

**USF SARASOTA-MANATEE  
ASSESSMENT PLANNING RECORD  
2012-2013**

<b>UNIT:</b>	<b>Academic &amp; Student Affairs</b>
<b>MISSION:</b>	The mission of Student & Academic Affairs is to ensure academic excellence and professionalism by overseeing and continuously improving the learner-centered environment in service to our faculty, students, and community through fulfillment of federal, state, and university requirements and initiatives.
<b>2012-16 USFSM STRATEGIC PLAN GOALS:</b>	<p><b>ACCESS:</b> Expand access to a University education that benefits students and the local, national, and global community; and (Aligns with USF System Goals 1,2, 3, 4, 5; SUS Goals 2,3)</p> <p><b><u>Teaching &amp; Learning</u></b></p> <p>(1a.) <b>Expand academic programs</b> in distinctive areas related to the Suncoast's needs and strengths and across disciplines, when feasible, including the ability for students to complete the full four-year bachelor's degree.</p> <p><b><u>Scholarship, Research, and Innovation</u></b></p> <p>(1b.) Promote <b>innovative scholarship</b> and <b>community-engaged research</b>.</p> <p>(1c.) Seek <b>external funding</b> from public grants, private foundations, and individual donors.</p> <p><b><u>Public Service &amp; Community Engagement</u></b></p> <p>(1d.) <b>Partner</b> with a variety of organizations and stakeholders, including the USF System.</p> <p>(1e.) Build a <b>University living and learning community</b>, including residence halls, academic buildings, and student life facilities.</p> <p><b>SUCCESS:</b> Enhance success of student outcomes, faculty productivity, and community impact (Aligns with USF System Goals 1,2,4,5; SUS Goals 1,2).</p> <p><b><u>Teaching &amp; Learning</u></b></p> <p>(2a.) Produce continuous improvement in <b>student outcome measures</b>, including retention and graduation rates and student career results.</p> <p>(2b.) Earn <b>professional accreditation and recognition</b>, including AACSB and NCATE.</p> <p><b><u>Scholarship, Research, and Innovation</u></b></p> <p>(2c.) Track and promote <b>faculty-developed measures of scholarship</b>.</p> <p>(2d.) Identify <b>student success predictors</b>.</p> <p><b><u>Public Service &amp; Community Engagement</u></b></p> <p>(2e.) Earn recognition as a <b>Carnegie Community-Engaged University</b>.</p> <p>(2f.) Track and share the value of the University's and graduates' <b>economic and societal contributions</b>.</p>

OUTCOMES	Unit Goal	Means of Assessing Outcomes	Assessment Data	Plan Resulting from Analysis of Assessment	Executive Response
<b>UNIT GOALS:</b>					
		1. Ensure quality academic programs and course scheduling while allocating resources effectively. (Aligns with USFSM Goals 1a,2a-b) 2. Support the ability of faculty to carry out their teaching, research, and service responsibilities. (Aligns with USFSM Goals 1b, 2c) 3. Assure equitable faculty processes through shared governance. (Aligns with USFSM Goals 2c) 4. Communicate current and new policies and procedures. (Aligns with USFSM Goals 1a,2a-b)			
OUTCOMES	Unit Goal	Means of Assessing Outcomes	Assessment Data	Plan Resulting from Analysis of Assessment	Executive Response (Dr. Guilford)
1. A 9% increase in undergraduate enrollment and stable graduate enrollment, indicators of a well-developed course schedule.	1	Compare funded SCH in 2012-13 to 2011-12.	11-12 SCH = 47,116 12-13 SCH = 46,773 Decline of <1%. Note that the major feeder institution declined 19% in enrollment over the past year. Although new enrollment declined, two-year A.A. graduation rates improved 1% and four-year A.A. rates improved 2%.	Continued vigilance is needed for both admission of new students and graduation of current students. The Early Alert System and the Admissions Outreach Plan will be fully supported in 2013-14.	Unit is doing a fine job in monitoring enrollments. Please continue to monitor and report back.
		Initiate the first Admissions Outreach Plan combining Admissions and Marketing plans for 2013-14 through mentoring and training of staff.	Plan completed and implemented. Set baseline for continued outreach. First viewbook produced. Improvements in other publications and website for prospective students. Implemented first admission of freshmen with assistance of faculty admissions committee working with Admissions staff.	Maintain momentum of new prospective student outreach and awareness through updated plan.	This momentum has been excellent and I applaud the efforts of all who were involved.

OUTCOMES	Unit Goal	Means of Assessing Outcomes	Assessment Data	Plan Resulting from Analysis of Assessment	Executive Response
		Finalize the M.A. in Education, the B.A. in Professional & Technical Communication, and the B.S. in Biology.	The three degrees were all approved. The MA and BA will enroll first students in Fall 2013; the BS in Fall 2014. All lower-level courses were on the schedule in 2012-13 in readiness for freshmen in Fall 2013.	Colleges will develop new concentrations in existing degrees that are under-enrolled before recommending new degrees in 2013-14. Delivery of general education will be a priority.	I agree completely that we need to monitor the existing under-enrolled degrees and boost them up when possible with new concentrations.
		Finalize courses for lower-level and offer them for each major.	Lower-level enrollments improved by 25%. SACSCOC approved the lower-level substantive change.	Courses in readiness for entrance of Inaugural Freshman Class in Fall 2013.	Congratulations of getting the first general education classes ready for the Fall 2013. Excellent.
2. Faculty supported for teaching and research efforts.	2	Increase the dollar figure by 10% over 2011-12 of grants	Disappointingly, grant support declined to almost none in spite of having a grants person in Academic Affairs.	Because the grants person was on the compliance end, support for faculty to identify and write grants was not available. Decision made to reconfigure the position to one of finding and applying for grants, instead of compliance.	I concur that this is a good move for us to be able to increase our grant participation through a new individual.
3. Revise and improve the Tenure/ Promotion and Instructor Promotion Processes.	3	Reduce questions and confusion with smooth processes for tenure/promotion decisions.	Procedures were somewhat revised and all faculty reviewed were tenured/promoted. However, some procedural glitches remain. Academic Council met jointly with the Tenure and Promotion Committee to make plans for 2013-14.	Continue to monitor promotion processes to ensure smooth and equitable outcomes.	I agree that this is an important activity to continue. We want to make it fair and equitable, but at the same time a smooth process for the applicants.

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4. Increased collaboration between Student Services and Academic Affairs.	4	Sharing of staff and procedures; added student support services.	The two areas worked together to share an international advisor and a graduate advisor/recruiter. Communication has improved regarding course scheduling between advisors, deans, and schedulers as evidenced by improved student satisfaction with the schedule. Both areas have developed true one-stop service delivery areas, through the first-floor Student Services suite, that will now include Career Services and the second-floor Information Commons, which now offers ongoing student training, as well as faculty training. Information Technology is now viewed as serving the Academic side. SGA supported both areas through funding.	All services will be tested with the Inaugural Freshman Class in Fall 2013. The 2012-13 academic year provided a good dry run to make improvements and work out issues.	I applaud the success in getting all functions together. Let's continue to monitor and hope that it goes smoothly when we have our first Freshmen.