

# **Grambling State University**

## **Summer 2018 Feedback of Strategic Goals**

### **Goal #1: Strengthening the Student-Centered Culture**

1. Required Off-campus retreats
2. Educate Athletes and Faculty
3. Registrar's office
4. Recruit local – start with Middle school
5. Alumni – Principals, administrators and counselors
6. Invite high school students to our university – alumni city officials
7. Billboards saying Grambling State University
8. Eddie Robinson Museum
9. Grambling Advertisement
10. Reach out to alumni in the area
11. Athletics & Admissions coordinate recruitment trips
12. Ensure data collection
  - A.. Identify what data is needed for each goal
  - B. Student satisfaction surveys
    - a. Aramark (Sodexo)
    - b. Student Satisfaction Inventory
    - c. University wide needs assessment for grant writing purposes
13. Conduct a survey for Enrollment Management to determine their recruitment processes
14. Develop a survey for students who do early withdrawal
15. Exit survey
16. Identify surveys conducted on campus by areas/departments
17. Contact retention area for customer service information
18. Currently get feedback from complaints
19. Student Affairs should develop this office and publicize it.
20. We do have this program in place. Just need to check policy and procedures
21. Campus security Task Force
  - a. We have a committee but not a taskforce but we can develop the committee into the Task Force
22. Currently get feedback from complaints
  - a. Student Affairs should develop this office and publicize it.
    - i. We do have this program in place. Just need to check policy and procedures
  - b. Campus security Task Force

- i. We have a committee but not a taskforce but we can develop the committee into the Task Force

RECOMMENDATIONS: Assess University surveys conducted

## **Goal #2: Diversifying Student Enrollment**

1. Target Alumni Chapters that have diverse communities or members with diverse networks
2. International students in all sports
3. Housing during breaks – maintaining need
4. Take admissions from 2-year colleges
5. Use alumni as a tool in diversity
6. Increase recruitment funds
7. Look at 5-year graduation rates (per ULS)
8. Methods to reduce time to degrees
  - a. Fifteen to finish (A new ULS strategy)
  - b. Advisement records (shows the students anticipated graduation date)
  - c. Degree works
9. To identify student research, conference participation
  - a. Graduation studies
10. Determine online courses
  - a. Distance Learning
  - b. Provost office
  - c. MOUs & Articulation agreements
11. Rewrite initiative 4 under Goal #2
  - a. Include all student programs that allows students to perform in various completions
12. Identify if there are any endowment established to support this initiative
13. Endowment program will be conducted every other year.
14. Doing better with non-traditional students than we are with international students
  - a. Need more reporting on Non-traditional students
15. Will offer weekend courses and mini-mesters in an effort to recruit non-traditional students
16. Need to attract more international students
  - a. If we can't afford international travel, then we can target international fairs within the states to recruit students
  - b. Doctorate programs have been helpful with recruitment.
17. Weakness: Number of employees in different departments have diminished. The workload hasn't diminished

### **Recommendations:**

1. Figure out why students leave: Financial hardships
2. Can each program accommodate 25 new students per year? This information will help enrollment Management and program completers
3. Secondary programs are at risk.
  - a. Efforts need to be made to shore up these programs
4. Rubrics for evaluation of Graduate Students may be needed in graduate studies

### **Goal #3:** Providing high-quality instruction, research, and service

1. Continue to support the efforts of sponsored programs
2. Foundation will assist in providing support to Faculty professional development
3. Service learning hours
4. Highlighting the student athletes in academic areas – public relations
5. Contact Sponsored Programs for research
  - a. STEM areas Student Research
  - b. Faculty report on grant writing & publications
  - c. Develop a list of all faculty to track to faculty retention
  - d. Service Learning
  - e. Faculty development sources of funding
    - i. Provost/Academic Affairs
    - ii. Faculty Senate
    - iii. Title III
6. Recruit plan for faculty
  - a. Target young faculty and adjuncts
7. Have been doing better with faculty development and funding sources.
  - a. University establish an award for outstanding teaching, research, service, scholarship (publication) and creative activities. (Solid guidelines need to be set)
8. Sponsored programs should fall under Academic Affairs
  - a. Advancement issue
  - b. Encourage Grant writing
  - c. Career services should be under Student Affairs (definitely need to move this one)

9. Recommending funds for teaching, research, scholarship, services and creative works and instructions. Should be divided into 5 categories
10. Sponsored Programs should fall under Academic Affairs

**Goal #4:** Create partnership with business and Industry, workforce development & strengthen external relations

1. Re-establishing the industry culture
2. Target Alumni business owners
3. Connect with local business and job opportunities
4. Working more with career services
5. Target alumni in respective fields
6. Identify new academic programs and concentration
  - a. Provost
  - b. MOUs and Articulations agreements
7. Contact Continuing Education to identify certification programs
8. Improving community life and Civic engagement
  - a. Continuing Education/Service Learning
9. Students studying abroad
  - a. Contact Dr. Belton in reference to the students trips to Paris.
  - b. Dr. Harris – Eli Lillie Summer Internships for STEM Majors
10. Strengthen external relationships by increasing communications
  - a. Communication Office – Mr. Hackney
11. There is progress here. Some units have added new concentrations
  - a. Concentrations aren't traced as majors. They are addressed at an institutional level
  - b. Making Academic Affairs stronger
12. Cybersecurity is the big push now. The program has been developed, but a certificate program can be established now.
  - a. Certificate programs should reach out to people and the community to draw them in.
13. Service learning: we're doing well, but it's driven by faculty that may or may not register their classes.
14. Nursing was a big help in the past. It should make an impact when it returns.
15. Make sure we continue to do community service
16. International Affairs ---- Institutional Advancement (Business Partnerships)
17. Developing relationships with elected officials

### **Goal #5: Improving Grambling's Physical & Technological Resources**

1. Train employees to utilize the programs such as Banner modules & services we don't use with our vendors such as Chase or banking upgrades
2. Improving facilities for each individual sport
3. Work with each individual sport on their needs
4. Grants for rural colleges for facilities
5. More fundraising for facilities
6. Use student fees to improve facilities-enforce student fee plan
7. Labs and study hall facilities improvements
8. Using housing to benefit the academic standards of all students
9. Access to labs for all sports
  - a. Inter-departmental communications between faculty, police department and athletes
10. Banner Upgrades
11. Human Resources (Performance Evaluation System)
12. Docusign
13. Degree Works
14. Canvas
15. Football Field
16. Men's Gym
17. Area representation of the changes/upgrades on campus
18. We were able to do this due to WISE and LED funds. There is progress in this area.
19. Work in progress: Systems are running slow and needs improvement
  - a. Make website more user-friendly
  - b. Update webpages for all the departments
  - c. Most of the information on the pages are incorrect or outdated
  - d. Webpage developer sit with each unit to update the page as opposed to submitting info

### **Goal #6: Increase in alumni gifts and Private donations**

1. Alumni – “call me”
2. Updating alumni database
3. Clearance through alumni
  - a. Graduation packets
4. Private donations
  - a. Knowing where the money is going
5. Alumni incentives

6. Alumni Grant writing
7. Contact Advancement office to identify the various campaigns
  - a. Identify the results from the campaigns