Overview

- The Planning Process
- FAU’s goals
- Goals and Objectives 2004 to 2007
- Looking ahead 2007-2011
The Planning Process

• Review FAU goals
  – Establish College goals to address first four
  – FAU goals 5-7 address University level infrastructure and presence

• Review base year data
  – Begins in 2004

• Measure progress since then
  – 2006-07 data not yet complete
Florida Atlantic University’s Goals

- Goal 1: Provide increased access to higher education
- Goal 2: Meet statewide professional and workforce needs
- Goal 3: Build world-class academic programs and research capacity
- Goal 4: Meet community needs and fulfill unique institutional responsibilities
Goal 1: Increased Access

- Objective 1 – Assure student achievement through Academic Learning Compacts
- Objective 2 – Improve student advisement
- Objective 3 – Increase retention of undergraduate students through advisement
- Objective 5 – Add five new faculty lines per year to service growth
- Objective 10 – Increase the number of degrees awarded in targeted and non-targeted areas
- Objective 11 - Increase student access through on-line and video conference undergraduate courses
Student Achievement

- Objective 1 – Assure student achievement through Academic Learning Compacts
  - Academic Learning Compacts have been implemented for all baccalaureate degree programs
    - Changes in curriculum – course content adjustments, model syllabus for Writing for Management course
    - Increased faculty and student awareness of assessment – faculty created grading rubrics, students in some courses take common final exams
Student Satisfaction

- **Objective 2 – Improve graduate student advisement**
  - Added evening and weekend hours to support working students
  - Trained advisors in communications skills
- **Objective 2 – Improve undergraduate student advisement**
  - Student satisfaction rose from 2.5 to **2.8** between 2002-2003 and 2004-2005 (survey is biennial, 2006-07 currently being administered)
Student Retention

• Objective 3 – Decrease the percentage of undergraduate students dismissed

Undergraduate Dismissal Trends

% Dismissals

% of suspended students who are dismissed

Academic Year


% Dismissals

36 37 38 39 40 41 42 43
Timely Completion of Degrees

- Objective 5 – Add five new faculty lines per year to facilitate the timely completion of degree

<table>
<thead>
<tr>
<th></th>
<th>2004-05</th>
<th>2005-06</th>
<th>2006-07</th>
</tr>
</thead>
<tbody>
<tr>
<td>New tenure-track lines</td>
<td>0</td>
<td>0</td>
<td>-1</td>
</tr>
<tr>
<td>New instructors</td>
<td>8</td>
<td>0</td>
<td>5</td>
</tr>
<tr>
<td>Total</td>
<td>8</td>
<td>0</td>
<td>4</td>
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</table>
Award Degrees in Targeted and Non-targeted Areas

- Objective 10 – Increase # of degrees awarded
  - Increased student enrollment
Award Degrees in Targeted and Non-targeted Areas

<table>
<thead>
<tr>
<th>Student level</th>
<th>Department</th>
<th>Number of Degrees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate</td>
<td>Accounting</td>
<td>234.5</td>
</tr>
<tr>
<td></td>
<td>Finance</td>
<td>158</td>
</tr>
<tr>
<td>Undergraduate</td>
<td>Health Services Administration</td>
<td>100</td>
</tr>
<tr>
<td>Graduate</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>Undergraduate</td>
<td>Management Information Systems</td>
<td>110</td>
</tr>
</tbody>
</table>
Award Degrees in Targeted and Non-targeted Areas

- Increase study abroad participation
  - Preparation for global business

![State fundable credit hours graph]
Mission-driven Academic Enrollment

- Objective 11 – Increase student access through on-line and video-conferenced undergraduate courses
  - Reduced the fully on-line format because of the high demand on faculty resources, substantially increased video-conference courses

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<tr>
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</thead>
<tbody>
<tr>
<td>Fully online courses</td>
<td>Distance Learning</td>
<td>1,405</td>
<td>1,628</td>
<td>1,377</td>
</tr>
<tr>
<td>Regular class with some Web activities</td>
<td>Campus</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Boca</td>
<td></td>
<td>1,243</td>
<td>3,289</td>
<td>11,862</td>
</tr>
<tr>
<td>Davie</td>
<td></td>
<td>165</td>
<td>228</td>
<td>2,272</td>
</tr>
<tr>
<td>MacArthur</td>
<td></td>
<td>31</td>
<td>192</td>
<td>538</td>
</tr>
<tr>
<td>Treasure Coast</td>
<td></td>
<td>95</td>
<td>182</td>
<td>453</td>
</tr>
<tr>
<td>Other Locations</td>
<td></td>
<td>8</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>All</td>
<td></td>
<td>1,542</td>
<td>3,893</td>
<td>15,125</td>
</tr>
</tbody>
</table>
Mission-driven Academic Enrollment

• Objective 11 – Increase student access through on-line and video-conferenced undergraduate courses

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<thead>
<tr>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Video-conference (students in receive sections)</td>
<td>ALL</td>
<td>95</td>
<td>73</td>
<td>487</td>
</tr>
</tbody>
</table>
Goal 2: Professional and Workforce Needs

- Objective 1 – Offer a non-programming track to the undergraduate Management Information Systems (MIS) major

- Objective 3 – Offer a Master of Science in Information Technology with Computer Information Systems Department (CIS)

- Objective 3 – Offer an undergraduate concentration in Transportation Management and Planning with the Departments of Civil Engineering (CE) and Urban and Regional Planning (URP)

- Objective 3 – Offer a graduate concentration in Transportation Management and Planning with the Departments of Civil Engineering (CE) and Urban and Regional Planning (URP)

- Objective 5 – Promote Health Services Administration major and “high wage” degrees
Professional and Workforce Needs

• Objective 1 – Offer a non-programming track to the undergraduate Management Information Systems (MIS) major
  – A minor and a certificate in Information Security have been added.
• Goal 2, Objective 3
  – Offer a Master of Science in Information Technology with Computer Information Systems Department (CIS)
    • In progress, the proposal was approved by The Barry Kaye College’s graduate curriculum committee
  – Offer an undergraduate concentration in Transportation Management and Planning with the Department of Civil Engineering (CE) and Urban and Regional Planning (URP)
  – Offer a graduate concentration in Transportation Management and Planning with the Department of Civil Engineering (CE) and Urban and Regional Planning (URP)
    • Both are in the early stages of development
### Objective 5 – Promote Health Services Administration major and “high wage” degrees such as Accounting, Finance and Management Information Systems

<table>
<thead>
<tr>
<th>Student level</th>
<th>Department</th>
<th>Number of Students</th>
<th>2004-2005</th>
<th>2005-2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>Undergraduate</td>
<td>Accounting</td>
<td></td>
<td>1,183</td>
<td>1,234</td>
</tr>
<tr>
<td>Undergraduate</td>
<td>Finance</td>
<td></td>
<td>646</td>
<td>629</td>
</tr>
<tr>
<td>Undergraduate</td>
<td>Health Services Administration</td>
<td></td>
<td>360</td>
<td>389</td>
</tr>
<tr>
<td>Graduate</td>
<td>Health Services Administration</td>
<td></td>
<td>29</td>
<td>48</td>
</tr>
<tr>
<td>Undergraduate</td>
<td>Management Information Systems</td>
<td></td>
<td>438</td>
<td>351</td>
</tr>
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</table>
Goal 3: Academic Programs and Research

- Objective 1 – Increase the contributions of external constituencies
- Objective 3 – Increase the number of high quality publications by 3% per year
- Objective 5 – Raise salaries of productive faculty
- Objective 6 – Improve teaching effectiveness
- Objective 7 – Achieve financial stability
Objective 1 – Increase the contributions of external constituencies

- Established Dean’s Executive Advisory Council
- Established Trading Room Advisory Board
- Added or re-established advisory groups for Hospitality and Tourism, Real Estate and Accounting Majors
Objective 3 – Increase the number of high quality publications by 3% per year

- Increased the number of peer-reviewed publications by 82% over 3 years
Academic Programs and Research

- Objective 5 – Improve teaching effectiveness

<table>
<thead>
<tr>
<th></th>
<th>Paper SPOT rating of instructor compared to others (1= most effective, 5 = least effective)</th>
<th>2004-2005</th>
<th>2005-2006</th>
<th>Fall 2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>All FAU</td>
<td></td>
<td>2.05</td>
<td>2.12</td>
<td>2.11</td>
</tr>
<tr>
<td>All Business</td>
<td>Mean</td>
<td>2.20</td>
<td>2.24</td>
<td>2.27</td>
</tr>
</tbody>
</table>

Increase in alternative delivery modes (distance learning, video-conference) has negatively affected ratings

Began peer review process for more in-depth evaluation of teaching
Objective 5 – Raise salaries of productive faculty
   – Have consistently emphasized merit pay over equity
   – Contract constraints limit raises
   – Where feasible and appropriate, will expand merit pay pool
Objective 7 – Achieve financial stability

- Raised naming endowment that, when fully funded, will provide operating funds in excess of $1 million per year
- Continue to seek outside funding
Goal 4: Community Outreach

• Objective 1 – Increase enrollment in Executive Education courses
• Objective 2 – The Barry Kaye College of Business, and particularly the Department of Industry Studies, will increase connections with the business community
Community Outreach

- Objective 1– Increase enrollment in Executive Education courses
Community Outreach

- Objective 2 – The Barry Kaye College of Business, and particularly the Department of Industry Studies, will increase connections with the business community.
Looking Ahead

• Assessment
  – ETS
• Academic programs
  – Peer review of teaching
• Workforce needs
  – Collaborate with other colleges
• Research
  – Current knowledge
  – Journal rankings
• Community outreach
  – Strategic Planning Committee