

# **James I. Perkins College of Education Strategic Plan 2016: Envision 2.0**



Aligned with Stephen F. Austin State University  
Strategic Plan 2016-2023: SFA Envisioned

Approved by PCOE Leadership Council: May 12, 2016  
Approved by College Council: May 9, 2016

## **VISION**

The James I. Perkins College of Education will be the college of choice for students striving to achieve professional excellence through exemplary programs that are recognized at state, national and international levels.

## **MISSION**

The mission of the Perkins College of Education is to prepare competent, successful, caring and enthusiastic professionals from diverse backgrounds dedicated to responsible service, leadership, social justice and continued professional and intellectual development in an interconnected global society.

To accomplish this mission, the goals of the Perkins College of Education are to:

- Provide TRANSFORMATIONAL EXPERIENCES for our students.
- Promote MEANINGFUL AND SUSTAINED ENROLLMENT GROWTH.
- ATTRACT/SUPPORT HIGH QUALITY FACULTY AND STAFF.
- Improve and maintain an optimal COLLEGE CULTURE.
- Provide ACADEMIC & CO-CURRICULAR INNOVATIONS.
- INCREASE CONNECTIONS with stakeholders.

## **CORE VALUES**

In the James I. Perkins College of Education, we value and are committed to:

- Academic excellence through critical, reflective and creative thinking
- Life-long learning
- Collaboration and shared decision making
- Openness to new ideas, culturally diverse people and to innovation and change
- Integrity, responsibility, diligence and ethical behavior
- Service that enriches the community

## GOALS ALIGNMENT

SFA Envisioned Goal	PCOE Envision 2.0 Goal
<p>SFA: [1] Stephen F. Austin State University (SFA) will have a distinct and stellar reputation based on the transformational learning experiences we provide for all our students in an exceptional setting. We will not use the term "transformational" lightly. We will be deeply committed to providing high impact, experiential learning for all SFA students.</p> <p>SFA: [2] Our students will be engaged and empowered. They will know that we care about them and that we have high expectations for their performance and success. Our students will graduate with the marketable skills and qualities necessary to be leaders in their respective fields. Employers will seek out our students because of a demonstrated reputation of a solid work ethic. Their moral compass will be strong and true.</p>	<p><b>PCOE GOAL 1: We will provide TRANSFORMATIONAL EXPERIENCES for our students.</b></p>
<p>SFA [3] We will expand our reach and increase our enrollment, not merely for the sake of growth, but because we are committed to our responsibility to the people of Texas to prepare more citizens to lead our state into the future. By seeking and accepting diverse students with a strong potential for success and providing them the resources and experiences to capitalize on their promise, the percentage of SFA students graduating also will increase.</p>	<p><b>PCOE Goal 2: We will promote MEANINGFUL AND SUSTAINED ENROLLMENT GROWTH.</b></p>
<p>SFA [4] We will achieve financial sustainability by meeting tough choices head-on and making smart decisions about the future of the university. We will diversify our revenue streams, allocate our resources strategically, increase our private funding, and achieve meaningful enrollment growth. We will invest in our people and achieve appropriate levels of compensation, reward, and recognition. Professional development for faculty and staff will be seen as an investment and not an expense because our people are the greatest asset we have.</p> <p>SFA [6] Our campus culture will be open, collaborative, and engaged. We will have an energetic and respectful workplace where civility, inclusivity, and accountability are guiding principles for everyone. We will become well known for the high quality of our faculty and staff. People will feel valued as employees of the university and work hard to sustain the sense of community that distinguishes us. Communication will be robust, transparent, and trusted.</p>	<p><b>PCOE Goal 3: We will ATTRACT/SUPPORT HIGH QUALITY FACULTY AND STAFF.</b></p>
<p>SFA [4] We will achieve financial sustainability by meeting tough choices head-on and making smart decisions about the future of the university. We will diversify our revenue streams, allocate our resources strategically, increase our private funding, and achieve meaningful enrollment growth. We will invest in our people and achieve appropriate levels of compensation, reward, and recognition. Professional development for faculty and staff will be seen as an investment and not an expense because our people are the greatest asset we have.</p> <p>SFA [6] Our campus culture will be open, collaborative, and engaged. We will have an energetic and respectful workplace where civility, inclusivity, and accountability are guiding principles for everyone. We will become well known for the high quality of our faculty and staff. People will feel valued as employees of the university and work hard</p>	<p><b>PCOE Goal 4: We will improve and maintain an optimal COLLEGE CULTURE.</b></p>

<p>to sustain the sense of community that distinguishes us. Communication will be robust, transparent, and trusted.</p>	
<p>SFA [2] Our students will be engaged and empowered. They will know that we care about them and that we have high expectations for their performance and success. Our students will graduate with the marketable skills and qualities necessary to be leaders in their respective fields. Employers will seek out our students because of a demonstrated reputation of a solid work ethic. Their moral compass will be strong and true.</p> <p>SFA [5] We will be an innovative university. We will reach our students where they are and prepare them for life-long learning and career responsiveness in the twenty-first century. We will use cutting-edge teaching techniques and advanced research methods both inside and outside the classroom. We will be a forward-thinking university that not only is responsive to the realities of higher education but also is a leader in academia. Technology will be appropriately and sensibly infused throughout the campus in our classrooms and operations. It will facilitate-not drive-how we teach and work together.</p>	<p><b>PCOE Goal 5: We will provide ACADEMIC &amp; CO-CURRICULAR INNOVATIONS.</b></p>
<p>SFA [7] Our brand and identity will be authentic, clear, and understood by all our stakeholders. People will know who we are, what we contribute to the local, regional, and state communities, and what matters to us as a university. We will be known as trusted partners. We will leverage the strengths of our stakeholders, including community colleges, businesses and industries, K-12 institutions, and government entities. These partnerships will enable us to provide a stellar learning experience for our students and contribute to the quality of life of everyone we touch.</p>	<p><b>PCOE Goal 6: We will INCREASE CONNECTIONS with stakeholders.</b></p>

**James I. Perkins College of Education  
Strategic Plan 2016: Envision 2.0  
(Aligned with SFASU Strategic Plan: SFA Envisioned)  
Goals, Strategies and Action Steps for 2016-2017**

<b>PCOE Goal 1: We will provide TRANSFORMATIONAL EXPERIENCES for our students.</b>		
<b>Strategy</b>	<b>Action Steps</b>	<b>Who</b>
Provide resources and support to faculty to create and develop transformational learning experiences such as field experiences, project-based learning or service learning	Identify campus and external resources such as The Center for Teaching and Learning, Student Affairs, Office of Research and Sponsored Programs, Office of International Programs that can support transformational learning experiences.	Unit heads  Program Coordinators  College Council
Increase visibility and awareness of student, faculty and staff accomplishments in transformational learning experiences	Recognize students, faculty and staff in newsletters, publications, and social media.	Faculty and staff recognize students from classes  Program Coordinators (disseminate to PCOE Marketing Communications Specialist)  Technology Coordinator (distributes through PCOE social media, announcement boards)

<b>PCOE Goal 2: We will promote MEANINGFUL AND SUSTAINED ENROLLMENT GROWTH.</b>		
<b>Strategy</b>	<b>Action Steps</b>	<b>Who</b>
Continually improve systems to improve transparency and current information for students	1. Conduct a survey of community college transfer students asking why they chose SFA. A web-focus report has been requested (from the registrar by this committee) that gives each transfer student and the Community College from where they transferred. Survey to be sent out by PCOE to all transfer students.	PCOE Recruitment and Retention Committee
	2. Utilizing institutional research data relative to community colleges, arrange and meet with top feeder community colleges to bridge student needs and strengthen connections (suggest 3 strategically planned meetings).	PCOE Chairs/Directors and PCOE Associate Dean of Student Services and Advising
	3. Create and conduct student focus groups from each Department/School for possible implementation of student services and customer service training for staff and PCOE student workers who are front line contacts for students.	Associate Deans
	4. Explore the possibility of a position dedicated to PCOE marketing to connect with future, present and past students.	Deans Office

<b>PCOE Goal 3: We will ATTRACT/SUPPORT HIGH QUALITY FACUTLY AND STAFF.</b>		
<b>Strategy</b>	<b>Action Steps</b>	<b>Who</b>
Promote a greater sense of collegiality and professional affiliation and belonging	1. Establish formal mentoring program for new faculty (university and college level).	College Council  Unit Heads (with Center for Teaching and Learning)
	2. Identify ways to ensure adjunct faculty and staff are part of the planning for the vision at the department, college, and university levels.	Unit Heads  Program Coordinators
Determine how and why faculty/staff stay or leave	1. Analyze exit surveys from HR.	PCOE Leadership Team
	2. Survey all current faculty and staff for their input.	Unit Heads
	3. Utilize SFA Envision strategic planning survey data to identify and provide non-salary benefits faculty and staff view as most important (professional development, academic atmosphere, educational tuition support, childcare support, etc.).	College Council
Advocate for competitive salaries	1. Determine system by which salary increases for individual faculty take into account salary compression.	Unit Heads  Dean

<b>PCOE Goal 4: We will improve and maintain an optimal COLLEGE CULTURE.</b>		
<b>Strategy</b>	<b>Action Steps</b>	<b>Who</b>
Improve communication	1. Develop structures for reflective decision-making and information sharing to promote a sense of connection and ownership, and to ensure faculty and staff voices are included in the process.	Dean College Council
	2. Develop a monthly newsletter with pertinent information and updates to keep faculty and staff better informed.	Associate Dean, Assessment and Accountability
	3. Develop a video clip for college website to educate students on “chain of command” so they learn to handle problems professionally.	Associate Dean, Student Services and Advising  Technology Coordinator
Invest in people through targeted resources	1. Review college and departmental funding allocations and determine priority areas such as accountability support or professional development.	Dean and Chairs/Director  Associate Dean, Assessment and Accountability
	2. Provide additional support for scholarly writing/grant writing/service learning activities.	Dean  Chairs/Director
	3. Increase diversity of faculty and staff through targeted advertising and inclusive search practices.	Dean  Diversity Committee
Provide opportunities for open, collaborative, and engaged discussion	1. Implement regular college-wide staff meetings, no less than quarterly.	Dean’s Office Staff



<b>PCOE Goal 5: We will provide ACADEMIC &amp; CO-CURRICULAR INNOVATIONS.</b>		
<b>Strategy</b>	<b>Action Steps</b>	<b>Who</b>
Develop an inter- and intra-departmental hub for teaching, scholarship, scholarly activities, and service	Create a PCOE webpage that will allow PCOE faculty with a “hub” to post their teaching, scholarship, and service interests, with the intent of providing a mechanism for faculty collaboration.	Ad hoc committee  PCOE Technology Coordinator
Develop and ensure equitable resources across the department and the college	Publish the PCOE department/unit spreadsheet that documents allocated resources for each program (number of faculty lines, SCH, HEEF, technology, classroom improvements, building improvements, etc.) on the PCOE website.	Dean’s Office  PCOE Technology Coordinator
Provide opportunities for innovative experiential learning throughout the four undergraduate years at SFA	PCOE programs identify courses at the 100, 200, 300, and 400 level where transformational experiences can be implemented.  *Cross list: Goal 1, Strategy 1	Unit heads  Program Coordinators  College Council

<b>PCOE Goal 6: We will INCREASE CONNECTIONS with stakeholders.</b>		
<b>Strategy</b>	<b>Action Steps</b>	<b>Who</b>
Establish a structure to facilitate connections with alumni through committees and reunions	1. Develop/Maintain accurate, up-to-date database of former students.	Office of Assessment and Accountability
	2. Publish newsletter in fall and spring highlighting accomplishments of alumni. <ul style="list-style-type: none"> <li>▪ Solicit potential internship sites from alumni each newsletter.</li> <li>▪ Solicit names of alumni in each newsletter who are interested/would be willing to serve on committees.</li> </ul>	Associate Deans with input from program faculty, program staff and Alumni Association
	3. Host reception during Homecoming for PCOE alumni.	Ad hoc committee with representation from each unit
Establish a structure to ensure faculty and student contact with community leaders/stakeholders/employers	1. Develop learning communities/groups for students to connect with peers.	Program Faculty
	2. Develop program social media accounts and webpages to connect with students online. <ul style="list-style-type: none"> <li>▪ Program Facebook pages</li> <li>▪ Program Twitter accounts for announcements, etc.</li> <li>▪ College webpages with positions announcements</li> </ul>	Appointed program representatives with support from PCOE Technology Coordinator
	*Cross list: Goal 1, Strategy 2	
	3. Develop mentorship program where students further along in programs may mentor beginning students.	Program Faculty

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