



The University of North Alabama

Fall 2019 Strategic Plan Update

Theme One: Transformational Student Experience

Goal: Increase experiential learning opportunities for students (e.g. internships, education abroad, study away, preceptorships and simulations)

- 99 students were awarded a study abroad scholarship for Fall 2019
- 100 percent (N=286) of BSN and RN to BSN graduates completed an experiential learning opportunity with a registered nurse in a practice setting in Fall 2019
- In Fall 2019, 100% of all Education majors (N= 64) and Kinesiology majors (N=42) in the College of Education and Human Sciences (COEHS) completed an experiential learning opportunity via internship
- From Spring 2019 to Fall 2019, 85 students completed an internship in the College of Business
- All 19 College of Arts and Sciences departments have at least one course documenting experiential learning
- The Steele Center for Professional Selling has attended or hosted over 18 events in which over 400 students have participated in Fall 2019
- The Steele Elite Sales Team from the Steele Center for Professional Selling finished top 5 in 5 competitions, and top 10 in the World Cup of Sales, the biggest competition in the world

Goal: Expand research opportunities for undergraduate and graduate students

- The Center for Student Research will award 18 undergraduate student research grants during the Fall 2019 semester

Theme Two: Academic Excellence and Innovation

Goal: Promote and support an innovative, student-centered academic experience at all levels and in all modalities

- Executive Doctor of Business Administration approved by the Alabama Commission on Higher Education in September 2019 and on track for Fall 2020 implementation
- Ph.D. in Exercise Science and Health Promotion scheduled to be approved by the Alabama Commission on Higher Education in December 2019 and on track for Fall 2020 implementation
- M.S. in Applied Manufacturing Engineering scheduled to be approved by the Alabama Commission on Higher Education in December 2019 and on track for Fall 2020 implementation
- Bio-Engineering Option to be added to BS in Engineering Technology in Fall 2020
- M.S. in Sport and Recreation Management launched in Fall 2019
- Micro-credentials in Instructional Technology and Design, Professional Accounting, and Spanish for the Clinical Encounter will launch in Spring 2020

Goal: Increase technology integration to improve and enhance student learning

- Nearly 65% of all students are taking at least one online course during Fall 2019

- Comprehensive Open Education Resource Initiative (OER) - Faculty development and grant initiatives to create or adopt OER for course use to begin in Spring 2020
- Nursing iPad initiative - All nursing faculty have received iPads and will receive formal Apple training prior to the end of Fall 2019. First student cohort distribution of iPads will be Fall 2020

Theme Three: Diversity and Inclusion

Goal: Embrace a broad definition of diversity that fosters a culture of respect for all

- Strategic Diversity and Inclusion Task Force developing a comprehensive Diversity and Inclusion plan for the University by gathering data from campus constituents
- Annual One Book/Common Read had a successful launch in Fall 2019. The following events are highlights from the initiative:
 - Curriculum integration of one book *Just Mercy* into a majority of First Year Experience courses as well as other curricula across campus
 - Showing of *True Justice* at the Florence-Lauderdale Public Library
 - *Ghosts Over the Boiler* exhibit opened in Collier Library on October 31, and in Florence-Lauderdale Public Library on November 22
 - 9-week discussion series hosted by faculty with well received student attendance each session

Goal: Increase diversity among students, faculty and staff using strategic recruitment and retention initiatives

- University's most diverse class of new faculty members welcomed in Fall 2019
- Chief Enrollment Officer/Assistant to the President for Diversity and the Vice President for Academic Affairs and Provost personally interviewed over 10 candidates of color for faculty/staff positions during Fall 2019

Goal: Develop and implement a co-curricular program focused on diversity and inclusion

- Global Learning Community (GLC) increase from 100 to 241 participants from launch to Fall 2019

Goal: Establish and support a Center for Social Inclusion to serve as a campus and community hub for diversity and inclusion

- Mitchell-West Center for Social Inclusion
 - sponsored or co-sponsored eight events for the campus and community in Fall 2019
 - sponsored or co-sponsored four trainings/workshops for the campus community
 - started the UServe program with the Office of Leadership and Volunteerism
 - organized three monthly civic engagement events
 - submitted one research grant
 - sponsored a Young Men's Leadership Academy
 - started the first campus blog
 - started the University's First-Generation College Graduate Initiative
 - started the Inclusion Scholars program to provide funding to four students who are doing research on diversity, inclusion, or equity
 - will present at the NASP Multicultural Institute about the development of the Center in December 2019

Theme Four: Financial Sustainability

Goal: Invest in strategic capital and deferred maintenance projects to better support the student experience

- ESCO implementation successful during Fall 2019

Theme Five: Institutional Identity

Goal: Pursue a cohesive and shared institutional identity focused on student learning and engagement - locally, regionally, and globally

- 2% increase in six-year graduation rate
- Accreditation review and reaffirmation for the following programs: Social Work and Engineering Technology

Goal: Craft and implement a comprehensive marketing strategy with appropriate resources

- Record Enrollment of 8,046 for Fall 2019
- Continued implementation of “smart growth” strategy, with sustained enrollment gains:
 - 26% increase of graduate students taking only online courses from Fall 2018 to Fall 2019
 - 16.9% increase of international students residing on campus from Fall 2018 to Fall 2019
 - 58.2% increase in all international students from Fall 2018 to Fall 2019
- The following learning agreements are forged or will be completed by the end of Fall 2019:
 - U.S. Space and Rocket Center
 - Constellium, Inc.
 - Alfa Insurance
 - Alabama College of Osteopathic Medicine
- UNA Works webpage created for marketing UNA as “Alabama’s Workforce Development University” - www.una.edu/unaworks