

Lake Campus – Strategic Plan (3/24/03)

GOAL 1

Enhance our distinctive learning experience to recruit and retain a diversity of students from the region and beyond.

ABSTRACT: Strengthen the focus on student success and their future beyond the University; recruit and nurture distinguished faculty who integrate teaching, research, and service; develop more student-centered faculty and staff; market the University by capitalizing on our distinctive strengths in programs, faculty, staff, and facilities; and, strengthen existing and develop new programs to meet existing and emerging needs.

Objective A: Expand marketing and recruitment efforts in the region and beyond, including out of state.			
Strategy	Outcome Measure	Timeframe	Champion
1. Recruit traditional and nontraditional students through innovative specialized approaches (campus visitation programs, targeted mailings to prospective students, PSAT and ACT, scholarships, etc.)	Increased enrollment.	Annually Fall 2004-08	Dir., Student Serv. WOEF Board
2. Expand outreach and off-campus sites.	Increased student enrollment from Van Wert, Darke, and Putnam Counties.	Fall 2004-07	Dean Student Services
3. Make area/businesses and non-profit units aware of offerings to improve their workforce. (Telephone surveys and in-person contacts.)	Increased enrollment in credit and non-credit courses.	Fall 2004-08	Asst. Dean/Develop. WOEF Board
Objective B: Diversify and enrich curriculum and make it more accessible, responsive, and flexible.			
Strategy	Outcome Measure	Timeframe	Champion
1. Expand associate, baccalaureate, and graduate degree programs as well as explore new programs.	Increased associate degree programs (i.e., Liberal Studies, Criminal Justice, Information Technology, Natural Resources) and existing programs at new off-campus site(s) and new baccalaureate and master's degree programs.	Fall 2003-08	Dean Associate Dean
2. Increase enrichment, certificate programs as well as service learning opportunities.	Increased enrollment in credit and non-credit offerings (new enrollment and greater connection between the curriculum and the community/world beyond the university).	Fall 2003-08	Associate Dean
3. Offer more on-line, multimedia, video conferencing classes.	Increased enrollment in credit and non-credit offerings.	Fall 2003-08	Associate Dean Mgr., Tech. Serv.
Objective C: Recruit and retain a nationally/regionally recognized diverse, student-centered faculty and staff.			
Strategy	Outcome Measure	Timeframe	Champion
1. Increase the number and diversity of tenured-line faculty in relation to the enrollment growth.	Increased full-time and tenure-track faculty.	Fall 2004-08	Dean
2. Involve faculty in the academic advising and mentoring of students.	Increased faculty involvement in programmatic and academic advising.	Fall 2004-08	Dean Dir., Student Serv.
3. Increase the number and diversity of staff in proportion to student growth.	Increased staff.	Fall 2004-08	Dean Dir., Student Serv.
Objective D: Enhance the academic success of students by creating a student-centered environment, improving upon current facilities, programs, co-curricular activities, and technology.			
Strategy	Outcome Measure	Timeframe	Champion
1. Explore campus residential facilities.	Completed feasibility study.	Fall 2005-06	Dean

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2. Incorporate more technology into campus operations.	Increased integration of new and existing technology, such as additional multimedia classrooms, ROX terminals, and wireless web access.	Fall 2003-08	Dean Mgr., Tech. Serv.
3. Support co-curricular activities that will enhance retention as well as develop students' sense of social and civic responsibilities.	Activated Student Government and affiliation with the Regional Campus Athletic League.	Fall 2003-08	Dir., Student Serv. WOEF Board

GOAL 2

Expand our partnerships through external funding and collaborative scholarship both regionally and globally.

ABSTRACT: In order for WSU to increase the quality and quantity of research/scholarship, it will require partnership among a community of scholars, where the community can be defined as regional, federal, state, business, and global. The desired outcome will be enhanced national and international visibility of WSU including increased extramural support.

Objective A: Enhance and expand facilities and infrastructure for research, scholarship, and learning through increased extramural and intramural support.			
Strategy	Outcome Measure	Timeframe	Champion
1. Enhance overall teaching/learning environment to meet enrollment, academic, and student support needs.	Upgraded labs, academic, and student support facilities that are comparable to or exceed peer institutions (building renovation and construction); implementation of Capital Campaign.	Fall 2004-06; Fall 2003-04	Dean WOEF Board
2. Establish Lake Campus Advisory Council, which can identify needs and form partnerships for external funding and research.	Increased collaborative projects and funding opportunities.	Fall 2003-08	Dean Asst. Dean/Develop.
Objective B: Grow collaborative scholarship and centers of excellence.			
Strategy	Outcome Measure	Timeframe	Champion
1. Link to Centers of Excellence at Dayton Campus that have potentials for collaboration and that will enrich the Lake Campus Community.	Increased collaborative ventures between Lake Campus faculty and the community.	Fall 2003-04	Dean Associate Dean
2. Develop Lake Campus as Center for Grand Lake St. Marys Information and Research.	Established Center for Grand Lake St. Marys.	Fall 2008	Biology Faculty Dean
3. Build on accomplishments of the Business Enterprise Center.	Established an Economic Development Institute.	Fall 2008	Asst. Dean/Develop.
Objective C: Increase investment in human capital responsible for collaborative scholarship and extramural support through appropriate incentives, recruitment, retention, and professional development.			
Strategy	Outcome Measure	Timeframe	Champion
1. Encourage faculty/staff to apply for external research and program development grants.	Increased submissions of grant applications from Lake Campus faculty and staff member(s).	Fall 2004-08	Dean
2. Support faculty/staff attendance at professional meetings and research institutes.	Increased scholarship among faculty; increased productivity and innovation among staff.	Fall 2003-08	Dean

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GOAL 3

Original: Extend our engagement with government, business and non-profits to focus on emerging areas of need. **Recommended Revision:** Extend the university’s civic engagement.

ABSTRACT: WSU will commit itself to expanding existing relationships and developing partnerships that engage more of the total university in identifying and meeting existing and emerging needs. As a citizen of the community, WSU will lend its knowledge and expertise to enrich the region and by extension become a role model for other institutions.

Objective A: Where appropriate, increase the opportunities for community engagement within curriculum.			
Strategy	Outcome Measure	Timeframe	Champion
1. Use service learning or capstone projects as a mechanism for linking campus learning and the community and showing the capability of the campus faculty, staff, and students.	Expanded service learning/community capstone projects, linkage of curriculum to emerging community needs, and academic programs.	Fall 2004-05	Dean
2. Provide continuing education training and programs to assist and retain local industry as well as attract new industry.	Enhanced visibility and reputation.	Fall 2003-08	Dean
3. Develop cooperative educational opportunities that are linked to academic programs/degrees.	Increased information to faculty and staff about co-op programs; increased enrollment in co-op programs.	Fall 2004-08	Dir., Student Serv. Dean
Objective B: Encourage and support increased participation of faculty, staff, and students in community service and leadership.			
Strategy	Outcome Measure	Timeframe	Champion
1. Facilitate faculty and staff holding leadership positions and roles in the community and professional organizations.	Enhanced Lake Campus visibility and presence in the region and beyond.	Fall 2003-08	Dean
2. Activate Student Government.	Recognition as a campus organization and student involvement in campus governance.	Fall 2003-08	Dir., Student Serv.
Objective C: Enhance the quantity and quality of dialogue with our various communities (e.g., multi-disciplinary forums, think tanks, symposia, etc.).			
Strategy	Outcome Measure	Timeframe	Champion
1. Host a regional or state “Think Tank” related to progressive topics for the area. (2)	Increased visibility and support.	Fall 2004-08	Dean
2. Provide social and cultural enrichment forums/activities.	Increased visibility, presence, and support.	Fall 2004-08	Dean