEASURES OF SUCCESS	PARTY(IES) RESPONSIBLE
I. Revisit the strategic planning process to ensure integration among budgeting, planning, and continuous improvement				

TEMPLATE

UNIVERSITY PRIORITY 2

Department of Kinesiology, Sport & Leisure Studies



DEVELOP AND IMPLEMENT AN
ENROLLMENT MANAGEMENT AND RETENTION PLAN

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INSTITUTIONAL GOALS/EXPECTATIONS	(Measurable Objectives)	Strategic Initiatives/ ACTION STEPS	MEASURES OF SUCCESS	PARTY(IES) RESPONSIBLE
PRIORITY 2: Develop and Implement an Enrollment Management and Retention Plan				
A. Increase enrollment in all disciplines				
Column 1: University Goal However, you may add individual unit goals, if so, they must be aligned under one of the 10 university priorities.	Column 2: Number 1 below is a key objective. It is specific about what is measured (Men’s Basketball APR), measurable (APR 858 to 1000), achievable (must increase APR to remain eligible), and timely (2010-11 to 2013-14 within the 2010-2015 Strategic Plan)	Column 3: Initiatives are the actions that may be used to achieve the measurable objective. Information taken from Breakout Session #7 during the Planning Retreat. “Strategic” initiatives result from “thinking out of the box”.	Column 4: Measure of Success is the factor used to determine if an objective has been achieved.	Column 5: Administrator(s) responsible for ensuring that an objective is achieved. Not necessarily the person doing the work or implementing Action Steps
EXAMPLE BELOW				
B. Improve student recruitment to enrollment yields and progression rates	<p>1. Student Athletes Academic Progress Rate (APR) in Men’s Basketball will increase from 858 in 2010-11 to 1000 by 2013-14</p>	<p>a) Educating all university constituents about APR and the significant role everyone plays in maintaining sports eligibility.</p> <p>b) Retention of all students will become a campus-wide effort.</p> <p>c) Expand academic support services by using facilities in the Old Men’s Gym</p> <p>d) Athletic staff will build relationships with faculty to enhance services to student athletes</p>	APR increase 142 points	Athletic Director VP for Academic Affairs

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		e) Initiate an early-alert monitoring system in banner to track athletes curriculum, i.e., dropping courses, changing majors, etc.		
A. and B.	Student enrollment will increase by 3% for Fall 2011 over student enrollment for Fall 2010.	Postponed strategic initiatives for 2011-12. (Years past, all H/Ss in north and mid-south Louisiana were sent, for dissemination, a KSLs letter of announcement, curriculum guides, brochures and Program Talking Points—Why Major in... Email communication took place with students attending GSU H/S Day Programs. <i>(KSLs has almost 500 majors and growing).</i>	Undergraduate degree programs increased in student enrollment.	Department Head and Administrative Assistant
C. Establish funding for student emergency financial assistance				
D. Improve Student Success Rates				

UNIVERSITY PRIORITY 3

Department of Kinesiology, Sport & Leisure Studies



**DEVELOP FUNDRAISING AND
FRIEND-RAISING ACTIVITIES**

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INSTITUTIONAL GOALS/EXPECTATIONS	(Measurable Objectives)	Strategic Initiatives/ ACTION STEPS	MEASURES OF SUCCESS	PARTY(IES) RESPONSIBLE
PRIORITY 3: Develop fundraising and friend-raising initiatives				
A. Improve the functionality of the development and advancement offices				
B. Implement a plan for recognizing and showing appreciation for major benefactors and donors				
C. Enhance communication and collaboration among the foundations that support the University				

UNIVERSITY PRIORITY 4

IMPROVE CAMPUS FACILITIES

TEMPLATE

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INSTITUTIONAL GOALS/EXPECTATIONS	(Measurable Objectives)	Strategic Initiatives/ ACTION STEPS	MEASURES OF SUCCESS	PARTY(IES) RESPONSIBLE
PRIORITY 4: Improve campus facilities				
A. Develop list of various facilities issues and concerns around the campus				
B. Prepare cost estimates and identify funding sources				
C. Establish a process for prioritizing projects for facility upgrades, renovations and other campus-wide improvements				

UNIVERSITY PRIORITY 5

ENHANCE MARKETING AND PUBLIC RELATIONS EFFORTS

TEMPORARY

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INSTITUTIONAL GOALS/EXPECTATIONS	(Measurable Objectives)	Strategic Initiatives/ ACTION STEPS	MEASURES OF SUCCESS	PARTY(IES) RESPONSIBLE
PRIORITY 5: Enhance Marketing and Public Relations Efforts				
A. Develop a comprehensive public relations and marketing plan				
B. Increase the visibility of accomplishments				
C. Develop an effective outreach and engagement strategy for alumni, students, faculty and staff				
D. Use all forums available for promoting the University				
E. Enhance state and national government relations with the university				

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INSTITUTIONAL GOALS/EXPECTATIONS	(Measurable Objectives)	Strategic Initiatives/ ACTION STEPS	MEASURES OF SUCCESS	PARTY(IES) RESPONSIBLE
F. Educate the campus community on branding protocol				

TEMPLATE

UNIVERSITY PRIORITY 6

DEVELOP PROCESSES TO IMPROVE
OPERATIONAL MANAGEMENT OF THE
UNIVERSITY

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INSTITUTIONAL GOALS/EXPECTATIONS	(Measurable Objectives)	Strategic Initiatives/ ACTION STEPS	MEASURES OF SUCCESS	PARTY(IES) RESPONSIBLE
PRIORITY 6: Develop processes to improve the operational management of the University				
A. Create a culture of accountability and responsiveness amongst all constituents				
B. Determine that the University's overall system of internal control and the controls in each departmental unit or activities under audit are adequate, effective, efficient, and functioning; audits should be conducted on a periodic basis so that all major systems are reviewed.				
C. Ensure that University assets are accounted for and management receives efficient services.				
D. Implement corrective actions to address citations and				

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INSTITUTIONAL GOALS/EXPECTATIONS	(Measurable Objectives)	Strategic Initiatives/ ACTION STEPS	MEASURES OF SUCCESS	PARTY(IES) RESPONSIBLE
audit findings				
E. Improve the financial integrity of the University in the minds of constituents, legislators, and the general public				
F. Examine the use and source of all funds to ensure their appropriate use to support the achievement of the university mission				

TEMPLATE

UNIVERSITY PRIORITY 7

ENSURE ORGANIZATIONAL EFFICIENCY

TEMPLATE

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INSTITUTIONAL GOALS/EXPECTATIONS	(Measurable Objectives)	Strategic Initiatives/ ACTION STEPS	MEASURES OF SUCCESS	PARTY(IES) RESPONSIBLE
PRIORITY 7: Ensure organizational efficiency				
A. Develop and retain an effective administrative team				
B. Examine & maximize skills and talents with positions	Secure university support to meet reaffirmation criteria set by SPAs (Specialized Professional Associations).	Support faculty attendance to workshops, conferences, symposia and/or meetings hosted by SPAs.	Reaffirmation of academics and scholarly faculty.	Department Head
C. Fill critical vacancies at the senior leadership level				
D. Promote ethical behavior, integrity, trust and honesty among students, faculty and staff				

UNIVERSITY PRIORITY 8

IMPLEMENT INITIATIVES TO
ENSURE EMPLOYMENT OPPORTUNITIES
FOR GRADUATES

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INSTITUTIONAL GOALS/EXPECTATIONS	(Measurable Objectives)	Strategic Initiatives/ ACTION STEPS	MEASURES OF SUCCESS	PARTY(IES) RESPONSIBLE
PRIORITY 8: Implement initiatives to ensure employment opportunities for graduates				
A. Foster career development and placement opportunities for students		U/G and G students are supported and chaperoned to LAHPERD, LRPA, TRSNW, as well as AAHPERD and NRPA when close to Louisiana.	Discovery of “academics” beyond the Department of KSLs and GSU. (Students tend to frequent the job market booths and bulletin boards, and conference sessions).	KSLs Faculty
B. Track and publish student placement data		By request, KSLs provided the Office of the VPAA with internship placements at the U/G and G Levels.	KSLs students have in-state and out-of-state internships, <u>more</u> are in-state; they graduate on-time, with 80% of internships serving as the basis of employment in the discipline-of-preparation.	U/G Internship Supervisor and G Internship Supervisor.
C. Develop and maintain information on potential employers and organizations for job placement and internship opportunities		U/G Internship Supervisor maintains a listing of internships within and outside Louisiana. The G Internship Supervisor maintains the same. KSLs, every 5-years, purchases the Sports Market Place, a listing of 20,000 possible	Internships are possible from available listings in Supervisors’ office. Majors can also submit information on an agency for interning in the discipline.	Supervisors of KNES, LS and SPA.

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		internships. Also maintained is the Publication on the States' HSAA.		

TEMPLATE

UNIVERSITY PRIORITY 9

RECOGNIZE AND REWARD THE
ACHIEVEMENT OF EXCELLENCE AMONG
FACULTY, STUDENTS, AND STAFF

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INSTITUTIONAL GOALS/EXPECTATIONS	(Measurable Objectives)	Strategic Initiatives/ ACTION STEPS	MEASURES OF SUCCESS	PARTY(IES) RESPONSIBLE
PRIORITY 9: Recognize and award the achievement of excellence among faculty, students, and staff				
A. Implement a plan for demonstrating appreciation for service		KSLS extends congratulations, appreciation, thank you, etc. to “doers of altruism” via email.	Offices informed are: KSLS, CoE, VPAA, and Media Relations. (Sometimes the Gramblinite is emailed).	
B. Develop recognition of excellence initiatives		KSLS timely emails information on faculty and/or student scholarship and other achievements.	Offices informed are: KSLS, CoE, VPAA, and Media Relations. (Sometimes the Gramblinite is emailed).	Department Head

TEMPLATE

UNIVERSITY PRIORITY 10
ENHANCE GRADUATE STUDIES
AND RESEARCH PROGRAMS

TEMPLATE

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INSTITUTIONAL GOALS/EXPECTATIONS	(Measurable Objectives)	Strategic Initiatives/ ACTION STEPS	MEASURES OF SUCCESS	PARTY(IES) RESPONSIBLE
PRIORITY 1: Enhance the Graduate Studies and Research Program				
A. Develop a plan for increasing graduate enrollment		SPA had brochures developed and shared.	SPA student enrollment increased to 80+.	Department Head and Administrative Assistant
B. Create opportunities for students to engage in research initiatives		Sports Administration had three students to present a research paper at a Sports Conference at Troy University.	SPA student presented the paper with marked reviews.	SPA Faculty
C. Communicate across disciplines to stimulate interests in graduate programs		U/G and G brochures were developed; available for dissemination were communiqés on Talking Points on "Why major in...	Information was sent to educational agencies and given to visiting and requesting parents and prospective majors.	Department Head and Administrative Assistant
D. Establish a research culture at the university				
E. Emphasize research, scholarship, and creativity for faculty & students	Secure at least one funded grant and/or contract.	Write two grants for funding.	Four were written and four were funded, totaling \$1.2 million	Faculty Member and Department Head
	Generate intra-departmental revenue through planned programs.	Host activities and programs through the KSLs Majors Club and Phi Epsilon Kappa.	Revenue was generated sufficient for student travel to LAHPERD and LRPA.	KSLs Club Sponsors and Students

TEMPLATE