CAS Strategic Plan Implementation: June 2020

Key: not started | in progress | completed

	FA18	WI19	FA19	WI20	FA20	WI21	FA21	WI22	FA22	WI23	Expected Completion
Advising and Retention											
Collaborate with the Student Success Center in advising undecided students.											
Assess major not declared numbers and share report with CAS Faculty											5/1/2019
Outline SSC advising process for major not declared to CAS Faculty											12/1/2020
Suggest ways in which CAS departments/faculty can better support the advising process for majors not declared											12/1/2020
Increase CAS leadership by defining and implementing faculty recommendations for student services such as orientation, tutorial/SI services, Promise Scholars, DEEP, etc.											
Prepare recommnedations to improve collabroration and cross-promotion of activities between student life and CAS											5/1/2020
Prioritize student service areas related to advising and retention											5/1/2019
Investigate chatbot programs to answer student informational questions to prevent summer melt											5/1/2020
Develop CAS chatbot to enhance current/prospective student touchpoints											12/31/2020
Analyze CAS involvement w/ DEEP and needs of CAS for DEEP											12/1/2020
Hire more CAS professional advisors to cover all students in the college.											
Measure: Number of CAS advisors	3.5		4.5	7.5							5/1/2020
Provide better access to predictive student data that is needed for improved advising.											
Ongoing training efforts											5/1/2020
Measure: Percent of advisors, Chairs and Directors having Dashboard training	0%		75%							100%	5/1/2023
Set college retention goals for all student categories (FTIAC, transfers, continuing, readmits, etc.).											
Collect data and indentify best practices to outline reasonable, yet aspirational goals (n.a. owing to University-wide retention goals being set)											5/1/2019
Write report proposing achievable retention goals (n.a. owing to University-wide retention goals being set)											12/31/2019
Strategy: Strengthen Retention through Professional and Faculty Advising											
Measure: FTIAC 1st to 2nd Year Retention, Tableau Persistence Overview	73.%		75.%							77.%	5/1/2023
Measure: Transfer 1st to 2nd Year Retention, Tableau Persistence Overview	79.%		83.%							83.%	5/1/2023
Measure: FTIAC 2nd to 3rd Year Retention, Tableau Persistence Overview	60.%		59.%							62.%	5/1/2023
Measure: Transfer 2nd to 3rd Year Retention, Tableau Persistence Overview	56.%		58.%							60.%	5/1/2023
Marketing and Communication											
Create a marketing and communication committee that will work with the CAS Communications Specialist to help plan, facilitate, and report on marketing efforts on behalf of the College.											
Creation of timeline for proposal and creation of standing committee											5/1/2019
Outline the desired makeup of the committee (# of members, division of membership across college)											12/1/2019
Finalize committee charge											12/1/2019
Make initial proposals for code changes to governing faculty											12/1/2019
Pass code change through Governing faculty vote											10/25/2019
Hold nominations for committee											11/20/2019
Committee is currently exploring possibility of themed semesters...immigration?											12/1/2020

Marketing and Communication (cont.)

Create a CAS marketing and communication campaign that focuses on the power of the liberal arts and the successes of current students and alumni.											
Work to identify foundational "why" statements around commonalities across CAS...why choose the arts & sciences to prepare you; why the arts & sciences at UM-Flint											12/1/2020
Identify what channels are most effective through smaller campaigns											6/1/2020
Explore the marketing possibilities that exist in 20-21 due to budget limitations											12/31/2020
Establish consistent standards for department and program web pages.											
Understand the timeline for Marketing's transition for umflint.edu from Drupal to Wordpress											12/1/2020
Solicit UCOMM for more information around general best practice and context within UM-Flint											12/1/2019
Hold meeting with CAS Dean's Office and UCOMM to understand existing web update plans											11/27/2019
Solicit feedback on plan from Council of Chairs (UCOMM presenting)											12/1/2020
Prioritize program pages for updating											12/1/2020
UCOM to create major-specific program pages											8/31/2020
Internal CAS Web updates											8/31/2020
Strategy: Establish consistent standards for the visability of department/program web pages											
Measure: Number of non-internal UM-Flint users who accessed CAS web pages	n/a		54k	71K						70k	5/1/2019
Measure: Percent of non-internal UM-Flint visitors to our web pages who take no further action (Bounce Rate)	61%		62%	38%						64%	5/1/2019
Create a tracking mechanism for the number of intentional contacts with high schools and their students (e.g., faculty visits, teaching for a day, scholarship specific pieces) and significantly improve that number.											
Assess current department engagements with high schools to establish baseline											5/1/2019
Finalize tracking method for high school contacts											12/1/2019
Implement tracking method and disseminate to units, including PR Administrative staff											12/1/2020
Measure: Number of departmental events with K-12 touchpoints per year			20	26						25	5/1/2023
Measure: Number of emails with CAS-specific messages targeting prospective students per year	0		7	20						20	5/1/2023
Measure: Number of prospective students reached by the above messages	0		1.5k	1.8k						4.5k	5/1/2023
Strategy: Faculty and staff presence at recruitment and admissions events											
Measure: Undergraduate Credit Hours, FSB Tableau data	93k		89k							94k	5/1/2023
Measure: Graduate Student Credit Hours, FSB Tableau data	4.6k		1.0k							1.1k	5/1/2023
Measure: Number of continuing students in CAS each fall	3.4k		3.2k							3.4k	5/1/2023

Reform General Education

Engage in a systematic review of UM-Flint's general education program from the perspective of CAS.											
Make systematic review of Gen Edprogram within the college and across the university. Focus on data collection.											5/1/2020
Review of documents (reports) and analysis											5/1/2020
Collect information about best practices in General education											12/31/2020
Goal: Formulate recommendations for Gen Ed programming within the college, and how to center this across the Univ											12/31/2020
1. Develop a CAS brand by identifying high impact pedagogies within the college (what we do well)											12/31/2020
2. Develop a common language and shared CAS culture around Gen Ed by articulating what we do well											12/31/2020
3. Engage faculty in "workshopping" our shared language and principals for General Education											6/1/2021

Reform General Education (cont.)

Define student preparation and life skills											
Consult literature in this area											12/31/2020
Consult Department chairs and faculty											5/30/2020
Recommendations for the development general education courses toward these skills											12/31/2020
Build a critical mass of CAS gen Ed courses that incorperate Signature Assignments.											
Increase number of Gen Ed courses that incorperate signature assignments to 100.	0		25							100	5/1/2023
Increase nummber of students enrolled in CAS gen ed courses that incorperate Signatre Assignments to 3000.	0		804							3000	5/1/2023

Student Support

Create a campaign for "minor gifts" to build an endowment supporting student research, travel and other high impact practices											
Set up our goal and timeline (100K to be set up over 5 years).										$100k	12/1/2019
Deliver goal to the Dean's office											12/1/2019
Develop strategies, events and timeline for fund-raising and present to faculty.											12/1/2020
Launch campaign to raise $100k by May 2023											5/1/2023
Increase CAS leadership by defining and implementing faculty recommendations for career services and internships for liberal arts majors.											
Identify CAS internship course, opportunities, CAS stakeholders.											12/1/2019
Establish agenda for internship meeting.											12/1/2019
Schedule meeting w/stakeholders (include career services, contracts).											12/1/2019
Stakeholders (subcommittee) generate recommendations											12/31/2020
Engage in more student centered course scheduling. (needs to be re-evaluated due to COVID-19)											
Poll students as to needs. Survey through SSC? OEL? Advising? Counselling?											
Academic research into best practices for section scheduling -- days of weeks, times of day.											
Academic research into best practices for semester scheduling -- flexible start dates, end dates, semester lengths.											
Logistics research. What insitutional, federal, or financial barriers might proposed changes run in to?											
Create a Student Advisory Committee comprised of students, faculty and staff to provide CAS greater access to student input and concerns.											
Determine usefulness of college committee (check with original strategic planning committee; check University Student Concern committee)											5/1/2020
Determine next steps based on Step 1 observations.											12/31/2020
Added Goal: Explore the creation and adoption of Experiential Major Maps											
Approach UCOM and CAS Communications about developing templates for major maps.											6/1/2020
Solicit volunteers for first attempts at departmental major maps.											12/1/2020
Propose a description and charge for a group to initiate college-wide major maps.											6/1/2021