The University of North Alabama

Fall 2021

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)

- UNA branded its SACSCOC required Quality Enhancement Plan (QEP) as *Experiential and Work-Based Learning*
- Within the Anderson College of Nursing and Health Professions:
  - 100% of Bachelor of Science in Nursing (BSN) and RN to BSN graduates completed an experiential learning opportunity with a registered nurse in a practice setting.
  - 100% of Master of Science in Nursing (MSN) and Post-Master's Certificate (PMC) graduate students completed experiential learning opportunities in an appropriate practice setting.
- Within the College of Arts, Sciences, and Engineering (CASE):
  - UNA finished third in nation at the 2021 AlChE National ChemE Car competition. The talented team out ranked 19 universities including one Ivy League, one PAC 12, two Big 10, and five SEC schools.
  - Five students from the Department of English were selected to participate as proposal writers in the Lucy Student Pipeline Accelerator and Competence Enabler (L'SPACE) project, a student collaboration program of NASA's Lucy mission to Jupiter's Trojan Asteroids.
  - Over 160 students participated in local, regional, and national internships/practicums, resulting in more than 55,000 hours of service.
- Within the College of Education and Human Sciences:
  - 100% of all initial teacher education candidates (N=60), undergraduate kinesiology majors (N=42), and graduate counselor education/clinical mental health majors completed an experiential learning opportunity in the form of a site-based internship.
  - Renovations were completed in August on the Human Performance Lab in support of Department of Kinesiology programs, including the Ph.D. in Exercise Science and Health Promotion and Roar for Wellness, the University Faculty/Staff Wellness Program.
- Within the College of Business and Technology (COBT):
  - Job placement data showed the percentage of students with full-time jobs in their field of study:
    - Accounting and Business Law – 100%
    - Finance, Economics, and Data Analytics – 94%
    - Management and Marketing – 87%
    - Computer Science and Information Systems - 100%

- o The UNA's Steele Sales Center competed in National Sales Competitions. The following information is for the 2020-2021 school year:
  - One hundred eighty three students competed in five internal competitions: three sales role play, one mock interview, and one speed sell.
  - 32 students competed in nine external role-play sales competitions.
  - 215 students competed in 14 competitions.
- o The UNA Generator engaged 67 students focused on entrepreneurial inventing and development.
- o COBT held recruiting events with the business community. The events for November are as follows:
  - November 2: TVA headquarters - virtual recruiting session
  - November 4: Sherwin Williams recruiting in-person event
  - November 8: TVA Brown's Ferry - virtual recruiting
  - November 18: American Wholesale Book Company recruiting in-person event

Goal: Expand research opportunities for undergraduate and graduate students

- Within the Anderson College of Nursing and Health Professions, 100% of BSN and MSN graduates completed a research project.
- Within the College of Arts and Sciences, 55 journal articles, book chapters, book reviews, and other scholarly projects were published by faculty, with 18 student co-authors. Numerous conference presentations were also delivered by faculty and students during the fall semester.
- Within the College of Education and Human Sciences, over 20 student-led research projects were completed which resulted in student-authored publications and presentations, some of which were funded either internally or externally.
- Launched the Center for Sports Analytics, a collaboration between the College of Business and Technology and the Athletics Department.

Theme Two: Academic Excellence and Innovation

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

- All domestic and international approvals were received to launch the Guizhou University-University of North Alabama International College of Engineering and Technology on the campus of Guizhou University in Guiyang, China.
- All domestic and international approvals were received to launch the on-site Huizhou University-University of North Alabama 4+0 partnership for Early Childhood Education on the campus of Huizhou University in Guangzhou, China.
- UNA's first Associate of Science degrees (Culinary Arts; Hospitality and Events Management; and Mechatronics) were submitted to the Alabama Commission on Higher Education (ACHE) for approval.
- 10 new stackable certificates were created as part of the Associate of Science degree offerings.
- Faculty in the Department of Communication offered UNA's first Collaborative Online International Learning (COIL) course in partnership with Universidad Marista de Guadalajara.
- The College of Arts, Sciences, and Engineering (CASE) provided professional development to 21 high school teachers as part of UNA's Early College program.
- Ph.D. in Exercise Science and Health Promotion launched August 2021.
- M.S. in Instructional Technology and Design launched August 2021 and as of November 2021, had an impressive enrollment (n = 17).

- 100% of pre-licensure Bachelor of Science in Nursing (BSN) students participated in high-fidelity simulation in the state-of-the-art ACONHP Simulation Center.
- In June 2021, the BSN, MSN, and PMC – Family Nurse Practitioner programs received full accreditation from the Commission on Collegiate Nursing Education until June 2031.
- New undergraduate and graduate programs/tracks are currently being developed
  - Bachelor of Science in Respiratory Care
  - Doctor of Nursing Practice
  - Psychiatric/Mental Health Nurse Practitioner track of existing MSN program
  - Within the College of Business and Technology (COBT), under the direction of Dr. John Parnell, ten research seminars were hosted with eight universities (including UNA) where faculty presented their research to receive feedback from others.
  - The Business Faculty Research Alliance (BFRA) was launched in 2021 to share research and encourage collaboration across institutions.
- Second cohort of the Executive Doctor of Business Administration program will start January 2022 – 14 students are enrolled.
- BBA in Data Analytics launched Fall 2021.
- The Agile Strategy Lab worked with organizations and communities across the nation and internationally to empower them to solve complex problems. The experts with the Lab converted all professional development courses to online due to the pandemic. A significant revenue stream was created from these new courses. Key clients for Fall 2021 include Ecuador Government, National Institute of Health, and NASA.
- Early College enrollment approximately doubled since Fall 2020.
- Finalized a learning agreement with Compass USA, one of the largest food service providers in the world, with over 650,000 employees.
- The U.S. Department of Education authorized UNA to offer Title IV federal financial aid for the majority of its graduate "micro-credentials," the only institution with authorization to do so in the state and region; and among the only in the United States.

Goal: Increase technology integration to improve and enhance student learning

- 77% of all students took at least one online course during Fall 2021.
- 27% of all UNA students are currently pursuing degrees completely online, with students from nearly every U.S. state and 36 countries.
- Twelve College of Arts, Sciences, and Engineering (CASE) faculty developed courses during the summer/fall semesters as part of the University's Open Education Resources (OER) initiative to replace traditional high-cost textbooks and course materials. CASE faculty have saved students almost $400,000 per year with this initiative.
- Within the College of Arts, Sciences, and Engineering (CASE), faculty developed nine new courses through Educational Technology Services' (ETS) Quality Matters Program.
- In the Anderson College of Nursing and Health Professions (ACONHP) Simulation Center, a grant was secured which allowed the college to purchase five iPads for simulation use. These devices are used for Telehealth and Electronic Health Record documentation.
- In addition to iPads, Digital Finger Stick Blood Sugar and temperature devices were incorporated into the ACONHP simulation program to mimic hospital technology.
- All ACONHP faculty members were issued iPads to help with technology integration across the curriculum. Over the past year, faculty have used their iPads to incorporate augmented reality, digital case studies, Air Drop, and other educational applications specific to healthcare.

Theme Three: Diversity and Inclusion

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

- Summer 2021 marked the launch of the *Year of the UNA Woman*, celebrating the sesquicentennial of the admittance of women to UNA.
- Within the Anderson College of Nursing and Health Professions (ACONHP), Dr. Rachel Winston was appointed as Director of Diversity Equity and Inclusion (DEI). In this role, she is tasked with increasing DEI efforts within the college.
- The College of Arts, Sciences, and Engineering (CASE) established a diversity, equity, and inclusion (DEI) committee to assist with the development of a college DEI Strategic Plan.
- Within CASE, the School of the Arts held its annual I2E2 conference, which included focused discussions on how to build equity and accessibility in the arts.
- In support of the *Year of the UNA Woman* celebration, CASE sponsored a Women in STEM presentation, theatrical and musical performances, along with research and support for the Sesquicentennial Task Force.
- The College of Business and Technology (COBT) started a diversity, equity, and inclusion task force.
- COBT created a Diversity and Inclusion Badge for students who participate in activities related to these themes.
- The Division of Diversity, Equity, and Inclusion:
  - Provided professional development opportunities for faculty and staff on the following:
    - Responding to Students in Distress
    - Grant Writing Basics 101
    - Title IX – December 14
  - In collaboration with the *One Book* Committee, UNA hosted itd second iteration of Race and Religion: A Panel Discussion.
  - Provided a CultureFEST with the purpose of celebrating the beauty in diverse cultures, music, dance, food, and entertainment.
  - Partnered with colleges and departments (both academic and non-academic) to create diversity and inclusion action plans.
  - In collaboration with the Office of Business and Financial Affairs, the division launched a new Supplier Diversity website. The Office of Procurement supported opportunities for companies that are owned and operated by minorities, women, veterans, and people with disabilities. These businesses can supply professional services, construction, goods and other services to the University.

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

- Within the Anderson College of Nursing and Health Professions (ACONHP), faculty were encouraged to participate in DEI webinars from NurseTim®. In Spring of 2022, DEI will be included as a discussion topic in the New and Junior Faculty Mentorship Academy training program. ACONHP students engaged with diverse people in clinical settings, the Respite Care Program, and the Shoals Community Baby Shower.
- College of Arts, Science, and Engineering (CASE) facilitated the development of an MOU with Drake State Community College to create more efficient student transfer pathways.

- CASE administration worked collaboratively with leadership in the Division of Diversity, Equity, and Inclusion on several initiatives to recruit more diverse students, including an "All Access Day" scheduled for spring 2022.
- Every CASE department created a Strategic Enrollment Plan that includes components related to diversity, equity, and inclusion.
- Within the Division of Diversity, Equity, and Inclusion:
  - The University brought in one of its most diverse cohort of new faculty members in Fall 2021. This included strategic diversity hires in Respiratory Therapy, Chemistry, English, Criminal Justice, Management, Social Work, Biology, and several other disciplines.
  - Thanks to a generous donation, the division was able to endow the Presidential Mentors Academy program. The program will continue to provide leadership development, peer-to-peer mentoring, educational experiences for cultural exploration and appreciation, and faculty/staff mentorship in perpetuity.
  - With a second generous donation, the University increased new scholarships for the Presidential Mentorship Academy from 25 to 27 for Fall 2022.
  - Established a Multicultural Access Day designed to attract and recruit prospective students from underrepresented student populations.

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 2021 semester, the Mitchell-West Center for Social Inclusion:
  - Sponsored or led 13 ReThink simulations, which is a training that focuses on poverty, student well-being, and campus resources.
  - Co-sponsored and organized 43 campus events, programs, and other trainings (not mentioned above) that provide education around a broad definition of diversity, promote inclusive practices, and encourage student engagement and service opportunities. One of the events featured former president Dr. Bill Cale, who spoke about the need to support women in STEM.
  - Launched the First-Generation Student Mentoring Program with 21 students participating this fall.
  - Developed the workplace inclusion certificate program in partnership with UNA's Center for Learning and Professional Development.

Theme Four: Financial Sustainability

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

- The College Street facility is scheduled to be completed with planned updates by April 2022.

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 a diversified "smart growth" strategy, with sustained enrollment, retention, and graduation rate gains and improvements:
  - UNA online student enrollment grew 208% over the past five years.
  - 14% increase in graduate students taking only online courses from fall 2020 to fall 2021.
  - Record enrollment of 8,832 for fall 2021, a 6% increase over fall 2020.
  - UNA recognized by ACHE as the "fastest growing university in Alabama," with more than double the rate of growth compared to the institution in second place.
  - UNA's brand resonance as *Alabama's Workforce Development University* continues to pay enrollment, political, and financial dividends.
- UNA achieved its highest ever rankings from *US News and World Report*
  - #13 among public universities in the South.
  - #11 for Veterans.
  - #27 overall among all universities in the South region.
  - Other rankings include:
  - #1 Business School in Alabama for 2021 by Intelligent.
  - #9 Best Executive MBA in the nation by Great Business Schools.
  - #12 Best Online EMBA in the nation by College Consensus.
  - #5 Best Online MBA in Global Business for 2021 by Best Value Schools.
  - #2 Best MBA in International Business for 2021.
  - #1 MBA program in Alabama by Birmingham Business Journal – 5 consecutive years.
- Established Office of Marketing and Digital Communications