2011-2012 PLANNING REPORT

UNIVERSITY INITIATIVES
1. Complete the PLU 2020 long-range plan and begin preparation of the year three NWCCU Accreditation report.
2. Launch and support a new emphasis on academic program development and revision that will strengthen academic quality and expand market reach.
3. Design and implement the educational and career planning initiative (Career Connections) to support students toward timely degree completion and preparation for careers and jobs.
4. Complete Engage the World: The Campaign for PLU with focus on endowment development and capital projects, including the Karen Hille Phillips Center for the Performing Arts, the Rieke Science Center, and lower campus fields and facilities.
5. Develop and deploy a university-wide strategy to enhance transfer student recruitment and retention and transfer student curricular and co-curricular programs.
6. Create a “PLU Be the Spark” task force charged with encouraging individual and collective action to strengthen PLU’s relationship with our local communities.

DIVISIONAL INITIATIVES

Academic Affairs
1. Develop multi-year program plans and begin the implementation of a revised budget process that facilitates long-term planning for academic units.
2. Increase faculty development opportunities by expanding the Teaching and Learning with Technology grant program, exploring the possibility of pre-tenure sabbaticals, and encouraging the development of future academic leaders.
3. Continue the expansion and improvement of graduate programs.
4. Support the development of the education and career planning initiative and new transfer student programs, as well as ongoing enhancements of the First-Year Experience and General Education programs.
5. Continue the development of a comprehensive academic program assessment plan, and design a support system to assist in meeting accreditation standards under new NWCCU guidelines.

Admission and Enrollment Services
1. Further develop recruitment and marketing strategies for new transfer, international and graduate student populations.
2. Establish new processing center for managing inquiry development and admission applications for all student types.
3. Complete preparations and fully deploy the admissions CRM (constituent relations management) system by Spring, 2012.
4. Improve key business functions including, online payment contract, Title IV authorization, and payment method within the financial aid awarding and course registration process.
5. Collaborate with career services and student employment to maximize work-study and student employment opportunities.
Development and University Relations
1. Complete Engage the World: The Campaign for PLU with a focus on endowment development and capital projects including the Rieke Science Center and lower campus fields and facilities.
2. Connect the last year of the campaign, with 1) enhancing campaign participation, 2) engaging alumni, and 3) celebrating the accomplishments of the campus community over the past two decades.
3. Support the development and implementation of the educational and career planning initiative.
4. Support deployment of the admission office CRM system and prepare for implementation of the development office CRM system in 2012-2013.
5. Use results from alumni and donor market research for increased alumni engagement, enhanced development communication techniques and assess Q Club and annual fund outreach and branding.

Finance and Operations
1. Continue to develop long-term budget strategies and assist in the development of a new budget model for academic units.
2. Continue progress on capital projects including the Karen Hille Phillips Center for Performing Arts, Rieke Science Center, lower campus fields and facilities, Garfield North, and possible intergenerational housing.
3. Advance university sustainability by improving the campus recycling rate, reducing electrical and natural gas usage and developing carbon reduction strategies.
4. Improve revenue from university auxiliary services, particularly retail venues such as Garfield Book Company, dining venues and conferences.

Student Life
1. Develop and implement the first year of the educational and career planning initiative to better assist students with college and career planning and preparation, as well as employment search.
2. Improve student retention by enhancing freshmen, sophomore, and transfer programs; enhancing student interventions; and increasing the availability of Web and video resources.
3. Broaden student awareness of personal health and wellness information by increasing the topics and programs offered and by the enhanced utilization of Web resources.
4. Advance student engagement through enhanced: living/learning environments, leadership development programs, and “education in action” opportunities.