

# University of Cincinnati Blue Ash College Strategic Plan 2010-2016

## Executive Summary

Notes:  
 -Time frame dates indicate the end of the Spring term for the year, unless otherwise noted. Most time frames are ongoing, with final assessments taking place in 2015-2016.  
 -If an action step requires monetary expenditures, the administrative responsible party will facilitate funding.

### GOAL 1:

ENHANCE ACADEMIC EXCELLENCE

| Objective                          | Action Plan   | Responsibility   |   | Time Frame* |
|------------------------------------|---|--|---|-------------|
|                                    |   | Administration   | Shared Governance   |             |
| 1.1 Articulate Academic Vision     | Establish academic plan   | Associate Dean of Academic Affairs   | Curriculum & Academic Affairs Committee and other committees as needed  | Completed   |
|                                    | Assess academic plan  |  |   | 2016        |
| 1.2 Enhance Quality of Instruction | Re-envision curriculum and pedagogies via semester conversion               | Associate Dean of Academic Affairs   | Curriculum & Academic Affairs Committee   | Completed   |
|                                    | Establish first year experience (FYE) program                               | Associate Dean of Academic Affairs   | FYE Taskforce   | Completed   |
|                                    | Assess FYE program  |  |   | 2016        |
|                                    | Increase participation in faculty development opportunities                 | Associate Dean of Academic Affairs   | Faculty Development Committee   | 2015        |
|                                    | Enhance college support structures services for online teaching & learning. | Associate Dean of Academic Affairs and Director of Information Technology (IT) | Faculty Development Committee, Technology Committee, Learning & Teaching Center, and Directors of Distance Learning | 2014        |
|                                    | Enhance interdisciplinary faculty learning communities                      | Associate Dean of Academic Affairs   | Faculty Development Committee and Learning & Teaching Center  | 2015        |

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|--|--|--|---------------------------------|-------------|
|  |  | Administration   | Shared Governance               |             |
| 1.3 Increase student success               | Establish Student Engagement & Retention Plan                                      | Strategic Enrollment Management Taskforce:<br>Dean, Assoc. Dean, Asst. Dean,<br>Director of Institutional Research,<br>Director of Enrollment Management |                                 | 2014        |
|  | Establish Academic Advising Plan   | Associate Dean of Academic Affairs   | Academic Advising Taskforce     | 2014        |
|  | Articulate, assess, and increase staff services that contribute to student success | Dean   | Staff Council                   | 2015        |
| 1.4 Provide appropriate personnel support. | Establish procedures for the annual hiring plan based on needs assessment          | Dean   | Academic Unit Heads / Directors | Completed   |

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### GOAL 2:

EXPAND STUDENT ACCESS TO EDUCATIONAL OPPORTUNITIES

| Objective  | Action Plan   | Responsibility                              |   | Time Frame*                             |
|--|---|---|---|---|
|  |   | Administration                              | Shared Governance                       |   |
| 2.1 Increase course and program availability           | Expand baccalaureate options  | Associate Dean of Academic Affairs          | Curriculum & Academic Affairs Committee | 2015                                    |
|  | Support the growth of high demand programs and new baccalaureate programs | Dean and Associate Dean of Academic Affairs | Curriculum & Academic Affairs Committee | 2016                                    |
| 2.2 Increase external funding for student scholarships | Implement fund-raising campaign for scholarships                          | Director of Development                     |   | Completed                               |
|  | Increase fund-raising for scholarships                                    |   |   | Completed; additional increases ongoing |

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### GOAL 3:

IMPROVE INFRASTRUCTURE AND TECHNOLOGY

| Objective                           | Action Plan   | Responsibility   |                                 | Time Frame*           |
|-------------------------------------|---|--|---------------------------------|-----------------------|
|                                     |   | Administration   | Shared Governance               |                       |
| 3.1 Enhance physical infrastructure | Implement short-range components of Master Plan   | Dean   | Ad Hoc Space Planning Committee | 2016                  |
|                                     | Increase capital improvement funding  | Director of Development                                |                                 | Completed and ongoing |
| 3.2 Enhance technology              | Establish Long-Range Technology Plan  | Dean and Director of IT                                | Technology Committee            | 2014                  |
|                                     | Assess internal communication and increase collaboration both in the classroom and in the workplace | Dean and Director of IT                                | Technology Committee            | 2014                  |
|                                     | Assess consistency of technology implementation across classrooms, departments and colleges         | Dean and Director of IT                                | Technology Committee            | 2014                  |
|                                     | Assess the budgeting and oversight structure for technology   | Dean, Director of IT, and Director of Business Affairs |                                 | 2014                  |

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### GOAL 4:

STRENGTHEN COMMUNITY ENGAGEMENT

#### Responsibility

| Objective   | Action Plan   | Responsibility                                   |  | Time Frame* |
|---|---|--|--|-------------|
|   |   | Administration                                   | Shared Governance  |             |
| 4.1 Enhance the social environment of the campus  | Increase opportunities for social interaction for faculty, staff, and students  | Dean   | Student Affairs Committee, Buildings and Grounds Committee, Staff Council  | 2016        |
| 4.2 Increase staff and student opportunities for participation in college and university governance | Develop and assess cross-training opportunities to facilitate staff participation   | Dean and Director of Human Resources             | Staff Council and Academic Unit Heads / Directors  | 2014        |
|   | Identify leadership training opportunities for students, staff, and faculty to foster professional growth and development | Dean   | Student Affairs, Student Government, Staff Council, Faculty Development Committee, Academic Unit Heads / Directors | 2016        |
| 4.3 Increase collaboration with other UC colleges   | Assess and support current UCBA involvement in activities at the university level   | Dean and Director of Institutional Research (IR) |  | 2016        |
|   | Increase UCBA collaboration with other UC colleges on curricular and academic matters                                     | Associate Dean of Academic Affairs               | Curriculum & Academic Affairs Committee  | 2016        |

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### GOAL 4:

STRENGTHEN COMMUNITY ENGAGEMENT

| Objective  | Action Plan  | Responsibility                            |                              | Time Frame* |
|--|--|---|------------------------------|-------------|
|  |  | Administration                            | Shared Governance            |             |
| 4.4 Foster partnerships with the community at large                          | Coordinate opportunities for Workforce Development credit and programs | Director of Center for Corporate Learning |                              | 2013        |
| 4.5 Increase civic engagement opportunities for students, staff, and faculty | Assess and improve the Speakers Bureau process                         | Director of Communications                |                              | 2016        |
|  | Increase service-learning opportunities                                | Associate Dean of Academic Affairs        | Director of Service Learning | 2015        |

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### GOAL 5:

ENHANCE DIVERSITY AND INCLUSION

| Objective  | Action Plan   | Responsibility  |   | Time Frame* |
|--|---|---|---|-------------|
|  |   | Administration  | Shared Governance   |             |
| 5.1 Promote intercultural dialogue                             | Develop / Promote college-wide diversity awareness opportunities                                  | Dean, Director of Student Life, and Multicultural Student Affairs Officer | Cultural Diversity Committee, Study Abroad & Exchange Committee, Staff Council, and Student Affairs Committee | 2016        |
|  | Expand student access to study abroad and service-learning opportunities                          | Dean  | Study Abroad & Exchange Committee and Director of Service Learning  | 2016        |
| 5.2 Attract, retain, and graduate a diverse student population | Develop and maintain a web and social media presence that reflects a diverse UCBA community       | Director of Communications  |   | 2013        |
|  | Track persistence of underrepresented student populations and identify needs to improve retention | Associate Dean of Academic Affairs and Director of IR                     |   | 2013        |
|  | Identify diverse student group needs and increase support services                                | Assistant Dean of Academic Affairs and Director of IR                     | Staff Council, Student Affairs Committee, and Cultural Diversity Committee                                    | 2016        |

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| Objective  | Action Plan  | Responsibility                       |   | Time Frame* |
|--|--|--------------------------------------|---|-------------|
|  |  | Administration                       | Shared Governance                                     |             |
| 5.3 Attract, recruit, and retain a diverse staff and faculty | Support faculty and staff search process to attract more diverse applicants                                  | Dean and Director of Human Resources | Academic Unit Heads, Directors, and Search Committees | 2016        |
|  | Increase communication among faculty, staff, and administration to enhance diversity awareness and inclusion | Dean                                 | Cultural Diversity Committee and Staff Council        | 2016        |
|  | Identify diverse staff and faculty needs and increase support services                                       | Dean and Director of Human Resources | Cultural Diversity Committee and Staff Council        | 2016        |

Updated and Approved, Spring, 2013