

**USF SARASOTA-MANATEE
ASSESSMENT PLAN
2015-16**

UNIT:	External and Governmental Affairs (Casey Welch, Assistant Vice President)
MISSION:	Develop and implement strategies with USFSM Campus and USF System leadership to achieve institutional goals. To serve as liaison with local, state, regional, and federal governments; the USF System; and community stakeholders by advocating for the System’s priorities. To advise government officials, community leaders, and community stakeholder groups on USF System issues.
2015-20 USFSM STRATEGIC PLAN GOALS:	<p>STRATEGIC GOAL #1: Student Success Ensure student retention, timely completion, employment success, and student satisfaction.</p> <p>STRATEGIC GOAL #2: Campus Life Foster an intentional culture of campus engagement.</p> <p>STRATEGIC GOAL #3: Intentional Enrollment Management Strategically recruit and retain students by growing existing programs and creating new programs of strategic emphasis or demonstrated demand.</p> <p>STRATEGIC GOAL #4: Teaching and Learning Explore and implement innovative technologies and pedagogical methods that increase student engagement in the learning process and improve student learning outcomes.</p> <p>STRATEGIC GOAL #5: Scholarly Activity Recognize and support diverse faculty and student research activities.</p> <p>STRATEGIC GOAL #6: Community Engagement Build and be known for a community engagement identity in partnership with a variety of organizations throughout the service area.</p> <p>STRATEGIC GOAL #7: Resources Preserve, grow, and diversify the human, physical, financial, private, and other resources, aligning them to support the strategic goals.</p>
UNIT GOALS:	<ol style="list-style-type: none"> 1. Effectively communicate University of South Florida Sarasota-Manatee’s mission, vision, and strategic goals to government officials, policy makers, and community stakeholders. (Aligns with USFSM Goal 6, Strategy 6.4)) 2. Develop relationships to identify and facilitate strategic partnerships and funding support. (Aligns with USFSM Goal 4, Strategy 7.5)

	3. Support USFSM academic council, executive council, faculty senate, student government, campus board, and the community leadership council with accurate and timely information for strategic planning initiatives. (Aligns with USFSM Goals 1-7)				
Outcomes	Unit Goal	Means of Assessing Outcomes	Assessment Data Due June 1, 2016	Plan Resulting from Analysis of Assessment	Chancellor's Response (Dr. Sandra Stone)
Outcome 1. Promotion and funding support for USFSM initiatives.	1,2, 3	Conduct legislative activities to support and promote the USFSM STEM Initiative.			
		Conduct legislative activities to support and promote matching state funding for the Center for PAlnT housed in the USFSM College of Education and the Small Business Development Center (SBDC) with sites in Manatee and Sarasota counties.			
		Advocate and strategically plan for property transfers and acquisitions in support of the Campus Master Plan.			
		Legislative activities to support and promote the joint request with New College of Florida for Shared Campus Police Service.			
Outcome 2. Support the faculty and student leadership through the dissemination of information of joint interests.	3	Disseminate information of joint interest to Faculty Senate, and Student Government Association with timely legislative updates. Continue the "Legislative E-Update" to broad constituencies.			

<p>Outcome 3. Cultivation of strategic partnerships with local stakeholders, community partners and community organizations.</p>	<p>1,2,3</p>	<p>Maintain strategic community partnerships in collaboration with the new Chancellor and vision for USFSM. Plan and facilitate the continued introduction of Chancellor to community stakeholders.</p>			
<p>Outcome 4. Effective communication with the Sarasota and Manatee Legislative Delegations.</p>	<p>1,2,3</p>	<p>Set up individual meetings of the Chancellor with each member of the legislative delegation and facilitate appropriate follow-up meetings and activities.</p>			
<p>Outcome 5. Partnership opportunities with the Consortium of Colleges on the Cultural Coast (C-4 Group: USFSM, NCF, SCF, RCAD, Eckerd, FSU-Asolo).</p>	<p>2</p>	<p>Facilitate continued collaboration between the Chancellor and the C-4 Presidents and group members.</p>			