



Lander

UNIVERSITY

STRATEGIC GOALS “REPORT CARD” 2007 Calendar Year

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STRATEGIC GOALS “REPORT CARD” EXECUTIVE SUMMARY

1. Introduction

The following is a summary “Report Card” on the University’s performance on each of the five (5) Strategic Goals for Calendar Year 2007. Details of how each Strategic Goal Score has been derived are provided on the subsequent pages of this report in which constituent Units within the University have submitted their Units Goal(s) for meeting one or more of the Strategic Goals. These constituent Units set their own Indicators of Success (performance measures) and benchmarks and rate themselves on their performance at the end of the calendar year. The annual calendar for producing this “Report Card” is designed for reporting on a calendar-year basis in order to coincide with the budgeting process as follows:

January 1	Calendar-year assessment cycle begins.
February 28	Each university department’s assessment report from the previous calendar year is submitted to the Director of Assessment and Institutional Effectiveness.
March 1	Director of Assessment and Institutional Effectiveness notifies each Vice President and the Athletic Director that their respective assessment reports are ready for review.
March 31	Vice Presidents and Athletic Director review, approve and submit assessment reports to the President.
June 6 - 15	President submits recommendations to Board of Trustees. Board of Trustees Meeting: President, in consultation with the Board, assesses the recommendations and submits a budget plan based on outcomes assessment from the recommendations.
July 1	University departments receive budgets and assessment reports with revised goals or other directives which may have resulted from the review and budgeting process. President brings actions/directives of the Board to the President's Council.
August 1	President's Council brings actions/directives to the Director of Assessment and to the departments.
August 1 – December 31	Director of Assessment works with departments to 1) begin getting outcomes assessment data and 2) to set revised/new departmental goals and measures.
December 31	Calendar-year assessment cycle ends.

2. The “2007 Report Card”

2007 is the inaugural year of new university-wide efforts to determine to what extent we are achieving the Strategic Goals defined by the Lander University Board of Trustees:

1. Learning: We will promote learning and the development of life skills that will enable each graduate to make a meaningful living and live a meaningful life.
2. Enrollment: We will increase the student population through recruiting and retaining highly motivated, diverse students, faculty and staff. We will attract, retain and graduate increasing numbers of students from diverse backgrounds who have the potential to succeed in the university environment.
3. Linkages: We will enhance linkages with local, regional and statewide constituents to increase enrollment and support the concept of preparing students for a meaningful life by developing and coordinating activities in applied scholarship and service and by providing innovative opportunities in lifelong learning.
4. Environment: We will improve the learning and living environment of the University, through the appearance and utility of the campus, so that it may serve a larger student body and an increased program of community outreach.
5. Accountability: We will assure long-term stability of the University through ongoing, comprehensive assessment, planning, financial oversight and management of all areas of the university.

As such, many constituent Units within the University have begun for the first time to set Unit Goals and to devise ways to measure their progress toward meeting them, and by so doing, contributing to meeting the University’s Strategic Goals. The contents of the following pages will reflect those initial efforts in establishing Unit Goals, Indicators of Success and Measurements.

The following table shows a summary of each Strategic Goal, the number of Unit Goals, by 2007 Goal Evaluation, supporting each Strategic Goal, the Strategic Goal Score and the Resources Required. The scoring scale used for deriving the Strategic Goal Score (and for each of the Indicators of Success on the following pages) is:

Target Met:	3.00 – 2.01
Target Partially Met:	2.00 – 1.01
Target Not Met:	0.01 – 1.00

Strategic Goal	Met	Partially Met	Not Met	Not Evaluated	TOTAL	Strategic Goal Score ¹	Resources Required ²
1. Learning	21	3	4	10	38	2.42	\$893,532.00
2. Enrollment	2	0	0	0	2	3.00	\$2,000.00
3. Linkages	4	0	0	3	7	2.81	\$16,500.00
4. Environment	6	0	1	8	15	2.71	None Requested
5. Accountability	12	0	0	7	19	2.81	None Requested
TOTAL	45	3	5	28	81	2.60	\$912,032.00

¹ The “Strategic Goal Score” column shows the aggregated Unit scores only for the individual Unit Goal(s) and Indicator(s) of Success for the Strategic Goal which were scored and which are reflected in the “Met”, “Partially Met”, or “Not Met” columns above; therefore, summing the five Strategic Goal Scores and dividing by five will not yield the correct total score of 2.60.

² The “Resources Required” column shows the total amount requested by the reporting Units in order to meet, continue to meet, or to improve performance an individual Unit Goal. Details are found on the following pages.