

# STRATEGIC INITIATIVES SNAPSHOT

Friday, August 24, 2018



Dear Campus Community:

As we prepare to begin another academic year, we are pleased to announce several strategic initiatives developed to help reinforce the mission, vision and values of UTRGV.

First and foremost is UTRGV's [Transforming Our World Strategic Plan](#), which continues to progress and serve as a guide for university development and success. Our strategic plan steering committee, along with subcommittee leads, will continue to work with the campus community to operationalize our strategic plan.

For additional information on the work of these committees or to learn how to get involved, please visit the strategic plan [website](#). You may also contact [Dr. Mark Kaswan](#) in his new role as Faculty Fellow for Strategic Planning.

In addition to the strategic planning committee work, we have several other initiatives that are important subsets of the strategic plan, and we invite you to join this important work. Please review each initiative carefully and submit your interest by contacting the chairperson/coordinator of each project listed below.



## CAMPUS CLIMATE SURVEY

**Objective:** [Campus Climate and Professional Development and Growth for Faculty and Staff](#) is one of the key areas of focus in our strategic plan. In Spring 2018, students, faculty, and staff participated in a climate survey. Your participation was the first step in identifying areas on which to focus this year. The next step in the process is to continue communication regarding the results by convening town hall meetings and unit-level meetings to share more detailed results and begin formulating specific action plans to address the issues and concerns identified.

**More information:** [Campus Climate](#)

**Contacts:** If interested in participating in these important conversations, please email co-chairs [Dr. Ala Qubbaj](#), [Mike James](#), or [Dr. Kristin Croyle](#).



## FACULTY WORKLOAD

**Objective:** The committee is charged with implementing a mechanism that adequately accounts for the total professional effort of faculty, including research and clinical practice as well as instruction; to ensure fair and equitable treatment of faculty members; to enable chairs to optimize assignments of faculty to meet departmental goals; to maximize the long-term effectiveness of the university's instructional resources; to facilitate effective shared governance by providing standardized information about the use of the university's instructional resources; to provide resources for revenue sharing with faculty and academic units and for creating a teaching and research investment fund; and to establish pre-determined and transparent limits on administrative expenses. To provide an overview of the proposed concept for

determining faculty workload requirements, a kickoff meeting for this initiative was held August 6.

**More information:** [Faculty Workload](#)

**Contacts:** If you have ideas or suggestions, please email co-chairs [Dr. Patricia McHatton](#), [Dr. Parwinder Grewal](#), or [Dr. John Krouse](#).



## CAMPUS CONNECT

**Objective:** An important element in the development of UTRGV was consideration of and attention to how best to coalesce our campuses and develop a collective identity. Recognizing that there is still much work to be done in this area, we are launching a new Campus Connect initiative, which picks up on two separate initiatives that were started informally last year. Campus Connect will work to promote greater consistency in programs and services of all types for students, faculty, and staff across UTRGV's multiple campuses. To do this, the committee will examine academic programs; recruitment, retention, and completion; campus life; and administrative services. Recognizing that operational efficiency and effectiveness can best be promoted by balancing centralization with autonomy, Campus Connect will work to ensure that UTRGV's needs as a whole, as well as the distinct needs of each campus community, are equitably addressed.

**More information:** [Campus Connect](#)

**Contact:** If you are interested in serving on the Campus Connect committee, please email [Dr. Mark Kaswan](#).



## STRATEGIC ENROLLMENT PLANNING

**Objective:** UTRGV is embarking on its first strategic enrollment plan. This is a continuation of the strategic plan but with a specific focus on developing a continuous and data-informed process for developing realistic, quantifiable enrollment goals. This work involves a critical review of our programs (academic, co-curricular, services, support), location (on-site, off-site, online, hybrid), price and revenue (tuition, fees, discounts, incentives), promotion (marketing, recruitment, web presence), purpose and identity (mission, distinctiveness, brand), and process (data-informed, integrated planning). We will form three cross-functional teams (undergraduate, graduate, and health-related programs) to explore each of these six components.

**More information:** [Strategic Enrollment Planning](#)

**Contacts:** If you are passionate about data-driven planning and would like to serve on one of the teams, please email co-chairs [Dr. Maggie Hinojosa](#) or [Dr. Janna Arney](#).



## QUALITY ENHANCEMENT PLAN

**Objective:** A key component of the SACSCOC reaffirmation of accreditation process is the university's Quality Enhancement Plan (QEP). As described by SACSCOC, the QEP should be derived from "an institution's ongoing comprehensive planning process." The campus-wide initiatives described in this communication are examples of such a process and, together, with groundwork of the 2017-2018 QEP Steering Committee in 2016-2017, provide a foundation for the preparation of the university's next QEP. A subset of members from the Strategic Enrollment Plan Work Groups and other key individuals will work on preparation of the QEP.

**More information:** [Quality Enhancement Plan](#)

**Contact:** If you are interested in contributing to the development of the QEP, please email project coordinator [Dr. Laura Saenz](#).



## SACSCOC REAFFIRMATION

**Objective:** During the 2018-2019 academic year, UTRGV will be preparing its SACSCOC reaffirmation of accreditation document. Preparation of the reaffirmation document will provide an opportunity for the university to examine its practices, policies and procedures, especially those that impact student success. At the heart of the SACSCOC reaffirmation process is the commitment to engagement and continuous improvement. Select administrators, staff, and faculty with special expertise or responsibilities across all divisional areas of the university will be involved in the preparation of the self-study document. Because of their areas of responsibility, many of these individuals will likely be involved with other initiatives identified in this communication. A final draft of the reaffirmation self-study should be completed by May 1, 2019 with the final version to be submitted to SACSCOC by September 1, 2019. Off-site and on-site committee reviews will occur during the 2019-2020 academic year with a board decision to occur in December 2020.

**More information:** [SACSCOC Reaffirmation](#)

**Contacts:** If you have questions or suggestions, please email project coordinator [Dr. Christine Shupala](#).

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