



The University of North Alabama

June 2020 Strategic Plan Update

Theme One: Transformational Student Experience

Goal: Increase experiential learning opportunities for students (e.g. internships, education abroad, study away, preceptorships and simulations)

- Over 430 students applied for a Study Abroad Scholarship during the 2019-2020 academic year.
- 100 percent (N=83) of BSN and RN to BSN graduates completed an experiential learning opportunity with a registered nurse in a practice setting in Spring 2020.
- In Spring 2020, 100% of all Education majors (N= 69) and Kinesiology undergraduate majors (N=34) in the College of Education and Human Sciences (COEHS) completed an experiential learning opportunity via internship.
- From Spring 2019 to Spring 2020, 124 students completed an internship in the College of Business.
- In Spring 2020, across the 19 departments in the College of Arts and Sciences, over 2,500 students were enrolled in a course documenting experiential learning.
- The Steele Center for Professional Selling's Elite Team finished in the top 5 in one intercollegiate competition held at the University of Toledo (#3 out of 35 universities), and finished a UNA record #22 in the National Collegiate Sales Competition (out of 68 universities), competing virtually using video conferencing technology. The National Collegiate Sales Competition is largely considered the "National Championship of Sales."

Goal: Expand research opportunities for undergraduate and graduate students

- The Center for Student Research awarded 13 undergraduate student research grants during the Spring 2020 semester.

Theme Two: Academic Excellence and Innovation

Goal: Promote and support an innovative, student-centered academic experience at all levels and in all modalities

- Executive Doctor of Business Administration approved by the Alabama Commission on Higher Education and is on track for Spring 2021 implementation.
- Ph.D. in Exercise Science and Health Promotion approved by the Alabama Commission on Higher Education in March 2020 and is on track for Fall 2021 implementation.
- M.S. in Applied Manufacturing Engineering approved by the Alabama Commission on Higher Education in March 2020 and on track for Fall 2020 implementation.
- Bio-Engineering Option to be added to BS in Engineering Technology in Fall 2020.
- M.S. in Sport and Recreation Management launched and enrolled 16 students during its first semester.
- M.S. in Social Work approved by the Alabama Commission on Higher Education in March 2020 and by SACSCOC in April 2020. Program to launch in Fall 2020.
- Micro-credential in Early Childhood Education on track for Spring 2021 implementation.

- Bachelor of Business Administration (BBA) in Data Analytics on track for Fall 2021 implementation.
- Seven (7) College of Business Graduate Micro-Credentials to be implemented Spring 2021:
 - o Leadership
 - o Health Care Management
 - o Human Resource Management
 - o Information Systems
 - o Financial Analysis
 - o Professional Sales
 - o Global Business

Goal: Increase technology integration to improve and enhance student learning

- 80% of all students are taking at least one online course during Spring 2020 (prior to COVID-19).
- The UNA online student population has grown 105% over the past five years.
- 36% of all UNA students are currently pursuing degrees online.
- Forty-six states are represented by UNA's online students.
- Fifty-three countries are represented by UNA's online students.
- Comprehensive Open Education Resource Initiative (OER) – Faculty stipends for adapting, adopting, or creating OER to replace traditional high-cost textbooks are available starting Spring 2020.
- Collier Library's Textbook Affordability Initiative partners with faculty to alleviate textbook costs for students.
- Nursing iPad initiative – All nursing faculty have participated in iPad training sessions. First student cohort distribution of iPads will be Fall 2021.

Theme Three: Diversity and Inclusion

Goal: Embrace a broad definition of diversity that fosters a culture of respect for all

- Strategic Diversity and Inclusion Task Force completed a comprehensive Diversity and Inclusion Strategic Plan for the University in Spring 2020.

Goal: Increase diversity among students, faculty and staff using strategic recruitment and retention initiatives

- The University expects to receive the most diverse class of new faculty members in Fall 2020.
- Vice President for Diversity, Equity, and Inclusion was appointed during Spring 2020.

Goal: Develop and implement a co-curricular program focused on diversity and inclusion

- 197 scholarships were awarded to Global Learning Community (GLC) students during Spring 2020.

Goal: Establish and support a Center for Social Inclusion to serve as a campus and community hub for diversity and inclusion

During the Spring 2020 semester, the Mitchell-West Center for Social Inclusion:

- Organized a panel on the mental health needs of underrepresented students with UAB's Student Counseling Services
- Hosted the Welcoming Schools training for K-12 teachers in partnership with COEHS

- Co-sponsored the Buried Truths live podcast recording with Hank Klibanoff in partnership with Florence-Lauderdale Public Library and the Department of Communications
- Co-sponsored the French Film Festival
- Two presentations on Center initiatives at conferences
- Two campus/community presentations on the purpose and work of the Center
- Presentation at Florence High School
- Hosted four campus workshops on working with different student populations
- Sponsored an award for the Lindsey Film Fest

Theme Four: Financial Sustainability

Goal: Invest in strategic capital and deferred maintenance projects to better support the student experience

- ESCO implementation continuing to be successful during Spring 2020.

Theme Five: Institutional Identity

Goal: Pursue a cohesive and shared institutional identity focused on student learning and engagement - locally, regionally, and globally

- 3% increase in six-year graduation rate.
- Accreditation review and reaffirmation successful for the following programs: Social Work and Engineering Technology.

Goal: Craft and implement a comprehensive marketing strategy with appropriate resources

- Record Enrollment of 7,285 for Spring 2020.
- Continued implementation of “smart growth” strategy, with sustained enrollment gains:
 - 14% increase of graduate students taking only online courses from Spring 2019 to Spring 2020
 - 25.8% increase of international students residing on campus from Spring 2019 to Spring 2020
 - 36.1% increase in all international students from Spring 2019 to Spring 2020
- UNA launched “Your UNA” (www.una.edu/youruna) website designed to be a resource for high school juniors and seniors, parents teaching their children at home as a result of COVID-19 crisis, as well as anyone who want to take advantage of some cultural and expert content from UNA’s highly skilled faculty.