

Unit Strategic Plan:

Penn State Scranton

2014/2015 through 2018/2019

A more detailed version of this plan can be found at:

<https://scranton.psu.edu/planning-documents>

This plan is currently being revised.

 Goal #5 is now “Welcoming Campus”

Penn State Worthington Scranton

Unit 2014-15/2018-19 Update

# Background

Strategic planning has been and continues to be an important part of moving the campus forward. Every June we update our implementation plan using the “stoplight model” where green indicates the goal/strategy is complete, yellow means we are in on going discussions of this area, and red means that we are not likely to pursue that pathway unless new information changes our thinking. The current version of the implementation plan can be found on www.sn.psu.edu/FacultyStaff/31110.htm. Some of the strategies may have no color as of yet because we are only in the early stages of developing this action.

Further, every June the Cabinet plans and prepares for a day long retreat to set priorities and directions along with timelines and responsibilities for the goals of the campus strategic plan for the coming year. For the remainder of the summer we draft and review proposals that provide more detailed approaches than either the plan or its implementation called for. These become working documents that can be shared and discussed. They also allow us to review the budgetary and fundraising implications.

Accompanying these discussions is a communication plan for sharing the priorities with our campus community. The point here is that we want to continue the commitment and participation after the strategic plan is complete and find out if there are challenges we overlooked.

# Goal 1:Achieve Academic Excellence

With the availability of an instructional designer and our campus Center for Instructional Design <http://www.sn.psu.edu/StudentServices/IT/32123.htm> faculty have the opportunity to determine which innovative educational practices will serve their needs. In addition to local campus needs we hosted a regional training event. It is especially important to bring together the regional faculty who participate in the collaborative academic programs.

We will begin first Summer Bridge program.

Implementation of research plans for all faculty has occurred.

YOU@PSU is a Penn State tool that now assists in staff development.

Developed an annual undergraduate research fair and received external funding for 5 years from Sanofi Pasteur.

Collaborated with University Libraries to continue the renovation and upgrade of our campus library.

# Goal 2: Increase Campus Enrollment

Increased enrollment in existing programs has been accomplished by reviewing all marketing materials and transfer processes to illustrate what jobs and internships are available. We link these career opportunities with recent successful alumni through speed mentoring programs. Clearly developing guidelines for all internship programs ensures their quality and consistency.

Successfully completed the addition of psychology degree and hired new tenure track psychology faculty member. Start date: Fall 2015.

We started the collaborative Corporate Communications degree.

Now have a 4 year Nursing degree.

Formed a New Programs Task Force to consider what our next set of new degrees might be utilizing available data about job demand.

Following a collaborative model we completed articulation agreements with area community colleges and are reviewing an opportunity with a local area hospital.

We now added Women’s Soccer since we already had Men’s soccer and a soccer field.

We will shortly dedicate new athletics facilities to include a women’s softball field. We must keep our campus facilities up to par to continue to attract new students.

The importance of retaining the students we recruit can not be understated. We developed a Retention Plan documenting each of the processes we utilize in retaining students. We noted gaps and are revising.

# Goal 3: Cultivate Student Engagement

The paper entitled “Understanding Student Success in a Student Centered University” ([www.sn.psu.edu/FacultyStaff/31110.htm](http://www.sn.psu.edu/FacultyStaff/31110.htm)) began the path that has led to a far better understanding of the distinctions between student success, student engagement, student development and retention.

We started by writing a retention plan and then converted that plan to a Retention Flowchart. We shared the flowchart across many different areas and discovered that there were many activities that were overlooked and not integrated into the plan. The flowchart clearly indicated that we had many retention activities and we needed to track the impact on our students.

Rather than just have uncoordinated retention activities, we decided to develop a 4 year approach to student engagement by using the PSU Coordinating Committee’s work on the “co-curriculum” and including learning outcomes [www.sn.psu.edu/FacultyStaff/31110.htm](http://www.sn.psu.edu/FacultyStaff/31110.htm). We coupled this in with Bloom’s Taxonomy of learning domains to understand the progress engaged students may make through their baccalaureate education. The first year matched very closely the FYE experience. Beyond the first year, faculty advisors can not only discuss courses but can utilize this matrix to suggest steps students may want to take beyond the classroom to build their skills and experiences.

In short order, we realized that the ability to capture what a student has done over the years would essentially lead to a resume. We have ordered OrgSync as the tool. This tool allows the students to track what they have attended in the early years but also capture their internships, undergraduate research, leadership roles, athletics and other important measures of student engagement.

# Goal 4: Practices that Promote Integrity and Ethical Behavior

We hosted Dr. Tim Balliett, University Ethics Officer, as he presented the results of the Values Survey. We look forward to the first published version of the Penn State Values coming in summer 2015. Nevertheless, we utilized the opportunity to demonstrate the many ways we already are working with a set of values. Indeed, this section written somewhat differently but indicated that integrity, excellence, respect, responsibility and community are part of the academic program, accreditation body, and the professional organizations. The simplest example is in our nursing program.

# Goal 5: Diversity Planning

The challenges and opportunities of diversity planning are many fold. While we incorporated diversity planning into the current strategic plan we did not want to lose all the work we have done over the years through the “Framework to Foster Diversity “ process. Fifteen years of diversity planning remains on our website to remind us of where we started and where we are now.

Our efforts in developing a diverse student population have had the biggest impact on our campus. The primary reason for this is that our local population is changing. We have also had private residence halls built near our campus and this has increased the international student population.

The campus Diversity Committee has designed signature programs to educate and engage the campus in more comprehensive understanding of the diverse environments. The Student Government Association also takes very seriously their role in providing events that further our understanding of diversity concerns. We continue our membership and participation in Northeast PA Diversity Education Consortium (NEPDEC).

We have been successful in having faculty and staff on CORED, CFW, and CLGBT. The campus will continue to host commission meetings as in the past.

# Goal 6: Sustainability

We work closely with the Office of Physical Plant Planning with any major maintenance and renovation projects.

We work with the Student Government Association and the Faculty Senate for smaller campus, cafeteria, and classroom projects.

# Goal 7: Budget Planning and Adjustments

Collaborate with five campuses in offering, the BSB, IST, and corporate communications degree in an on-line format.

Share a regional FO, HR, and regional manager of police services across three campuses.

The challenge we face is to minimize the impact of ongoing recycling of campus funds.