



# **The University of North Alabama**

**June 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)*

- Within the Anderson College of Nursing and Health Professions:
  - 100% of 2020-2021 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 an experiential learning opportunity in an appropriate practice setting.
- Within the College of Arts and Sciences:
  - 2 student Fulbright grant recipients and 1 alternate
  - 1 student was awarded a prestigious summer internship with deCODE Genetics in Iceland
  - Over 150 students participated in local, regional, and national internships/practicums, resulting in more than 50,000 hours of service
  - The CHEM-E Car team finished third in regional competition and advanced to the international competition
  - Beginning in Summer 2021, 5-10 Interior Architecture and Design students will receive paid internships to assist in the design of the new building for the departments of Mathematics and Computer Science and Information Systems
- Within the College of Education and Human Sciences:
  - 100% of all initial Teacher Education candidates (N=69), undergraduate Kinesiology majors (N=23), and graduate Counselor Education/Clinical Mental Health majors (14) (COEHS), completed an experiential learning opportunity in the form of a site-based internship.
  - Renovations will soon be complete 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 Wellness Program.
- Within the College of Business:
  - 23 students participated in the Spring Smart Start Weekend at *The Generator* student incubator.
  - There were 13 Institute Fellows in academic year 2020-21 who were part of a program that provides students work on projects that support entrepreneurial and economic development activity for local companies, non-profits, and governmental organizations
  - COB faculty/staff led a study away trip on Innovation in June 2021 to Austin, TX

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

- Within the Anderson College of Nursing and Health Professions, 100% of BSN graduates completed a research project.
- Within the College of Arts and Sciences, 7 student-faculty research articles were published, with 13 student co-authors. Numerous virtual conference presentations were also delivered by faculty and students during the spring 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.
- The College of Business launched Center for Sports Analytics, a collaboration between the College of Business 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*

- The B.F.A. in Cinematic Arts and Theatre with concentrations in Acting for the Stage and Screen, Design and Technology, and Film Production launched in Spring 2021
- Micro-credentials in several areas are set to launch in Fall 2021
  - Public Relations for Nonprofits
  - Communication Studies for Nonprofits
  - Media Writing
  - Higher Education Administration with emphasis on Student Development
  - Higher Education Administration with emphasis on Organizational Support Structure
- Ph.D. in Exercise Science and Health Promotion is on track for Fall 2021 implementation.
- M.S. in Instructional Technology and Design was approved by ACHE and SACSCOC. The program is set for fall 2021 implementation.
- 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 fall 2020, the BSN, MSN, and PMC – Family Nurse Practitioner programs completed a Commission on Collegiate Nursing Education re-accreditation evaluation. The evaluation team identified no compliance concerns with any program.
- Online BBA degree rebranded as Online BBA Flex started Spring 2021, which 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. Program inquiries and enrollments have already increased with this change.
- Online Graduate Micro-credential programs were developed in: Leadership, Health Care Management, Human Resource Management, Information Systems, Financial Analysis, Professional Selling, and Global Business and launched Spring 2021.
- The College of Business continued 1+2+1 programs in Accounting with the fourth cohort from Nantong University and in Finance with the second cohort from Guizhou University for next year
- A new Executive MBA cohort launched in Suzhou, China in Summer 2021 with 37 students.
- The Agile Strategy Lab works 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. There has been a significant revenue stream from these new courses.

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

- 83.5% of all students took at least one online course during spring 2021
- 99% of the 2020 – 2021 graduating class took at least one online course during their academic career.
- Nearly 30% of all UNA students are currently pursuing degrees online
- 46 states are represented by UNA's online students
- 58 countries are represented by UNA's online students
- 15 College of Arts and Sciences faculty developed courses as part of the University's Open Education Resources (OER) initiative to replace traditional high-cost textbooks and course materials
- Faculty across 14 departments developed 38 new courses through Educational Technology Services' (ETS) Quality Matters Program
- Collier Library's Textbook Affordability Initiative is in its 3<sup>rd</sup> year
- Due to COVID-19 restrictions, 100% of students in the ACONHP programs had increased use of technology in their courses as face-to-face courses transitioned to a hybrid mode of delivery.

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

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

- Within the Anderson College of Nursing, to increase the diversity of simulated patients in the nursing simulation lab, faculty have secured a grant to purchase facial masks which may be applied to the head of mannikins. This allow faculty to alter the appearance of existing mannikins to represent patients of different ethnicity and give students a more diverse simulated clinical experience. Faculty plan to purchase the following masks, an African American male, African American female, Asian male, and Hispanic male.
- The College of Arts and Sciences, in collaboration with the Mitchell-West Center for Social Inclusion, offered three workshops centered on diversifying the curriculum and creating an inclusive learning environment for students
- During the Summer 2020, Fall 2020, and Spring 2021 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
  - o Provided town hall updates on diversity and inclusion for:
    - College of Education & Human Sciences
    - Educational Technology Services
    - College of Arts & Sciences

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

- Within the Anderson College of Nursing, in honor of Martin Luther King Day, the ACONHP offered diversity and inclusion training with provided lunch to all ACONHP faculty and staff. The training was presented via webinar by NurseTim®. Faculty and staff had three topics from which they could choose: 1) Diversity and English Language Learners: Helping Students Succeed, 2) The

Diverse Student: Panel Discussion on Student Success, 3) Tips for the Recruitment and Retention of Diverse Faculty. Participation was voluntary and due to COVID-19, training was easily accessed from individual computers. Continuing Education (CE) nursing credit was earned

- Within the College of Arts and Sciences, diverse faculty were hired to teach in the following programs/departments within the College of Arts and Sciences: Biology, Chemistry, Criminal Justice, and English
- During the Summer 2020, Fall 2020, and Spring 2021 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
  - Established an MOU with Alabama A&M University recruitment pipeline that provide A&M students a track into Anderson College of Nursing & Health Professions Accelerated Nursing program
  - Established a partnership/direct pipeline with Southern Regional Education Board (SREB). We have access to SREB's Doctoral Scholars program compact for Faculty Diversity Online Scholar Directory. (Over 2000 doctoral scholars, including 500 graduates)
  - Diversity & Inclusion required new hire education and training for faculty and staff is in its 3<sup>rd</sup> year
  - In concert with Human Resources, developed a list of diverse and inclusive academic specific, general, and professional staff specific job sites to post faculty/staff positions
  - Presidential Mentors Academy launched student ambassador program

*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 Spring 2021 semester, the Mitchell-West Center for Social Inclusion:
  - Developed the First-Generation Student Mentoring Program
  - Developed a small business and nonprofit inclusion review in partnership with the Shoals Chamber of Commerce and the Shoals Nonprofit /center
  - Currently developing a partnership with Shoals Economic Development Authority and the Remote Shoals program
  - Sponsored or led 10 trainings on campus and in the community on diversity and inclusion regarding implicit bias and allyship
  - Co-sponsored and organized 29 campus events that provided education around a broad definition of diversity, promoted inclusive practices, and encouraged student engagement and service opportunities
  - Co-sponsored and organized 6 international-focused events many of which were in partnership with the Office of International Affairs
  - Was an invited speaker for 5 different activities on campus, in the community, and for professional associations to discuss the work of the Center
  - Screened 4 documentaries on campus
  - Organized 3 exhibits in the Collier Library

- Had 19 campus partners and 6 community partners
- Launched teaching consultations for faculty and graduate teaching assistants

## **Theme Four: Financial Sustainability**

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

- S&P confirmed A rating and upgraded outlook from negative to stable.

## **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:
  - The UNA online student population has grown 203% over the past five years
  - 49% increase in graduate students taking only online courses from spring 2020 to spring 2021
  - Record enrollment of 7,602 for spring 2021. A 4.4% increase over spring 2020.
- Top 20 ranking in the United States by Intelligent.com for COAS Master’s programs in History and in Family and Community Services
- 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.
- The Educator Preparation Program in the College of Education and Human Sciences was reviewed by the Accreditation Council and granted continued accreditation by the Council for Accreditation of Educator Preparation (CAEP).
- UNA’s MBA Program is once again the largest in the state of Alabama as reported by Birmingham Business Journal in December 2020.
- Ranked #9 Best Online Executive MBA in the nation for 2021 by *Great Business Schools*
- Ranked #12 Best Online EMBA Program for 2020 by *College Consensus*
- Ranked #12 for Best Online MBA in International Business Degree programs by *Intelligent.com* for 2021