

College of Human Environmental Sciences

Strategic Plan for 2012-2015

Revised Fall 2013

Mission:

The College will be a well-recognized leader in preparing students to impact the lives of individuals and society.

Vision:

The College of Human Environmental Sciences will be a nationally recognized leader in quality teaching, innovative research, and professional service across the disciplines of Human Sciences.

Goals:

1. Quality teaching

To enhance quality teaching through innovative, state-of-the-art strategies that challenge students to learn.

2. Productive Research and Scholarly Activity

To promote productive research and scholarly activity through maximizing funding, facilitating collaboration, increasing graduate and undergraduate student involvement, and defining performance measures for research, scholarly, and creative activities.

3. Professional Service

To provide professional Service to campus, community, state, national, international groups through activities of students, faculty, staff, and alumni who are recognized for their efforts.

4. Enhanced Undergraduate and Graduate Academic programs

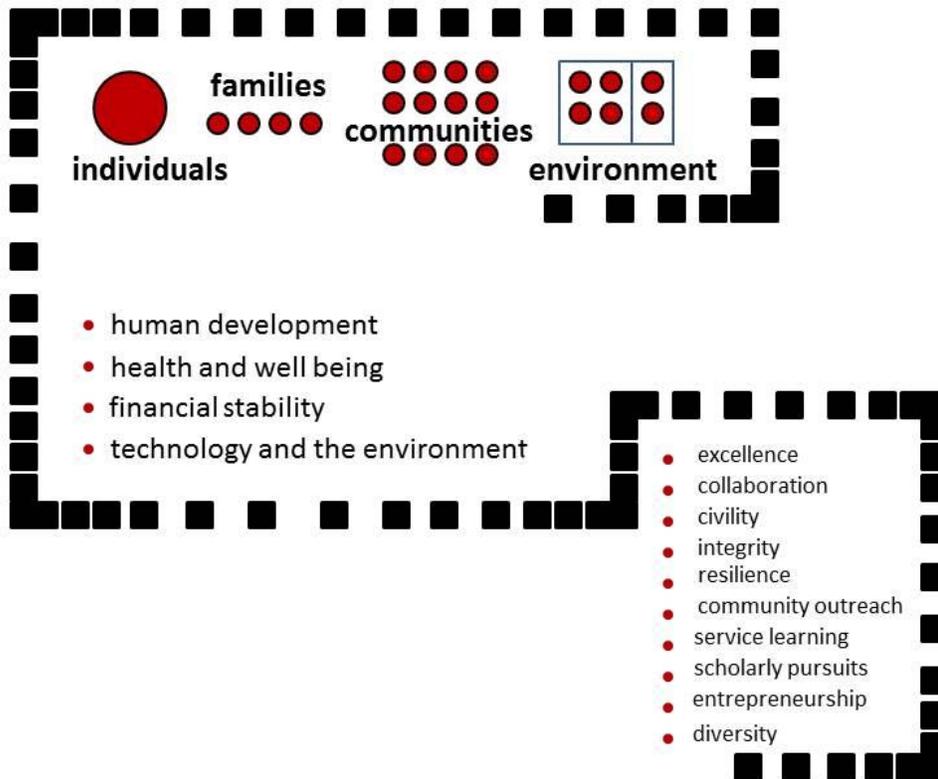
To enhance CHES undergraduate and graduate education through systematic recruitment of highly qualified and committed faculty and students monitoring of graduate activities by a CHES graduate studies committee, and promotion of graduate programs through presentation of research by students and faculty via professional venues.

5. Growth in enrollment, quality, alumni support

To increase fiscal, human, and physical resources and internal and external relationships to attract, develop, and maintain the brightest scholars for fostering continued quality growth.

6. Well-recognized identity

To create a unifying branding campaign; that defines and realigns our college's values, vision, and goals from campus and across the globe.



Action Plan:

Goal 1. Quality Teaching

Enhance quality teaching through innovative, state-of-the-art strategies that challenge students to learn.

Objectives:

- 1.1 Faculty will utilize technology and other best practices teaching strategies to reach students with different learning styles.

Action Steps:

- 1.1.1 *Faculty will attend at least one university-wide instructional workshop on campus or via webinars during the academic year.*
- 1.1.2 *The College will provide at least one teaching workshop each academic year to focus on innovative teaching strategies, train faculty on new educational technology or provide opportunities for HES faculty to showcase and share effective teaching techniques.*
- 1.1.3 *The College will assign new faculty to a teaching mentor within the College to help acclimate them to the university's instructional technology and to provide guidance and feedback to optimize teaching.*

- 1.2 Strengthen undergraduate and graduate coursework within all majors and degree programs offered by the college.

Action Steps:

- 1.2.1 *The College will maintain full-time faculty-to-student ratios below the University average.*
- 1.2.2 *Full-time HES faculty will teach the majority of HES coursework.*
- 1.2.3 *Faculty will monitor and revise curricula, if necessary, to enhance rigor.*
- 1.2.4 *The College will recognize excellence in teaching among HES faculty on the College and University levels.*

- 1.3 College teaching faculty and instructors will meet or exceed the university SOI (Student Opinions of Instruction) averages for items, "Overall Course" and "Overall Instructor" ratings.

Action Steps:

- 1.3.1 *Department chairs will discuss SOI evaluations with each faculty and instructor that teach classes offered through their departments.*
- 1.3.2 *The College will adjust class sizes if necessary to maintain desirable instructor to student ratios.*

1.4 Maintain or increase the number of accredited academic programs within HES.

Action Steps:

1.4.1 Department chairs will ensure outcomes-based assessment goals are met.

1.5 All HES on-campus courses will be taught in suitable and accommodating classroom spaces.

Action Steps:

1.5.1 The College will monitor student feedback on SOI pertaining to suitable learning environments and will modify, if necessary.

Goal 2. Productive Research and Scholarly Activity

To promote productive research and scholarly activity through maximizing funding, facilitating collaboration, increasing graduate and undergraduate student involvement, and defining performance measures for research, scholarly, and creative activities.

Objectives:

- 2.1 Faculty with research responsibilities will disseminate their research findings to advance their field of study.

Action Steps:

- 2.1.1 *Research faculty will submit an average of three manuscripts to peer-reviewed journals a year or submit two peer-reviewed design works for exhibition internationally or nationally.*
- 2.1.2 *The College will support travel to at least one professional national or international conference each year in which faculty are presenting findings from their research.*

- 2.2 Faculty members will have funded research projects that address individuals, family, consumer, and health issues important to society.

Action Steps:

- 2.2.1 *Faculty will submit internal grant proposals for pilot or seed funding for larger external proposals.*
- 2.2.2 *College-wide, research faculty will submit a total of at least ten grant proposals to external organizations, federal agencies or foundations.*
- 2.2.3 *The College will provide information and support for faculty to seek funding from foundations and other sources.*
- 2.2.4 *The College will secure statistical support and assistance for faculty submitting grant proposals to external funding agencies.*

- 2.3 Faculty members will engage in multidisciplinary research with faculty from multiple departments in HES, across the University and with other institutions.

Action Steps:

- 2.3.1 *The College will provide networking opportunities for faculty members involved in research.*

- 2.4 New tenure track faculty members will be supported to establish their research agenda.
The College will:

Action Steps:

- 2.4.1 *Establish a mentoring program for new faculty members to increase their research productivity and funding potential.*
- 2.4.2 *Provide release time for newly employed faculty to establish a research agenda.*
- 2.4.3 *Provide needed research equipment and startup funds to newly employed research faculty.*

Goal 3. Professional Service

To provide service to campus, community, state, national, international groups through activities of students, faculty, staff, and alumni.

Objectives:

- 3.1 The majority of departments will have a minimum of one state or community service project or activity. The College will:

Action Steps:

- 3.1.1 *Develop a relationship with appropriate state/local agencies and elected officials so that they are aware of the expertise in the College.*
- 3.1.2 *Recognize faculty efforts in obtaining funding for service projects.*
- 3.1.3 *Increase the number of HES faculty and students who participate in community-based outreach.*
- 3.1.4 *Establish a College-wide committee for service-related projects and activities.*

- 3.2 Service activities in the College will be effective in meeting the needs of Alabama's citizens. The College will:

Action Steps:

- 3.2.1 *Provide service-learning teaching for interested faculty and students.*
- 3.2.2 *Collaborate with the University community for service learning on the UA campus and local community.*

Goal 4. Enhanced Undergraduate and Graduate Programs

To enhance CHES undergraduate and graduate education through systematic recruitment of highly qualified and committed faculty and students, monitoring of graduate activities by a CHES graduate studies committees, and promotion of graduate programs through presentation of research by students and faculty in professional venues.

Objectives:

4.1 By 2015, the rate of undergraduate student enrollment in HES will increase proportionately equal to or exceeding the University's rate of growth.

Action Steps:

- 4.1.1 *The College will develop and implement college-wide strategies to increase enrollment by 10% of under-represented minority students into the undergraduate academic programs offered through HES.*
- 4.1.2 *Each department in HES will engage in student recruitment.*
- 4.1.3 *The College will increase by 10% the number of undergraduate degrees conferred in each program in HES.*
- 4.1.4 *The number of faculty members in the College will increase proportionate to growth in student enrollment.*
- 4.1.5 *As faculty positions become available, actively recruit qualified candidates for academic positions.*
- 4.1.6 *Provide funding for faculty to travel to conferences and observations to share state-of-the-field ideas and projects.*

4.2 By 2015, the rate of graduate student enrollment in HES will increase proportionately equal to or exceeding the University's rate of growth. The College will:

Action Steps:

- 4.2.1 *Increase the opportunities for financial support for graduate students through scholarships and Graduate Assistantships.*
- 4.2.2 *Develop and implement college-wide strategies to increase enrollment by 10% of under-represented minority students into the MS, MA, and PhD programs offered through HES.*
- 4.2.3 *Encourage graduate student recruiting opportunities for each department in HES.*
- 4.2.4 *Increase by 10% the number of graduate degrees conferred in each program in HES.*

- 4.3 The College will provide an environment that encourages and facilitates graduate and undergraduate student research.

Action Steps:

- 4.3.1 *The College will assist Graduate students who have their work accepted at professional conferences in their applications for funding from the UA Graduate Student Travel and Research Support Fund.*
- 4.3.2 *Faculty will support students by requesting funding for assistantships in external grant proposal submissions.*

- 4.4 All doctoral students will have disseminated (published or presented at a professional meeting) research upon graduation.

Action Steps:

- 4.4.1 *Faculty will encourage doctoral students to submit abstracts for research presentations at national meetings.*
- 4.4.2 *Individual departments will provide travel funds to doctoral students presenting research at national meetings.*
- 4.4.3 *The College will facilitate forums within the College for doctoral students to present research.*
- 4.4.4 *The College will encourage and reward students who submit their research for publication.*

- 4.5 The College will recognize student achievement

Action Steps:

- 4.5.1 *The College will use Honors Day as an opportunity to recognize student achievement.*
- 4.5.2 *Digital displays and social media will feature exceptional students as a means of recognition.*
- 4.5.3 *College-affiliated honor societies will select members based on academic excellence.*
- 4.5.4 *The Crenshaw Leadership Academy will recognize undergraduate leaders.*
- 4.5.5 *The College will use Undergraduate Research Day as an opportunity for HES undergraduates to share their findings.*
- 4.5.6 *The HES Leadership Board will support the Undergraduate Research Day by providing funds for awards.*
- 4.5.7 *Departments in HES will nominate deserving graduate students for University-wide graduate student awards.*

Goal 5. Growth in alumni and donor support

To increase fiscal, human and physical resources and internal and external relationships to attract, develop, and maintain the brightest scholars for continued quality growth.

Objectives:

5.1 Promote and support strong relations with HES alumni. The College will:

Action Steps:

- 5.1.1 *Increase the number of HES Faculty Enhancement Funds.*
- 5.1.2 *Increase stewardship of past donors and begin cultivating those who have fulfilled pledges.*
- 5.1.3 *Increase CHES Leadership Board membership by 2 annually.*
- 5.1.4 *Increase number and level of Endowments in HES.*
- 5.1.5 *Increase the opportunities for financial support for undergraduate and graduate students through scholarships and student assistantships.*

Goal 6. Well-recognized identity

To create a unifying branding campaign that defines and realigns our college's values, vision, and goals from campus and across the globe.

Objectives:

- 6.1 At least 75% of graduates from undergraduate programs in the College will be employed or enrolled in graduate school within one year of graduation. The College will:

Action Steps:

- 6.1.1 *Task the College PR committee with branding/outreach/image.*
- 6.1.2 *Develop, implement and maintain College marketing efforts.*
- 6.1.3 *Develop and utilize marketing materials and templates for faculty, staff and student use for events, presentations, and other college-related engagements*
- 6.1.4 *Continue to promote faculty and student professional accomplishments on campus, the webpage, and through social media.*
- 6.1.5 *Work with the Career Center to provide employment postings and to provide career counseling to students.*
- 6.1.6 *Enhance internship opportunities for students.*

- 6.2 At least 75% of graduate students will be employed or enrolled in further graduate or post-graduate programs within one year of graduation.

- 6.3 Communicate with HES alumni on College activities, student and faculty productivity and accomplishments.

Action Steps:

- 6.3.1 *The College will continue to publish the College "Reunion" Magazine on an annual basis.*