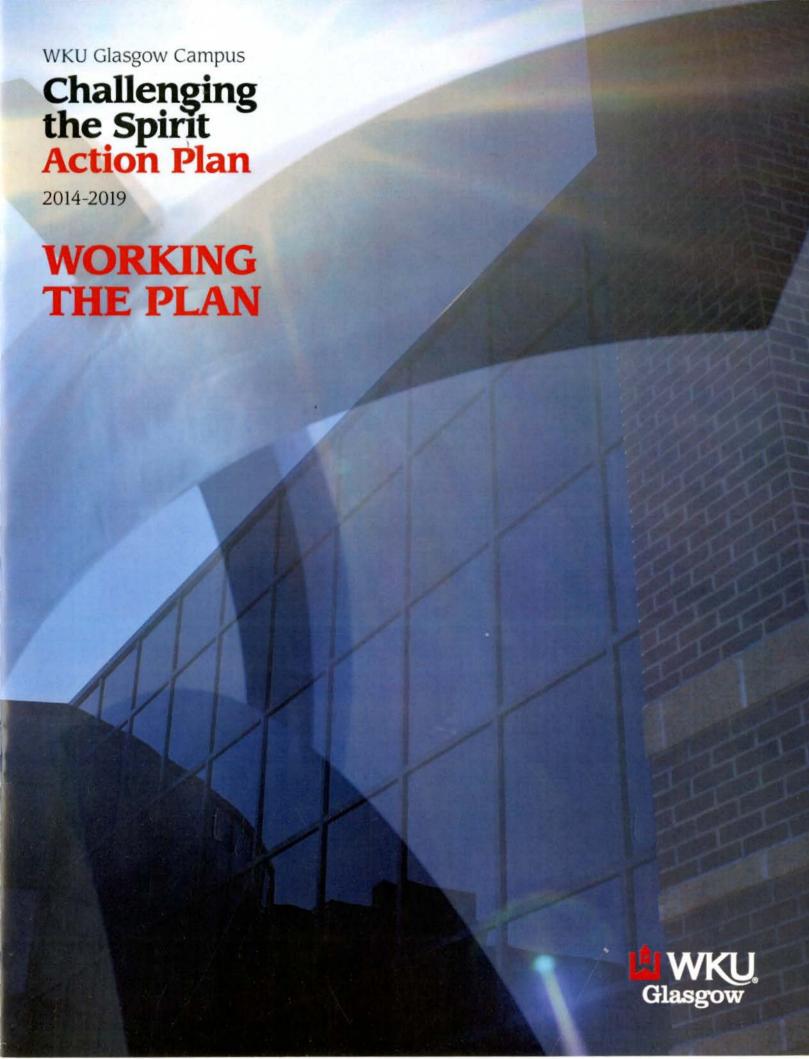Western Kentucky University

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UA42/3/2 Challenging the Spirit Action Plan

WKU Glasgow

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WKU Glasgow Campus

Challenging the Spirit
Action Plan

2014-2019

WORKING
THE PLAN

WKU
Glasgow

WKU Glasgow Campus

Challenging the Spirit
Action Plan

2014-2019

WORKING
THE PLAN

WKU Vision Statement

WKU: A leading American University with International Reach.

WKU Mission Statement

Western Kentucky University (WKU) prepares students of all backgrounds to be productive, engaged, and socially responsible citizen-leaders of a global society. The University provides research, service and lifelong learning opportunities for its students, faculty, and other constituents. WKU enriches the quality of life for those within its reach.

WKU Glasgow Strategic Planning Steering Committee

Dr. Nicole Breazeale, *Department of Sociology*
Dr. Randy Capps, *Gordon Ford College of Business*
Dr. Martha Day, *School of Teacher Education*
Ms. Linda Fitzpatrick, *Department of Mathematics*
Dr. Simon Funge, *Department of Social Work*
Mr. Thomas Gaffin, *WKU Glasgow Technology*
Ms. Heather Garcia, *WKU Public Affairs*
Dr. Jennifer Hanley, *Department of History*
Ms. Laura Houchens, *WKU Glasgow START Center*
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Ms. Catherine Poteet, *School of Teacher Education*
Mr. John Roberts, *WKU Glasgow Student Affairs*
Ms. Christine Robinson-Nkongola, *University Libraries*
Ms. Phyllis Reed, *WKU Glasgow Advising and Retention*
Ms. Jessica Staten, *WKU Glasgow Special Enrollment Initiatives*
Mr. Bill Walter, *WKU Glasgow Regional Vice Chancellor*

Strategic Planning Subcommittee Members

Ms. Melanie Asriel, *Department of Psychological Sciences*
Ms. Amanda Brooks, *Department of Chemistry*
Dr. Judith Hatchett, *Department of English*
Mr. Dan Iacconi, *Glasgow-Barren County Industrial Development Economic Authority*
Ms. Samantha Johnson, *WKU-Glasgow Student Body Association*
Ms. Christian Ryan, *Office of Sustainability*
Mr. Justin Pedigo, *WKU-Glasgow Campus Facilities*
Ms. Kristen Peterson, *Office of Development and Alumni Relations*
Ms. Bonita Phelps, *Department of Modern Languages*
Ms. Kim Shields, *WKU-Glasgow Staff*
Ms. Leigh Ann Wells, *Department of Mathematics*

Strategic Goal 1 *Foster Academic Excellence*

- Extend the engaged learning and global dimensions of the WKU academic experience
- Reinforce WKU as a destination of choice for faculty, staff and students

Objective 1.1

- Sustain a vibrant curricular and co-curricular experience built on a liberal foundation

Targets	Completion Date	Revised Completion Date
Develop and implement a five-year WKU Glasgow student recruitment plan targeting local Kentucky high school graduates in our service area and increase overall campus enrollment by 3%		
Increase academic majors, minors, and certificate programs by five		
Develop a strategy to address Glasgow Campus course scheduling process		
Create a unique WKU Glasgow Campus University Experience course		
Expand student support services on WKU Glasgow Campus		
Expand Glasgow Campus Library services to support student research		

Strategies

- Host three to five recruitment events each year for targeted majors on the WKU Glasgow Campus
- Provide WKU Glasgow representation at Focus on Western
- Host one to two recruitment day fairs on campus geared towards the Elementary and Middle school grades in the Glasgow service area
- Identify at least five WKU Glasgow faculty and five WKU Glasgow students to develop young scholar program
- Design and seek approval for a minimum of five upper division Colonnade courses for WKU Glasgow

Responsible Persons:

Notes:

Objective 1.2

- Attract and support excellent faculty and staff at WKU Glasgow

Targets	Completion Date	Revised Completion Date
Increase communication among campus faculty and staff and between the regional campus faculty and staff and Bowling Green campus.		
Increase WKU Glasgow faculty development opportunities		
Develop WKU Glasgow Faculty Mentoring Program in collaboration with academic department heads		
Promote a professional environment on Glasgow Campus		

Strategies

- Convene regular Glasgow Campus-wide meetings each academic year
- Encourage regular academic department head visits to Glasgow Campus
- Convene semi-annual Glasgow faculty meetings for informational and planning purposes
- Offer professional faculty development opportunities on the Glasgow Campus to keep faculty and staff current on policies, pedagogy, and technology
- Develop, in collaboration with academic department heads, a faculty mentoring program for full-time Glasgow faculty

Responsible Persons:

Notes:

Objective 1.3

- Reinforce a global context for teaching and learning

Targets	Completion Date	Revised Completion Date
Increase Glasgow student opportunities for international engagement		

Strategies

- Develop faculty-led Study Away programs to encourage students to explore beyond their local communities
- Develop globally-themed courses
- Coordinate international events and activities
- Expand international student teaching opportunities for education majors

Responsible Persons:

Notes:

Objective 1.4

- Promote research, creative and scholarly activity by Glasgow faculty and students

Targets	Completion Date	Revised Completion Date
Promote Glasgow faculty and student research, creative and scholarly activity on campus		

Strategies

- Reinstate Glasgow campus funding source and process to support WKU Glasgow faculty research, creative and scholarly activity
- Create incentives to encourage Glasgow student participation in research and presentations
- Schedule regular WKU Glasgow faculty scholarship and pedagogical campus presentations
- Develop a full-time Glasgow Faculty Mentoring Program with at least 50% of full time faculty participating on a regular basis
- Increase the number of WKU Glasgow judges at REACH Week by 5% and WKU Glasgow faculty general attendance by 10%
- Increase WKU Glasgow student research presentations at WKU's REACH week student research fair

Responsible Persons:

Notes:

Objective 1.5

- Prepare students for lifelong learning and success

Targets	Completion Date	Revised Completion Date
Increase the number of WKU Glasgow graduates by 10%		
Increase the number of WKU Glasgow students going to graduate school by 5%		
Increase Glasgow student professional development opportunities through expanded campus organizations		

Strategies

- Examine and address barriers to graduation for students enrolled at WKU Glasgow
- Host annual campus information sessions about graduate programs
- Increase the number of student organizations at WKU Glasgow by 2%

Responsible Persons:

Notes:

Strategic Goal 2
Promote a dynamic and diverse University community

- Emphasize the academic and social dimensions of Glasgow campus diversity
- Support an intellectual climate of engagement and free exchange of ideas

Objective 2.1

- Enhance the diversity and international profile of faculty, staff, and student populations

Targets	Completion Date	Revised Completion Date
Increase the percentage of under-represented minority (URM) faculty and staff by 5%		
Increase the percentage of URM students by 10%		
Expand diverse and cultural events and programs on WKU Glasgow Campus		

Strategies

- Provide and encourage increased academic and non-academic support for faculty, staff, and student involvement in diverse clubs, programs, and events
- Expand partnerships with local, regional, national, and international organizations that serve diverse populations
- Increase campus recruitment efforts directed at diverse faculty, staff, and student populations
- Utilize current Glasgow faculty, staff, and students from diverse populations and experience to promote a diverse university community

Responsible Persons:

Notes:

Objective 2.2

- Increase Glasgow student retention, persistence, and timely graduation

Targets	Completion Date	Revised Completion Date
Increase First-Time-Full-Time-Baccalaureate (FTFTB) students on Glasgow campus by 5%		
Increase graduation rate of FTFTB students by 8%		
Increase regular faculty lines based in Glasgow to support growing academic programs		
Partner with regional school districts to strengthen college readiness for at risk student populations beginning		

Strategies

- Establish a baseline to track WKU Glasgow student enrollment, retention and graduation
- Work with IR to develop a baseline for Glasgow enrollment and retention
- Prioritize consistent and expanded course offerings
- Provide and support training opportunities for Glasgow faculty and staff with MAP-Works and QPR
- Prioritize and deliver accessible student services such as counseling services, disability services, career-counseling services, and academic and non-academic support services on campus
- Provide, promote, and support the WKU Glasgow START Center
- Increase consistency of faculty office hours on campus
- Develop Hilltopper Institute to address college readiness needs of at risk student populations

Responsible Persons:

Notes:

Objective 2.3

- Make a college education more economically affordable for students from diverse groups

Targets	Completion Date	Revised Completion Date
Establish a baseline to track percentage of WKU Glasgow students who are receiving scholarships at WKU and increase by 10%		
Create a baseline of WKU Glasgow students taking developmental & supplemental courses and decrease by 2%		
Create a baseline for all WKU Glasgow students and FTFTB cohort of average time to degree and decrease by 3%		
Increase the number of joint admission students with partnering KCTCS institutions by 10%		
Develop workforce education model that addresses student economic needs and business/industry challenges		

Strategies

- Develop a Campus Scholarship Committee comprised of WKU Glasgow faculty and staff for existing scholarship dollars for all terms
- Maintain current rack cards with WKU Glasgow specific scholarship availability for enrolled students
- Increase partnerships with regional businesses and industry to provide educational financial assistance opportunities for students
- Increase winter and summer term offerings at Glasgow to facilitate degree completion
- Increase work-study opportunities for both Pell-eligible and non-Pell-eligible
- Participate in the larger University conversation regarding the economic challenges of developmental education for students

Responsible Persons:

Notes:

Strategic Goal 3
Improve Quality of Life for Our Communities

- Enhance the educational and cultural reach of WKU
- Collaborate with external partners to advance regional priorities

Objective 3.1

- Expand WKU's economic impact on the region through student, faculty, and staff engagement

Targets	Completion Date	Revised Completion Date
Increase Kentucky Community and Technical College System (KCTCS) transfers by 25%		
Increase by 15% the number of Science, Technology, Engineering, Mathematics and Health Sciences (STEM+H) degrees produced		

Strategies

- Emphasize KCTCS/WKU Glasgow dual enrollment program
- Partner with SKYCTC pursue workforce education model
- Explore opportunities for cohort degree/certified programs with manufacturing, business, retail, and service industries
- Conduct a needs assessment of the local region to determine degree and/or certificate program priorities
- Provide an "Open House" for students to explore career and postsecondary opportunities
- Increase the delivery of interdisciplinary degrees (tied to STEM+H disciplines)
- Engage students across STEM disciplines (and others) by using the natural landscape around the WKU Glasgow campus to showcase environmental sustainability projects (e.g., outdoor classroom, interpretive walking trail (with interpretive waysides), a wetlands, nature center, self-sufficient living quarters, solar/wind power)

Responsible Persons:

Notes:

Objective 3.2

- Enrich the cultural milieu and quality of life in the region

Targets	Completion Date	Revised Completion Date
Increase by 10% the number of regional stewardship projects coordinated through the ALIVE Center and Institute for Citizenship and Social Responsibility		
Increase annual attendance by Glasgow students at arts and cultural events by 10%		
Increase Glasgow campus attendance at athletic events by 10%		

Strategies

- Develop a WKU Glasgow Regional Center for Community Development Service Learning Program
- Provide free transportation to/from WKU Bowling Green and/or continue IVS broadcasts of Cultural Enhancement Series events
- Explore the potential for child care services so students can attend events
- Host a "museum week" at the WKU Glasgow campus

Responsible Persons:

Notes:

Strategic Goal 4
Support the core mission with a robust campus structure

- Strengthen the capacity to fulfill institutional priorities
- Manage resources effectively and efficiently

Objective 4.1

- Generate enduring private support for infrastructure and institutional aspirations

Targets	Completion Date	Revised Completion Date
Increase the level of annual gift deposits to WKU Glasgow by 10%		

Strategies

- Consolidate Glasgow funds which are similar in focus
- Establish a local development group of stakeholders within the region to lead this effort
- Create a focused campaign intended to raise funding specifically for Glasgow campus needs
- Promote local scholarships throughout the WKU Glasgow Campus community

Responsible Persons:

Notes:

Objective 4.2

- Enhance efficiency and sustainability in campus services and operations

Targets	Completion Date	Revised Completion Date
Decrease energy usage per square foot by 12%		
Increase the percentage of solid waste recycled or diverted by 150%		
Increase the percentage of surplus materials re-used by 35%		

Strategies

- Reinvest energy savings funds back into WKU Glasgow campus
- Engage Glasgow Greentoppers and other stakeholders in education and awareness about paper use and print conservation strategies
- Initiate program for recycling paper
- Recycle machining metal scraps
- Collect data on percentage of local food served on campus and promote the initiative as a sustainability best practice
- Promote the use of local food in the café on campus

Responsible Persons:

Notes:

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