

James I. Perkins College of Education  
PCOE Strategic Planning: Envision 2.0  
Group Ideas: Strategies and Plans  
October 14, 2015

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**PCOE: INCREASING CONNECTIONS**

**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.**

1. Maintain accreditations connecting curriculum and requirements of world of work
2. Establish a structure to facilitate faculty social and professional connections
3. Establish a structure to facilitate faculty/student mentoring/intervention relationships
4. Establish a structure to facilitate connections with alumni through committees and reunions
5. Establish a structure to extend relationships with increased number of practicum/internship sites
6. Establish a structure to insure connections with graduates' employers
7. Establish a structure to insure faculty and student contact with community leaders/stakeholders
8. Increase cross-institutional collaboration with (a) K-12 partners, (b) community colleges, (c) other 4-year institutions, and (d) other programs
9. Initiate cross-program/departmental affiliation for education and recruitment purposes

**PCOE: UNIVERSITY CULTURE**

**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.**

**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.**

1. Determine what PCOE wants to look like – our own “brand”
2. Initiate plan to make compliance more transparent

3. Develop resources to support (a) compliance requirements and (b) faculty engagement and innovation

**PCOE: ACADEMIC & CO-CURRICULAR INNOVATIONS:**

**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.**

**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.**

1. Develop a system for inter & intra-departmental control/hub for teaching, research, and service  
Including: community service; data for research; service learning opportunities; smaller class size; increased internships for professional programs
2. Develop equitable technology innovations across the departments/school
3. Develop equitable resources and space allocations across the college/university
4. Develop equitable experimental learning experiences – possibility for smaller classes
5. Determine what “student learning” looks like and appropriate assessment measures
6. Establish relationships with external partnerships (service learning and experiential learning)

**PCOE: MEANINGFUL AND SUSTAINED ENROLLMENT GROWTH:**

**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.**

1. Provide customer service training
2. Develop a system that will focus on the needs of transfer students
3. Develop a system that targets/reallocates resources for recruitment of growing programs
4. Complete Exit Reviews on students leaving the PCOE or changing majors within the PCOE
5. Invest in online/web visibility
6. Target community college partnerships
7. Develop a system to highlight students and student organizations
8. Develop a system that incorporates STAR students as mentors
9. Review processes and procedures across the Units (Which ones?)

**PCOE: TRANSFORMATIONAL EXPERIENCES:**

**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.**

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1. Develop a system that recognizes and rewards faculty – faculty specific; letter of recognition from provost or dean
2. Develop a system that distinguishes classes in a variety of sources
3. Increase visibility and awareness of accomplishments – newsletters, advisory boards, SFA today, Saw Dust
4. Provide high impact and experiential learning regarding life skills
5. Create a system for career development through various means: advising; experiential learning, connections with employers, real-world examples

**PCOE: ATTRACT/SUPPORT HIGH QUALITY FACUTLY AND STAFF:**

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1. Engage alumni in the development of a “brand” or “niche” for our college
2. Utilize retired faculty for improving recruitment by connection the past to the SFA legacy
3. Identify data collection measures for determining how and why faculty stay or leave
4. Determine attrition patterns through various departments
5. Examine salary schedules as a means of competition with other universities/colleges
6. Develop a system of recognition at the administrative level for staff; staff recognition
7. Develop a system to address university culture to promote a greater sense of collegiality and belonging for faculty and staff