



# Strategic Plan 2009-2013

## Highlights of Accomplishments: Year One

### 2010 UPDATE SUMMARY

**GOAL 1:** Provide exceptional contemporary liberal arts education and academic and professional programs that are aligned with an increasingly competitive, global, and knowledge-based economy.

#### UNDERGRADUATE PROGRAMS

- Fulton School of Liberal Arts curriculum reform fully implemented.
- Information Science major revamped.
- 23 students presented at National Conference on Undergraduate Research (NCUR)—the largest delegation from any institution outside the host state of Montana.
- Volunteer Center opened in fall 2009 to coordinate volunteer and course-related service learning placements.
- 900 classes (60% of faculty) used "My Classes" online technology.

#### GRADUATE PROGRAMS

- Dean of Graduate Studies and Research position developed and filled.
- Doctorate of Nursing Practice, SU's first doctorate, approved by the University System of Maryland.
- Professional sciences graduate program in GIS Management developed.
- M.S. in Conflict Analysis and Resolution fully implemented (began fall 2009).
- M.S. in Applied Biology fully implemented (begins fall 2010).
- Master of Education initiated program changes focused on diversity, technology and assessment.

#### ADDRESSING WORKFORCE NEEDS

- Base Realignment and Closure Act (BRAC) needs at Aberdeen Proving Ground and Fort Meade addressed (ongoing).
- Science, Technology, Engineering and Math (STEM) needs addressed:
  - Established Living Learning Community
  - Appointed STEM coordinator
  - Established an advisory board
  - Focused on recruitment, retention and graduation rates in STEM majors
  - Sought external funding
- Respiratory Therapy expanded to Universities at Shady Grove.
- Bachelor's and Master's of Social Work programs supported at three locations across State.
- Using child care career program grants, worked with Migrant Head Start program in Virginia.
- Simulation Center for Nursing and Health Sciences planned.

#### ENHANCING INTERNATIONAL EDUCATION AND INCREASING INTERNATIONAL STUDENTS ON CAMPUS

- English Language Institute established (opens fall 2010).
- J-1 Exchange Visa secured.
- Additional study abroad relationships in China, Mexico, Estonia, Spain, Ghana, Ecuador, India and others continued development.
- Second annual alumni event in France held (January 2010).
- Perdue School of Business received international accreditation from Network of International Business Schools (NIBS) (2009). Study abroad and exchange possibilities for faculty/students provided in more than 100 international business schools.

Read the entire Strategic Plan 2009-2013 at:  
[www.salisbury.edu/president/strategicplanning](http://www.salisbury.edu/president/strategicplanning)

Or request a copy by contacting Gina Boobar:  
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## GOAL 2: Continue to attract and retain quality students.

### STRATEGIC ENROLLMENT PLAN RECOMMENDATION IMPLEMENTATION UNDERWAY

#### Future Students

- Committee created to review demographic market trends and develop strategies to engage future generations of students.
- Public Private Partnership and local landlords worked to provide safe and developmentally appropriate overflow housing for new students.
- Phase I research completed in potential Hispanic student demographics and service needs (Phase II underway).

#### Closing the Achievement Gap

- Math assessment program for entering students established and implemented.
- Midterm grades and intervention for academically struggling students developed and implemented.
- Six Living Learning Communities established and more planned as residence hall renovations provide appropriate spaces.



## GOAL 3: Promote and develop a student culture that places the highest priority on academic engagement and personal growth by leveraging the SU "small school feel" and strong student/faculty/staff interactions.



#### CURRENT ACCOMPLISHMENTS

- Freshman Seminar courses and Supplemental Instruction instituted.
- Working closely with students, Professor Jim Hill created statue of Harriet Tubman for SU's sculpture collection.
- New internship opportunities planned with Aberdeen Proving Ground and the FBI's Behavioral Sciences Unit.
- Recruiting, search and selection process for faculty and staff improved.

- First stages of the Comprehensive Housing Renovation Project implemented (summer 2009, ongoing in phases). Classrooms in residence halls to support Living Learning Communities created during renovations.
- Interim Chief Diversity Officer hired.
- Plan developed to focus on services/resources needed to serve a growing Hispanic population in Maryland.

## GOAL 4: Continue to build the resources—human, financial, physical, and external—/that support student academic and engagement needs.

#### FINANCIAL RESOURCES

- Many successful grants and contracts awarded: Nursing (>\$800K), Bacterial Source Tracking Lab (\$130K), Chemistry (\$45K), Geography (\$60K), Eastern Shore Regional Geographic Center (>\$755K), among others. National Science Foundation funding (\$996,303) for STEM-related projects received.
- Both the President and the Vice President of Administration and Finance encouraged the University System of Maryland to disregard the historical limited fixed percentage in-state tuition increases for SU. The President presented a request to the Board of Regents for a structural tuition adjustment that would increase SU's full-time, in-State tuition to that of Towson (October 1, 2009).

- Amendment to a bill before the legislature capping tuition and fees to allow for periodic structural tuition adjustments based on performance and other quality indicators developed.
- Capital Campaign 2012 goal elevated to \$35M.

#### FACILITIES

- Facilities Master Plan completed (implementation underway).
- Construction of a 605-bed housing complex (Sea Gull Square) began, includes a retail component that offers students state-of-the-art living and includes faculty residence, classroom space and recreation areas (scheduled completion summer 2011).
- Noland property acquired to move Physical Plant.

- LEED certified Perdue Business School facility construction began; groundbreaking held September 29, 2009 (scheduled to open fall 2011).

#### SUSTAINABILITY

- Construction projects designed to obtain a minimum of LEED Silver.
- Perdue School targeted to achieve LEED Gold.
- Carbon Footprint Inventory and Climate Action Plan completed.
- Henson Challenge implemented to educate students, faculty and staff, and enhance and reward sustainability measures (ongoing).