

Preface

Strategic Planning Commission Subcommittee Final Reports

May 2007

According to the timeline for revising Appalachian's strategic plan (see Figure 1), subcommittees of the Strategic Planning Commission developed plans for their respective strategic directions. The seven strategic directions and associated activities that were developed by the Planning Advisory Council during its October 2006 retreat and presented to the Strategic Planning Council at its January retreat are shown below. The subcommittees deliberated during Spring semester 2007 and presented their reports to the Commission on April 26. Their final reports are located as separate links under the Strategic Planning Commission web site. During Summer 2007 the Planning Advisory Council is scheduled to consolidate the subcommittee reports into a draft strategic plan ready for the Commission to review at the beginning of Fall semester 2007.

Strategic Direction 1 – Student Achievement

Utilize innovative enrollment strategies, academic policies, and student development programs to promote student achievement.

Suggested Topics for the Development of Activities

- Selectivity
- Diversity
- Graduation and Retention Rates
- Affordability (e.g., Financial Aid; Scholarships)
- Academic Policies and Standards
- Integrated Academic and Student Support Program

Strategic Direction 2 – Faculty Evaluation and Development

Develop and implement transparent and fair faculty evaluation processes and robust faculty development programs to enable faculty success (Liaison: Faculty Evaluation and Development Task Force).

Suggested Topics for the Development of Activities

- Recruitment
- Diversity
- Compensation
- Faculty Development

Strategic Direction 3 – Undergraduate Programs

Establish and maintain undergraduate programs that prepare students to meet the challenges of a changing world by engaging in the discovery, interpretation, and creation of knowledge (Liaison: General Education Task Force; Honors Task Force).

Suggested Topics for the Development of Activities

- General Education

Scholarly Mentoring
Experiential learning (e.g., Service Learning, Internships)
Honors Program
Interdisciplinary Courses/Programs

Strategic Direction 4 – Graduate Programs

Advance the strength of graduate education through consequential program reviews and the development and maintenance of distinctive programs (Liaison: Graduate Education Task Force).

Suggested Topics for the Development of Activities

Student Support (e.g., Scholarships, Assistantships; Tuition Waivers)
Faculty Support
New (Including Doctoral) Niche Programs
Selectivity

Strategic Direction 5 – Targeted Research

Enhance research and creative activities with a focus on creating the highest levels of scholarship in targeted programs.

Suggested Topics for the Development of Activities

Increase Grant Activity to Support Resource Intensive Research
Energy, Environment, Economy
Health and Human Services

Strategic Direction 6 – Economic Needs/Transformation

Work collaboratively with external communities to enhance the educational, economic, cultural, and social welfare of the region and state.

Suggested Topics for the Development of Activities

Health Care Programs
Math/Science Teacher Education
Intellectual Property Development and Transformation
The Arts
Public Service Endeavors

Strategic Direction 7 – Resources

Employ data-based decision strategies to ensure the most efficient use of university resources (Liaison: PACE).

Suggested Topics for the Development of Activities

Budget
Space/facilities
Staff
Technology
Distance Education

Figure 1

Strategic Planning Timeline
Appalachian State University
2006-2008

August 2006	Chancellor announces the development of a new strategic plan and appoints a Planning Advisory Council: Chair: Stan Aeschleman, Provost and Executive Vice Chancellor. Members: Cindy Wallace, Vice Chancellor for Student Development; Greg Lovins, Interim Vice Chancellor for Business Affairs; Bob Lyman, Dean, College of Arts and Sciences; Tony Calamai, Chair, Council of Chairs; Martha Marking, Chair, Faculty Senate; Charlie Wallin, President, Staff Council; Forrest Gilliam, President, Student Government Association; Bobby Sharp (<i>ex officio</i>), Director, Institutional Research, Planning, and Assessment. The Planning Advisory Council is charged to oversee the planning process, organize the macro and micro strategic planning activities, study the important issues facing the university, assign tasks to short-term work groups and to campus staff, set timelines, collect information, and generate planning materials and products.
October 2006	First Open Forum conducted by Provost Aeschleman to provide a 1) Profile of the University, 2) Summary of the External Context for the Planning Process, and 3) Description of the Planning Process (PowerPoint file can be found at: http://www.appstate.edu/www_docs/depart/irp/planning/pp.html) Planning Advisory Council holds a day-long retreat to begin to identify core values, core assets, and essential character of Appalachian, and to propose Strategic Directions for consideration by the Strategic Planning Commission.
November 2006	Open invitation extended to campus community seeking volunteers and nominations to serve on the Strategic Planning Commission. Planning Advisory Council holds a half-day retreat to propose membership of the Strategic Planning Commission, which Chancellor Peacock approved.
December 2006	Chancellor Peacock sends letters of invitation to proposed commission members assigning membership to subcommittees and announcing a half-day Strategic Planning Commission retreat on January 5, 2007.
January 2007	Strategic Planning Commission holds a half-day retreat to discuss the Planning Advisory Council's proposed Strategic Directions, and subcommittees begin to develop strategic objectives for discussion and possible inclusion in the Strategic Plan. (PowerPoint file can be found at: http://www.appstate.edu/www_docs/depart/irp/planning/pp.html)
April 26, 2007 (Reading Day)	Deadline for submission of final reports from subcommittees; these reports form the basis for the development of the Strategic Plan.
Summer 2007	Planning Advisory Council reviews the reports and develops the draft Appalachian Strategic Plan.
Fall 2007	Strategic Planning Commission meets to discuss the draft Strategic Plan. Draft Strategic Plan is made available on the Strategic Planning website and distributed to groups within and outside of Appalachian for feedback.

	<p>Revised drafts of the Strategic Plan are prepared to incorporate feedback.</p> <p>Public forums are held to discuss the final draft of the Appalachian Strategic Plan.</p> <p>Planning Advisory Council affirms final draft of the Appalachian Strategic Plan.</p> <p>Final draft of the Appalachian Strategic Plan is presented to the Chancellor for comment and approval.</p>
Spring 2008	<p>Final draft of the Appalachian Strategic Plan is presented to the Board of Trustees for comment and approval.</p> <p>Final changes to the plan are made to reflect input from the Chancellor and the Board of Trustees.</p>