### INSTITUTIONAL GOAL 1: Grow DeLand undergraduate enrollment to 2700 FT students by fall 2014; 3000 FT by fall 2016.

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<th>Objective</th>
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<th>Status/Next Steps/Timeframe for Goals</th>
<th>Assessment (How will you measure progress/success?)</th>
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<tr>
<td>1-1</td>
<td>B. Paul, D. Dickerson, G. Ballenger, S. Michelson, J. West</td>
<td>Fall, 2010 - Complete and implement revised tenure and promotion policy for College of Arts and Sciences, School of Business Administration, and School of Music. Complete and implement revised tenure and promotion policy for College of Arts and Sciences, School of Business Administration, and School of Music. Key Indicators for academic program effectiveness defined; populate with data. Refresh definitions of key learning outcomes for each program, map how the learning outcomes are achieved in the curriculum, and build in assessments of student learning that result in continued strengthening of the program. Submit draft program closure/initiation policy to UCCAP for review.</td>
<td>Pre-tenure, Tenure and Promotion policy approved August 27, 2010. Implementation will be guided by specific recommendations and action steps. Data set in development.</td>
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<td>1-2</td>
<td>G. Carroll, B. Paul, D. Dickerson, D. Thompson</td>
<td>August: Mail magazine to all in prospect pool. (by Aug. 15) Complete revision of School of Business Administration website. (by Aug. 31) Complete travel and financial aid piece. Develop strategy for recruiting veterans.</td>
<td>Number of events, attendance by prospective students, and alumni. Hired a new search firm whose business model supports our goals of increased enrollment and geographic diversification. Activity monitored by search response on an ongoing basis with</td>
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- **Objective 1-1:** Define and deliver excellent, distinctive, and engaging academic programs.
- **Objective 1-2:** Integrate marketing targeting first-year, transfer, and graduate enrollment: new strategies, products, technology, storytelling, and assessment.
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| **September-October:**  
  - Finish review and choose “Search” company. (by Sept. 1)  
    - What do we buy and how should we communicate with those students?  
  - Complete stretch goals and completion of marketing/enrollment plan timeline (now to 2014) indicating path to increased yield. (by Sept. 1)  
  - Complete Atlanta strategy. (by Oct. 1)  
  - Bring club sports search and recruitment into process. (by Oct. 1)  
  - Bring veterans search and recruitment into process. (by Oct. 1)  
| **2010-11:**  
  - Rethink administration of and student recruiting for graduate programs.  
  - Develop new strategy for international recruiting.  
  - Utilize athletic competitions in target areas for University recruitment and alumni engagement | a comprehensive annual review. Anticipated outcome is increased geographic diversity in inquiry pool and ultimately enrolling students.  
  - Implementation of a predictive model of likely to enroll students. Activity monitored by annual review with anticipated outcome of increased enrollment in out-of-state markets.  
  - Launch a new family of high quality publications in a timely manner. Monitored by focus groups and admitted student survey on an annual basis. Anticipated outcome increased enrollment.  
  - Implementation of a long range recruitment/marketing plan. Monitored by enrollment reports on a weekly basis during recruitment cycle. Anticipated outcome is progress toward 2014 enrollment goals. Reviewed annually.  
  - Incorporation of club sports into search and recruitment initiatives. Monitored annually by number of enrolling students indicating interest in club sports.  
  - Implementation of a veterans recruitment plan  
  - Monitored annually by number of enrolling veterans. Reviewed annually.  
  - Implementation of a defined admissions plan for graduate programs. Monitored by communication flow and number of enrolling graduate students. Reviewed annually.  
  - Implement Phase I of international recruitment plan. Monitored by institutional investment in international recruitment activities and international student enrollments. Reviewed annually.  
| **1-3**  
  - Examine and improve campus visit and tour.  
  - G. Carroll, G. Herbst, D. Thompson | A written facilities plan prepared and presented to the President’s Cabinet.  
  - Completion of Phase I Construction.  
  - Evaluation of campus tour experience by consultant during spring 2011 with implementation of appropriate recommendations in a timely fashion. |
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<td><strong>1-4</strong></td>
<td>B. Paul, G. Herbst, D. Thompson</td>
<td><strong>In Place:</strong>&lt;br&gt;• New strategies for transfer, out-of-state, under-enrolled major, and top academic quality students. <strong>September-November 2010:</strong>&lt;br&gt;• Evaluate results from Fall 2010 entering class.&lt;br&gt;• Build financial aid models for the future.&lt;br&gt;• Choose merit scholarship levels. (by October).&lt;br&gt;• Evaluate use of Noel-Levitz. <strong>December 2010:</strong>&lt;br&gt;• Put new financial aid models in place.</td>
<td>• Monitor annually with enrollment/financial aid reports by population.&lt;br&gt;• Evaluation of tuition leveraging model on an annual basis.</td>
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<td><strong>2010-11:</strong>&lt;br&gt;• Develop clear enrollment growth plan for out-of-state students</td>
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<td><strong>1-5</strong></td>
<td>G. Carroll, B. Paul, G. Herbst, D. Thompson</td>
<td><strong>In Place:</strong>&lt;br&gt;• Hired Admissions Counselor to work with the alumni (HART Program).&lt;br&gt;• Hired Admissions Counselor to recruit transfer students.&lt;br&gt;• Hired Dean of Students/Campus Life (start date September 1) (existing line).&lt;br&gt;• Hired Assistant Director for Student Resources.&lt;br&gt;• Hired Associate Vice President for Facilities Management (with existing resources resulting from reorganization of Vice President for Finance office).&lt;br&gt;• Consolidate staff from across campus into Office of University Marketing.&lt;br&gt;• Hired Creative Director, University Marketing.&lt;br&gt;• Reorganized Vice President for Finance office, realizing budget savings. <strong>July-August 2010:</strong>&lt;br&gt;• Send communication to the Stetson community and trustees regarding new hires. State if these were new positions/new funding, open positions/currently funded, or new positions/repurposed funding. (Include in “Welcome Back” communication.)&lt;br&gt;• Hire new Dean of Admissions (existing line).&lt;br&gt;• Hire Assistant Provost for Student Success (funded with restricted gift funds). <strong>September 2010:</strong>&lt;br&gt;• Hire Admissions Counselor for international recruitment.&lt;br&gt;• Evaluate facilities staffing on the DeLand campus and develop a plan to address any deficiencies.</td>
<td>• Successful search and employment of staff, as planned.&lt;br&gt;• Benchmark Enrollment Management staffing levels on annual basis using Southern Consortium institutional data.&lt;br&gt;• Campus communication completed&lt;br&gt;• Secured restricted gift funds to fund first three years of Assistant Provost for Student Success salary. Successful national search and hire of Assistant Provost.&lt;br&gt;• A written facilities plan prepared and presented to the President’s Cabinet.</td>
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<td><strong>2010-11:</strong>&lt;br&gt;• Develop clear enrollment growth plan for out-of-state students</td>
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<td><strong>1-6</strong></td>
<td>B. Paul, D. Dickerson, G. Ballenger</td>
<td><strong>Ongoing:</strong>&lt;br&gt;• Continue work with Deans to use travel funds more effectively to support faculty presentation at national and international conferences to promote</td>
<td>• Informal comparison of travel budgets to peer schools&lt;br&gt;• Level of presentations at national level continues to increase and</td>
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<td>education organizations.</td>
<td>S. Michelson, J. West</td>
<td>faculty development and academic excellence.</td>
<td>- Increase funding to support faculty presentation at and active participation in national and international higher education workshops and conferences September:</td>
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<td>I-7</td>
<td>Expand faculty/staff partnership with Enrollment Management and recruitment efforts.</td>
<td>B. Paul, D. Thompson</td>
<td>September:</td>
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<td>I-8</td>
<td>Update and then maintain residence hall bathrooms.</td>
<td>G. Herbst</td>
<td>December:</td>
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| 1-10      | B. Paul, D. Thompson | Fall 2010:  
- Initiate conversations with Valencia and Seminole State Colleges regarding targeted programs.  
- Review dual-degree policy.  
- Consider degree-completion program in Liberal Arts (perhaps in Orlando and/or Tampa).  
- Continue working with DeLand to create a distinctive prelaw program for undergraduates.  
- Implement inaugural Pre-Law Institute for Stetson undergraduate students, including transfer students, who are interested in pursuing law as a career.  
- Complete review of J.D./M.B.A. dual-degree program with School of Business Administration.  | • Completion of landscape and classroom enhancement construction.  
• Signed articulation agreements with partner institutions. Monitored annually.  
• Policy review and revision completion.  
• Program development. Artication, measurement, and achievement of student learning outcomes.  
• Program review, study of student learning outcomes, revision as indicated by assessment data. |
| 1-11      | L. Davis, D. Thompson | In Place:  
- Developed HART Program.  
- Hired Admissions Counselor to work with alumni (HART Program).  
- Conducted training in Atlanta and DeLand.  
- Surveyed alumni for interest (over 300 responded).  | • The following will be evaluated annually:  
# of alumni trained  
# of cities where training held  
# of student inquiries through HART members  
# of student recruitment activities staffed by alumni  
• Alumni participation in recruitment training and recruitment initiatives. Monitored annually by recruitment training reports and alumni recruitment activity reports. |
| 1-12      | G. Herbst, D. Thompson | Fall 2010:  
- Strategically reallocate student work assignments to cover staffing needs in targeted areas (Hollis Center-expanded hours, Dining Services-expanded hours, Facilities Management, Marketing.  
- Automate student employment assignment / approval process  | • Assignment of sufficient work-study students to the targeted area in fall 2010.  
• Implementation of the plan for adding work assignments to additional financial aid awards.  
• Analyze success of reallocation of work study positions throughout the University annually. Did the distribution change and did it meet the needs of the students and University?  
• Pre and post satisfaction with student employment process |

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| 1-13      | Explore other NCAA sports viable for the student body. | J. Altier Fall 2010:  
- Fundraise to determine the future of targeted new sports.  
- Begin formation of a Sand Volleyball program as a spring sport. |  
- Development of a budget including operational, tuition, capital revenue, and expense associated with targeted new sports.  
- Students and supervisors will create learning outcomes for work assignments – learning measured through reflection papers and pre & post surveys. |

measured by the Student Satisfaction Survey.
### INSTITUTIONAL GOAL 2: Improve first- to second-year student retention to 85% by fall 2014

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| 2-1       | B. Paul, R. Tovar, L. Davis | **July - August 2010:**  
- Search for and hire Assistant Provost for Student Success.  
- Fall 2010:  
  - Continue architectural program design for student success center in CUB/Griffith/Hollis area.  
  - Begin fundraising for student center.  
  - Assistant Provost for Student Success in place to lead redesign of student support, opportunity/engagement, and success resources and initiatives. | • Successful national search and hire of new Assistant Provost for Student Success (first choice candidate accepted).  
• # of prospects identified for student center.  
• Naming opportunities/case statement developed.  
• # of solicitation visits/proposals submitted.  
• $ raised in gifts and pledges.  
• Increase in collaborative initiatives within the areas that make up the student success center.  
• Improvement in annual Student Satisfaction Survey.  
• Utilization of evaluation/feedback forms after student visits to student support and success resources.  
• Increase in faculty referrals to the student success center.  
• Increase in peer referrals to student support and success resources. |
| 2-2       | B. Paul | **In Place:**  
- Fully implemented DegreeWorks.  
- Fall 2010:  
  - Develop positive strategies for attracting and supporting undeclared majors or “Open Options” students.  
  - Hire academic advising professional with expertise in working with first-generation students (funded by CIC/Wal-Mart grant)  
  - 2010-2011  
  - Develop plan to enhance effectiveness of academic advising with faculty, academic leaders, and Assistant Provost for Student Success. | • Increases in student and faculty DegreeWorks usage data.  
• Redefine program goals, student learning outcomes, assessment strategies for "Open Options" students.  
• Track major and minor choices of Open Options students.  
• Define advising goals based on best practices and conduct advising assessment using NACADA tools for student and faculty assessment. |
| 2-3       | G. Herbst | **In Place:**  
- Summer phase complete.  
- October 2010:  
  - Complete fall phases of strategic moves of departments/offices to enhance student services.  
  - Communicate with campus community the goals behind the moves. | • Successful relocation of Registrar, Residential Life office, Chaplains office, and SGA.  
• Move of student services function into the vacated space.  
• Communication posted on capital projects website. |
| 2-4       | R. Tovar, G. Carroll, J. Altier | **In Place:**  
- Hired Assistant Director for Student Involvement responsible for programming and weekend vibrancy.  
- Shifted student working hours to keep facilities open longer. | • Track attendance at weekend events.  
• More students will stay on campus for the weekends – count of vehicles in designated residential parking lots and dining services |
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| 2-5       | G. Herbst      | Fall 2010:  
- Encourage students to stay on campus during weekends by enhancing communication of weekend programs to keep students well-informed of things to do.  
- Create new Saturday programs.  
- Open coffee house in CUB and adjacent patio.  
- Explore opening a coffee cart in Lynn Business Center.  
- Create a “Spirit” session as part of the 2011 orientation program.  
- Initiate a student booster club for athletics.  
- Student Satisfaction Survey.  
- Social Media surveys measuring student satisfaction.  
- Focus groups on weekend student engagement.  
- Rise in user counts in the Hollis Center during new hours. | Successful completion of renovations of at least 16 classrooms by fall 2010 and continuation of renovation until at least 30 classrooms have been renovated.  
Successful relocation of art studio to the former Stetson Station building. |
| 2-6       | J. Altier, R. Tovar | In Place:  
- Began club sports program in spring 2010 (Men’s and Women’s Lacrosse, Tennis, Swimming).  
- Hired Coordinator of Club Sports.  
- Fall 2010:  
- Add minimum of three new club sports: Ultimate Frisbee, Surfing, and Sand Volleyball  
- Student Satisfaction Survey.  
- Student focus groups on club sports program.  
- Number of club sports will increase.  
- Team membership numbers will rise.  
- Social Media surveys to measure satisfaction and to measure interest in new sports.  
- Increase in student retention. | Increase in intramural participation.  
Number of intramural events on weekends will increase thus increasing number of students staying on campus.  
Social media surveys to measure satisfaction and measure interest in new sports.  
Learning outcomes will be developed for official and supervisor training. |
| 2-7       | J. Altier, R. Tovar | In Place:  
- Assigned new coordinator; added graduate assistant.  
- Fall 2010:  
- Begin student feedback program.  
- Move intramural tournaments to weekends.  
- Increase communication with club sports programs. | Increase in intramural participation.  
Number of intramural events on weekends will increase thus increasing number of students staying on campus.  
Social media surveys to measure satisfaction and measure interest in new sports.  
Learning outcomes will be developed for official and supervisor training. |
| 2-8       | R. Tovar, B. Paul | August 2010:  
- Increase staffing at Hollis Center to cover expanded evening and weekend hours.  
- Provide staffing to allow late-night operation of new Coffee Shop.  
- Social media surveys to determine new hours and then satisfaction once they are in place.  
- User counts in Coffee Shop should demonstrate success during late night hours. | Completion of written plan for a new employee orientation program and begin implementation.  
Staff training started on customer services as well as other areas. |
| 2-9       | G. Herbst, R. Tovar | September 2010:  
- Develop and implement a new employee orientation program including a module on customer service (Rosalie Carpenter)  
- Ongoing 2010-11 through 2012:  
- Continue classroom enhancement program. (minimum 16 completed by August, 2010)  
- Relocate art studio (to be completed by September 2010).  
- Successful completion of renovations of at least 16 classrooms by fall 2010 and continuation of renovation until at least 30 classrooms have been renovated.  
Successful relocation of art studio to the former Stetson Station building. | Expand late night and weekend staffing for Hollis Center, the Library, and other student venues.  
R. Tovar, B. Paul | |
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| 2-10      | R. Tovar, L. Davis, G. Carroll | **July 2010:**  
- Review names gathered during Accepted Student Day of parents who were interested in joining the Parents Association.  
- Mail newsletter to those parents to welcome them and to engage them by providing dates of upcoming campus events  
**Fall 2010:**  
- Invite current parents of returning students to join the Parents Association  
- Hold meeting during Family Weekend.  
**Spring 2011:**  
- Form Parents Council. Define goals of Parents Council to include involvement and philanthropy  
- **May 2011:** Begin committee work with Parents Council.  |  
- Increased # of parents in Stetson Parents Association (SPA).  
- Increased level of involvement/participation in SPA, such as participating in recruitment events.  
- Increased # of University communications to parents.  
- Increased # of parents participating in the HART program.  
- Increased # of parents recruited for Parents Council.  
- Hold meetings of Parents Council.  
- Increase dollars raised from parents.  
- By January 2011 we will have 85% of DeLand undergraduates’ parents in database.  
- Measure parent satisfaction through surveys and focus groups.  
- By January 2011, University Career Services will incorporate parents into HatterNet or better program for students to search for assistance.  
- Admissions will have trained 50 parents in the HART model to assist with recruitment efforts.  
- Parents Council will take ownership of fundraising with parents.  |
| 2-11      | Cabinet        | **September 2010:**  
- Dr. Mary Allen, learning assessment expert, will facilitate workshops for academic learning assessment and campus-wide liberal learning outcomes (in General Education and Campus Life) on Sept. 12-14, 2010.  
- Campus Life will utilize the AAC&U LEAP Essential Learning Outcomes to plan and assess student learning. A faculty/campus life staff committee will explore how Campus Life staff can partner with the experiential component of the new general curriculum  |  
- Completion of revision of program-level learning outcome assessment plans and more uniform accomplishment of learning outcomes assessment.  
- All departments within Campus Life will utilize the LEAP Essential Learning Outcomes to set learning goals and measure learning success.  |
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<td>3-1</td>
<td>Enhance marketing.</td>
<td>G. Carroll, L. Davis</td>
<td>July 2010: Make master schedule and review scope of design work for direct mail, donor report, and concept for social media.</td>
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<td>&amp; J. Altier, D. Dickerson</td>
<td>Fall 2010: Hire prospect researcher to work jointly with DeLand and College of Law Development Offices. Consider hiring major gifts officers if warranted.</td>
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<td>3-2</td>
<td>Initiate targeted campaign(s).</td>
<td>L. Davis</td>
<td>Spring-Summer 2011: Develop prospect list for student center and other strategic priorities. Determine size, type, and feasibility of next campaign.</td>
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<td>Fall 2011: Develop prospect list for student center and other strategic priorities.</td>
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<td>Fall 2011-12: Complete lighting retrofit and implementation of other energy-savings opportunities.</td>
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<td>3-3</td>
<td>Define the University brand (including academic excellence, student engagement, and values commitment) and build an internal and external awareness campaign.</td>
<td>G. Carroll, J. Altier</td>
<td>July 2010: Presented first draft of branding statement, tagline, and stationery samples to President’s Cabinet on July 14.</td>
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<td>Fall 2010: Continue work on branding (focus groups, etc.) Reengineer the Hatter Mascot</td>
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<td>3-4</td>
<td>Initiate a University-wide integrated communications program and assess effectiveness.</td>
<td>G. Carroll, B. Paul</td>
<td>2010-11: Continue work to find consistent voice and consistent look for admissions, development, and academic programs.</td>
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| 3-5 | Review University student fee schedule. G. Herbst, B. Paul | **In Place:**  
- Equalized housing fees across campus.  
- Assessed and revised fee schedule  
  - Added technology fees for graduate students.  
**2010-11:**  
- Continue assessment of current fee schedules.  
- Consider program-specific fees (e.g., student teaching fee; music fee).  
- Consider overload tuition fee.  
- Assess College of Law tuition and fees. | **Implemented:** equalized housing fees, technology fee for graduate students in fall 2010.  
- Review market and adjust COL tuition and fees for 2011 – 2012. |
| 3-6 | Explore external contracting for campus services and projects. G. Herbst | **July 2010:**  
- Meet with consultant to discuss feasibility of outsourcing bookstore services (DeLand and Law).  
**October 2010:**  
- Receive proposal and make decision re: bookstore.  
**2010-11:**  
- Issue RFP for external audit services.  
- Study feasibility of outsourcing other services. | **Engage bookstore consultant.**  
- Issue bookstore outsourcing RFP in summer 2010.  
- Evaluate RFP responses and make outsourcing decision in October 2010.  
- Issue external audit services RFP in late fall 2010.  
- Complete review of outsourcing opportunities. |
| 3-7 | Open partnerships with other institutions and new markets. B. Paul, D. Dickerson | **2010-11:**  
- Continue early discussions of College of Law programs outside of Tampa Bay.  
- Explore possibility of partnership with USF for a JD/Marine Science program.  
- Discuss ways to provide foundational classes for JD-MBA students who are currently completing such classes at community colleges or elsewhere.  
- Study possibility of MBA-MJ dual-degree program.  
- Study possibility of JD/MPH, JD/MD degree with UCF.  
- Consider business faculty hiring for Tampa.  
- Develop, review and assess summer online programming and new certificate and continuing education offerings.  
- See Objective1-10 regarding program development. | **By the end of fiscal year, complete evaluation of possible law programs outside Tampa Bay, including marketing and financial data and data related to College of Law’s ability to support certain levels of programming outside of Tampa Bay.**  
- Signed articulation agreements with partner institutions. Monitored annually.  
- Analyze staffing and create long-term staffing plan for all School of Business Administration programs.  
- Assessments of students and faculty involved in online summer school pilot in progress. |
| 3-8 | Improve marketing of athletics to the campus and community. J. Altier, G. Carroll | **August 2010:**  
- Fill open positions in Athletics Marketing and Development.  
- Work with Student Athletics Advisory Council on promoting Athletics internally.  
- Review current mailings and initiatives.  
- Put marketing plan in place for tickets and advancement  
- Begin fundraising for targeted sports. | **Hired Director of Athletic marketing August, 2010. Created and hired donor-funded marketing assistant, August 2010.**  
- General marketing plan for tickets developed August 2010. Specific plans to be developed in September.  
- Process developed for the creation of mailings, brochures that includes University Marketing review.  
- Student Athletics Advisory Council will initiate promotions |
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<td>3-9</td>
<td>B. Paul, G. Herbst</td>
<td><strong>Fall 2010:</strong>&lt;br&gt;- Produce general fundraising plan with goals.</td>
<td>campaign September, and will track student/athlete attendance at all sporting events.&lt;br&gt;- $ raised.</td>
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<td><strong>2010-11:</strong>&lt;br&gt;- Encourage and fund staff to participate in professional development opportunities.&lt;br&gt;- See Section 1-6 re faculty development.</td>
<td>- Approve and fund appropriate professional development opportunities.&lt;br&gt;- Develop tracking report that shows that staff have participated in professional development programs.</td>
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<td>3-10</td>
<td>G. Herbst</td>
<td><strong>Fall 2010:</strong>&lt;br&gt;- Study continuing with the conventional BC/BS plan versus entrance into alternative health insurance program.&lt;br&gt;- Study coverage for participants in post-retirement health benefit plan.</td>
<td>- Engage HR benefits consultant&lt;br&gt;- Act on consultant recommendation in fall 2010</td>
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<td>3-11</td>
<td>G. Herbst</td>
<td><strong>2010-11:</strong>&lt;br&gt;- Provide training on Banner and Argos to allow maximum use of capabilities of these programs.&lt;br&gt;- Consider hiring a Banner expert to work jointly with DeLand and College of Law to improve efficiencies.</td>
<td>- Propose and act on Banner and other IT training programs.&lt;br&gt;- Engage consultant to make recommendation on ways to use Banner to improve efficiencies.&lt;br&gt;- Act on consultant recommendations.</td>
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| 4-1       | G. Herbst, B. Paul | Fall, 2010:  
- Conduct faculty salary market comparison study.  
October 2010:  
- Distribute merit increases as appropriate from salary pool.  
2010-11:  
- Begin market analysis of staff salaries.  
Spring 2011:  
- Announce results of faculty and staff studies. |  
- Distribute merit and compensation increases in the October payroll.  
- Engage consultants to perform faculty and staff compensation market study. |
| 4-2       | R. Tovar, L. Davis | See Section 2-10. |  
- Admissions/Registrar to gather parent information from incoming students and enter in Banner.  
- # of parents invited to join Parents Council. |
| 4-3       | B. Paul, G. Herbst | 2010-11:  
- Work with Faculty Senate Executive Committee to redefine University academic committees  
- As University strategic planning progresses, make changes to committee structure to align with strategic priorities. |  
- Review and recommend new University committee structure.  
- Streamlined committee structure. |
| 4-4       | J. Altier | Completed. |  
- Approval of Master Plan and CUB program and architectural concepts at the Board meeting in February 2011. |
| 4-5       | G. Herbst | February 2011:  
- Receive completed, approved DeLand Campus Master Plan.  
- Receive completed program and architectural concepts for renovation and expansion of the CUB. |  
- Meetings to develop guiding principles for summer 2011 activity held in August. Study of summer program net revenues and facility needs.  
- Summer facilities use plan that maximizes revenue while also allowing for facility updates as per the Master Plan. |
| 4-6       | G. Herbst, B. Paul, J. Altier | July - August 2010:  
- Work with various campus leaders to discuss ways to maximize summer revenue-generating programs without compromising residence hall and playing field condition and preparation. |  
- Meetings to develop guiding principles for summer 2011 activity held in August. Study of summer program net revenues and facility needs.  
- Summer facilities use plan that maximizes revenue while also allowing for facility updates as per the Master Plan. |
| 4-7       | B. Paul, G. Carroll | September 2010:  
- Meet with consultant to discuss online, blended, in-seat, on-campus, off-campus continuing education programs.  
2010-11:  
- Research and develop new mission-directed continuing education offerings |  
- Consultant on campus September, 2010.  
- Expansion of continuing education programs. |
<table>
<thead>
<tr>
<th>Objective</th>
<th>Staff Assigned</th>
<th>Status/Next Steps/Timeframe for Goals</th>
<th>Assessment</th>
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</thead>
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| 4-8       | B. Paul, D. Thompson | 2010-11:  
- Hire or reassign someone to focus on international recruitment.  
- Work with a consultant to study the operations and business models of international study programs.  
- Develop a plan for internationalization as a mission-based distinction for student learning at Stetson. |  
Comprehensive plan for internationalization of campus. Monitored annually by enrollment of international students and number of students engaging in study away experiences. |