

**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
  - (5) Establish new honors housing and increase honors enrollment to 200
  - (6) Nominate and promote a student for a national scholarship (Truman, Rhodes, etc.)
  - (7) Increase instructional and information services both on and off campus with the creation of a virtual reference desk
  - (8) Enhance all assessment programs in Academic to meet Southern Association of Colleges and Schools (SACS) standards
  - (9) 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