DIVISION OF ACADEMIC AFFAIRS
Goals for 2003-2004 Academic Year Aligned With
Institutional Strategic Goals

1. Academic Standards and Programs

   a. Increase the variety of academic programs
      (1) Implement three full degree programs online (CJ, history, reading)
      (2) Implement the new Ph.D. program in mathematics education
      (3) Bring to approval a new doctoral program in reading
      (4) Consider new programs in golf management, athletic trainer, security studies, and forensics
      (5) Begin offerings through NETnet
      (6) Begin offering at least two certificate programs
      (7) Increase graduate enrollment by 10 percent
      (8) Increase performance on academics first indicators to levels to be determined before the beginning of the academic year

   b. Increase the quality of academic programs
      (1) Establish a committee to study the enhancement of international content into the curriculum
      (2) Increase retention over academic year 2001-2002 by 6 percent
      (3) Bring 60 percent of courses to an online presence
      (4) Establish new honors housing and increase honors enrollment to 200
      (5) Nominate and promote a student for a national scholarship (Truman, Rhodes, etc.)
      (6) Increase instructional and information services both on and off campus with the creation of a virtual reference desk
      (7) Enhance all assessment programs in Academic to meet Southern Association of Colleges and Schools (SACS) standards
      (8) Design activities to address issues from the National Survey of Student Engagement

   c. Improve organizational structure of Academic Affairs
      (1) Increase international student enrollment by at least 10 percent
      (2) Implement a new university promotion and tenure policy and bring all institutional policies in compliance with the revised university policy
      (3) Implement academic restructuring
      (4) Hire a graduate dean and redesign the operation of the Office of Graduate Studies
      (5) Implement a new automated degree program (DARS)
      (6) Examine the first year’s allocation of course fees for appropriate expenditure
      (7) Improve national standardized testing facilities on campus and improve flexibility in making arrangements for those tests
      (8) Streamline the processes to apply for and to manage contracts and grants
(9) Establish ten collaborative programs with industry, government laboratories, research institutions, and universities

d. Increase research and scholarly activity
   (1) Increase federal research and development expenditures by 10 percent
   (2) Increase the submission of external grant proposals by 20 percent
   (3) Increase external grant applications by new assistant professors by 25 percent
   (4) Implement a university-wide “cradle to grave” electronic system to facilitate the development, submission, tracking, management, and reporting of contracts and grants
   (5) Establish a program that recognizes and publicizes research accomplishment of the faculty

2. University Image and Exposure

   a. Increase public relations activities to prospective students
      (1) Establish Encuentro as an annual event
      (2) Develop and distribute a recruiting CD to be used for students who have been accepted in order to increase the acceptance-to-matriculation ratio
      (3) Standardize all recruitment materials from departments
      (4) Initiate construction of a new campus information and welcome center

   b. Increase articulation activities
      (1) Establish and staff an office for student recruitment in North Harris Montgomery Community College
      (2) Expand community college articulation and two-plus-two agreements to include all major feeder institutions
      (3) Develop dual admission and advising process with North Harris Montgomery Community College and Blinn Community College

   c. Increase general public activities
      (1) Propose STAR program recognition for SAM Center, Smith-Hutson Scholarship Program, and Encuentro
      (2) Expand continuing education offerings and bring to profitability
      (3) Provide Vice President for University Advancement with a list of possible needs to support the university capital campaign

3. Campus Community Atmosphere and Culture

   a. Increase involvement in the local community
      Increase university involvement with the Huntsville’s Promise program
b. Improve academic service culture
   (1) Establish availability of campus housing for students during holiday periods
   (2) Respond to initiatives for Academic Culture Committee

c. Increase diversity
   (1) Increase minority faculty to a total of at least 13 Black and 21 Hispanic (10 and 17 this year)
   (2) Increase Hispanic student enrollment by 4 percent