



## **The University of North Alabama**

### **Fall 2020 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)*

- Within the Anderson College of Nursing and Health Professions 100% ( $n=152$ ) of 2019-2020 BSN and RN to BSN graduates completed an experiential learning opportunity with a registered nurse in a practice setting.
- Within the College of Arts and Sciences:
  - over 150 students participated in local, regional, and national internships, resulting in more than 30,000 hours of service
  - Students and faculty adapted to a novel environment and created numerous opportunities to engage in recitals, performances, podcasts, competitions, and simulations virtually or in appropriately modified learning environments
- Within the College of Education and Human Sciences 100% of all initial Teacher Education candidates ( $N=69$ ) and undergraduate Kinesiology majors ( $N=23$ ) (COEHS) completed an experiential learning opportunity via internship
- Within the College of Business:
  - Smart Start Weekend was held in September 2020 at *The Generator* student incubator.
  - 10 students participated in the Institute Fellowship Program which was provided in collaboration with the Shoals Business Incubator and was funded by a grant through the USDA

*Goal: Expand research opportunities for undergraduate and graduate students*

- Within the College of Arts and Sciences 10 student-faculty research articles were published, with dozens of virtual conference presentations occurring throughout the summer and fall.
- Within the College of Education and Human Sciences over 20 student-led research projects were completed which resulted in student-authored publications and presentations.

#### **Theme Two: Academic Excellence and Innovation**

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

- The M.S. in Social Work launched in Fall 2020 with 8-week course formats and over 65 new graduate student enrollees
- The M.S. in Applied Manufacturing Engineering launched in Fall 2020 with 8-week course formats

- The B.F.A. in Cinematic Arts and Theatre with concentrations in Acting for the Stage and Screen, Design and Technology, and Film Production was approved by the Alabama Commission on Higher Education (ACHE) and will launch in Spring 2021
- Ph.D. in Exercise Science and Health Promotion is on track for Fall 2021 implementation.
- Micro-credential in Instructional Technology and Design launched Fall 2020
- Micro-credential in Early Childhood Education on track for Spring 2021 implementation
- Executive Doctor of Business Administration approved by SACSCOC in June 2020. 14 students have been admitted and have attended the initial Orientation Weekend on Nov 7, 2020
- Online BBA degree rebranded as Online BBA Flex starting Spring 2021, which will now include eight-week courses. Students can choose the eight-week, self-paced business courses or get more hands-on direction with 16-week, instructor-guided business courses – or a mix of both. This is designed to provide a faster, more economical student experience for working adults
- Bachelor of Business Administration (BBA) in Data Analytics on track for Fall 2021 implementation
- Within the Anderson College of Nursing and Health Professions telehealth simulated clinical experiences continue within the Bachelor of Science in Nursing program

*Goal: Increase technology integration to improve and enhance student learning*

- 79% of all students are taking at least one online course during Fall 2020
- The UNA online student population has grown 192% over the past five years
- 39% of all UNA students are exclusively enrolled in online courses
- Forty-seven states, plus D.C., are represented by UNA's students exclusively enrolled in online courses
- Fifty countries are represented by UNA's students exclusively enrolled in online courses
- The College of Education and Human Sciences designed and launched a virtual tutoring program focused on supporting academic needs of local P-12 learners negatively impacted by COVID-19 and allows authentic, innovative field experiences for teacher education candidates
- Collier Library's Textbook Affordability Initiative is in its 3<sup>rd</sup> year
- Collier Library's *Visible Body* database and accompanying augmented reality platform was purchased to strategically replace text resources in Kinesiology and Nursing

### **Theme Three: Diversity and Inclusion**

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

- The University successfully launched the Division of Diversity, Equity, and Inclusion with Mr. Ron Patterson as Vice President
- During the Summer 2020 and Fall 2020 semesters, the Division of Diversity, Equity, and Inclusion:
  - o Provided a conversation forum on diversity and inclusion to student leaders
  - o Provided a Race & Religion Panel Discussion
  - o Launched the new Strategic Diversity and Inclusion Plan to campus community via a self-guided walking tour and online video sessions for each theme

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

- During the Summer 2020 and Fall 2020 semesters, the Division of Diversity, Equity, and Inclusion:
  - Collaborated with the College of Education and Human Sciences to develop and launch the *DistinguishED* program recruiting minority males to enroll and gain teacher licensure
  - Provided a presentation on diversity, equity, and inclusion to new faculty
  - Co-sponsored and launched a survey on recruiting, search, and hiring process with the Office of Human Resources
  - Provided town hall updates on diversity and inclusion for:
    - College of Education & Human Sciences
    - Educational Technology Services
    - College of Arts & Sciences

*Goal: Establish and support the Mitchell-West Center for Social Inclusion to serve as a campus and community hub for diversity and inclusion*

- During the Fall 2020 semester, the Mitchell-West Center for Social Inclusion:
  - Provided workshops for faculty and staff on creating inclusive campus spaces and working with international students
  - Co-sponsored a monthly First Amendment series with the Department of Communications
  - Co-sponsored a monthly Anime Night with the Office of International Affairs and the Department of Communications
  - Co-sponsored suicide prevention training with American Foundation for Suicide Prevention in partnership with the Department of Psychology and Sociology and Student Counseling Services
  - Co-sponsored a community ally training with Equality Shoals
  - Co-sponsored a poverty simulation with Community Service and Outreach
  - Co-sponsored the Women of Action monthly series with the Center for Women's Studies and Community Service and Outreach
  - Co-sponsored a display in Collier Library with Community Service and Outreach for Native American Heritage Month in partnership with Florence Indian Mound Museum, the Trail of Tears Association, Sacred Way Sanctuary, Muscle Shoals Heritage Area, and the Department of Physics and Earth Science

#### **Theme Four: Financial Sustainability**

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

- ESCO implementation continuing to be successful during Fall 2020
- Confirmed A and A1 rating by Standard and Poor's and Moody's rating agencies
- Completed fiscal year 2020 with surplus funds

## **Theme Five: Institutional Identity**

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

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

- Continued implementation of diversified “smart growth” strategy, with sustained enrollment, retention, and graduation rate gains and improvements:
  - Record Enrollment of 8,361 for Fall 2020
  - Highest six-year graduation rate in history of University at 50% - 2% increase
  - 35% increase in graduate enrollment
  - Highest retention in history of University at 77.3% - 2% increase
- The B.S. in Engineering Technology was notified by the Accreditation Board for Engineering and Technology (ABET) in August 2020 of official accreditation.
- The Council on Social Work Education (CSWE) reviewed and reaffirmed accreditation for the B.S. in Social Work in October 2020.
- Successful Association to Advance Collegiate Schools of Business (AACSB) Continuous Improvement Review visit was conducted by the College of Business
- The College of Education and Human Sciences completed a successful virtual site visit by the Council for Accreditation of Educator Preparation (CAEP).
- The UNA website continues to undergo extensive upgrades and reviews, including a new version of Cascade as well as the addition of webpages dedicated to the Division of Diversity, Equity, and Inclusion as well as new pages created specifically for online and adult learners.