

Clarion University Presidential 500 Day Plan V.3  
November 2014 – May 2016  
February 2015 Update

<b>Priority#1: Student Enrollment: Lead in ways that increase student enrollment and graduation.</b>					
Status				Actions	Actual Results (Desired Results: Report an increase in the overall enrollment from Fall 2014 to Fall 2015.)
Not Begun	In Progress	Done	Achieved Desired Results		
X				a. Develop strategic partnerships with other educational, governmental, and private sector organizations.	
	X			b. Work closely with the development of the new northern tier community college.	Attended two board meetings.
	X			c. Encourage the development of new programs/credentials.	New Criminal Justice program approved by BOG; Will seek final BOG approval for proposed Nutrition and Fitness program.
	X			d. Ensure that new academic program/credential proposals receive approval and meet expected outcomes.	
	X			e. Install and support new enrollment management leadership.	
	X			f. Work with the enrollment management leadership, university governance groups and faculty to develop and implement a model that will meet/exceed desired student enrollment targets.	Working with Provost & deans to set/achieve specific enrollment targets by department.
	X			g. Work with our Alumni program staff and with the Alumni Association to increase alumni involvement in the lives of our prospective and current students with an emphasis on recruitment, career/professional exploration and job placement/networking.	A consultant has been retained to develop a plan.
	X			h. Ensure that the actions within master facilities plan are completed as scheduled.	Plan has been sent to PASSHE for acceptance.
<b>Priority #2: Financial: Increase funding to the university.</b>					
Status				Actions	Actual Results (Desired Results: Report on increase in overall revenues from Fall 2014 to Fall 2015.)
Not Begun	In Progress	Done	Achieved Desired Results		
				<b>a. Goal/Actions: Increase revenues to the university.</b>	(Desired Results: Increase operating funds.)
		X		a.1. Work to increase state appropriations to the university.	Increased state appropriations to the university through new funding formula.
	X			a.2. Strategically increase tuition in high demand, high cost programs with high employment opportunities for graduates.	Implement a tuition differential for nursing and speech path courses in order to better support these programs.

	X			a.3. Enact a per-credit hour charge approach to tuition.	Better ensure that student enrollment relates to revenues to allow greater stability and predictability for students.
X				a.4. Work throughout the university to increase self-generated funded opportunities.	Increase auxiliary/entrepreneurial enterprise activities.
X				a.5. Continue to pursue funding opportunities with federal, state, and regional agencies such as the USDA, DCED, PA Wilds, etc.	Increase funding from outside agencies.
	X			<b>b. Goal/Actions: Establish a university culture of philanthropy.</b> b.1. In collaboration with the CU Foundation develop a multi-year university comprehensive fund-raising campaign.	<b>(Desired Results:</b> Increase private funding.) Create and launch the plan.
	X			b.2. Prepare the campus leadership for the campaign through professional fundraising/philanthropic development experiences designed to increase leadership's fundraising activities.	Deans and Vice Presidents will develop during Spring 2015 the campaign priorities and the approach to ensure a successful campaign.
	X			b.c. Conclude a successful campaign.	Anticipate that the campaign will conclude Fall 2018.
	X			<b>c. Goal/Actions: Continue to periodically evaluate and enact improvements to RCM that will enable the university to meet its mission, vision and goals.</b>	
	X			c.1. Regularly engage the Budget Review and Implementation Committee (BRIC) to review and improve RCM.	Increase financial stability and ease of operation and improve financial decision making. Meeting with BRIC to confirm changes.
X				c.2. Clearly communicate changes to RCM Guidelines.	Ensure that all employees are aware of current guidelines.
<b>Priority #3: Community Engagement:</b> Continue to establish Clarion as a publically engaged university.					
<b>Status</b>				<b>Goals &amp; Actions</b>	<b>Actual Results</b> <b>(Desired Results:</b> The university has a reputation as a publicly engaged university.)
Not Begun	In Progress	Done	Achieved Desired Results		
	X			<b>a. Goal/Actions: Expand Clarion University's engagement with the "Clarion Region."</b>  a.1. Serve as an economic development leader in the "Clarion Region.	<b>(Desired Results:</b> Target organizations will report that the university is a valued civic partner through a survey of target organization leaders.)  Work with the System to conduct an economic impact analysis to understand the university's impact on the region and future steps to increase impact.
	X			a.2. Collaborate in mutually beneficial ways with the community with an emphasis on commercial/retail revitalization.	Work with the Borough leadership & Blueprint Community Committee to successfully implement the Blueprint Community Plan.
X				a. 3. Align university produced knowledge and resources with the "Clarion Region" community partners' needs.	Act upon findings from 3.a.1.
				<b>b. Goal/Actions: Work with "Northern Tier" Pennsylvania institutions of higher learning to leverage their collective</b>	<b>(Desired Results:</b> Increase the percentage of the population who hold a post-secondary credential through partnerships and collaborations with other post-secondary

				<b>resources to increase the degree attainment of the region.</b>	institutions of higher learning in the "Northern Tier.")
				b.1. Provide leadership to the new northern tier community college.	Serve on the board of trustees for the northern tier community college.
				b.2. Continue to work with the System and the PA Assembly to explore efforts to increase college degree attainment in the region.	Increase post-secondary degree per capita within the Clarion Region.
	X			<b>c. Goal/Actions: Represent the university to other organizations and institutions in order to advance mutual interests. Organizations include:</b>  Nationally: AASCU, NCAA, AGB Statewide: State Government; PASSHE System; PASSHE Universities Regionally: Counties Contiguous to Clarion and Venango Counties Locally: Clarion Borough, Clarion Chamber of Business & Industry; Clarion County Economic Development Corporation; Venango Area Chamber of Commerce; Franklin Chamber of Commerce, Butler County Community College; Townships (Clarion, Monroe) c.1. Meet regularly with the leaders of each of the target organizations/institutions.	<b>(Desired Results:</b> 1) Increase the percentage of the regional population who hold Clarion credentials; and 2.) All academic programs will identify how they are relevant to meeting the current and emerging economic development and workforce needs of the region.). Since last COT meeting have met with representatives from: Statewide: State Government; PASSHE System; Harrisburg Alumni; PASSHE Universities, PACT Locally: Clarion Borough; Clarion County Economic Development Corporation; Clarion Chamber, Clarion Rotary, Clarion County Commissioners.
	X			c.2. Collaborate and partner with target organizations/institutions to advance mutual interests.	Blueprint Community Initiative
	X			c.3. As the university develops its next set of institutional plans consider future opportunities to further any mutual interests.	Planning the 2 <sup>nd</sup> Road Scholars Tour for May 2015. Topic: Health Professions.
<b>Priority #4: Equity &amp; Diversity: Create equitable, diverse environments.</b>					
<b>Status</b>				<b>Actions</b>	<b>Actual Results</b> <b>(Desired Results:</b> Meet and/or exceed annual university diversity performance targets.)
Not Begun	In Progress	Done	Achieved Desired Results		
	X			a. Ensure that the diversity strategic plan is infused into divisional strategic plans.	Meeting regularly with the Presidential Commissions to ensure progress for the plan.
X				b. Invest in the university strategic diversity plan.	As funds become available, funding is allocated to support actions within the plan.
	X			c. Meet regularly with the Presidential Commissions to monitor the progress of the diversity plan.	Meet at least twice a semester with the Commissions.
		X		d. Recognize successful accomplishments of the plan by establishing Presidential Awards.	Presented first award 11/10/14.

**Priority #5: Leadership:** Ensure that the leadership (Provost, Vice President, Associate/Assistant Vice President/Provost, and Deans) provides clarity, direction, recognition and rewards in ways that earn the confidence of university faculty, staff, students, alumni and friends.

Status				Actions	Actual Results
Not Begun	In Progress	Done	Achieved Desired Results		
	X	X		<p><b>a. Goal/Actions: Support an organizational culture that encourages university leadership to pursue their highest and best work in order to achieve desired results.</b></p> <p>a.1. Recruit and retain a highly productive team of Vice Presidents/Provost, Assoc/Assist Vice Presidents/Provosts and Deans.</p>	<p>(Desired Results: CU will have a leadership team of Vice Presidents/Provost, Associate/Assistant Vice Presidents/Provosts and Deans who achieve desired results and have earned the confidence of the majority of the faculty and the staff.)</p> <p>VP for Finance &amp; Administration and Venango Executive Dean hired. Search underway to recruit a VP for Student Affairs. Associate Provost and School of Education Director searches to be completed in Spring 2015.</p>
	X			a.2. Support an organizational structure that clearly and directly aligns portfolios of responsibility with the requisite authority.	Ensure that this alignment is reflected in university policy and practice.
				a.3. Continue to build and strengthen relationships with faculty.	Attend and collaborate with Faculty Senate; Continue lunches with faculty.
	X			<p><b>b. Goal/Actions: Communication: Clearly communicate university priorities and actions.</b></p> <p>b.1. Continue to meet regularly with Deans, Directors, Department Chairs, faculty, staff and students.</p>	(Desired Results: Students, faculty and staff will report that they are invited to participate in discussions and dialogue regarding advancing the university.)
	X			b.2. Periodically issue emails to all employees regarding items of importance.	Typically issue emails every 2 weeks.
X				b.3. Conduct open forums at least once a semester.	
X				b.4. Conduct online surveys to understand faculty, staff, student perspectives.	