

**Strategic Actions  
for the  
University of Houston**

**Update**

**March 25, 2009**

# Purpose

Faculty members will identify strategic outcomes, actions, and metrics to guide faculty, staff, and administrators in achieving six identified goals.

Outcomes/actions were developed independent of budget impact, consequently further consideration may be required.

# Strategic Action Group

- **SAG Committee**
  - 9 members
- **Committees by Goal**
  - 6 committees
    - National competitiveness/Tier One
    - Student success
    - Community advancement
    - Athletic competitiveness
    - National & local recognition
    - Resource competitiveness

## SAG Committee

- Richard Alderman
- Sandy Coltharp
- Sam Dike
- Lynn Maher
- Joe Pratt
- Richard Scamell
- Earl Smith
- Dan Wells
- Richard Willson

# SAG Process

- **President's Charge, November 2008**  
“Bold ideas” – Goal related – Outcomes, Actions, Metrics
- **Phase 1**
  - Faculty committee for each goal
  - Faculty members deliberated and formulated outcomes & actions
- **Phase 2**
  - Reveal proposals and receive input
- **Phase 3**
  - Modify, improve, inform, and disseminate

# Goal #1: Nationally Competitive/Tier One

UH will become a nationally competitive public research university as measured by the Top American Public Research University and/or Carnegie Foundation for the Advancement of Teaching.

- Richard Willson, Chair
- Jerry Freiberg
- Jim Granato
- Alex Ignatiev
- Earl Smith

# Nationally Competitive/Tier One

1. Both TARU and Carnegie require a near-doubling of sponsored research
2. Not synonymous with scholarship, and not applicable to all departments

# Nationally Competitive/Tier One

1. Improve research culture and efficiency at UH
2. Hire many new faculty

# Nationally Competitive/Tier One

Improve research culture and efficiency at UH

- Motive
- Opportunity
- Means

# Nationally Competitive/Tier One

## Motive

- Expectations (for total productivity and workload)
- Overload stipend, like those for overload teaching and administrative service
- IDC return

# Nationally Competitive/Tier One

## Opportunity

- Improved interactions with FP&C
- Improved level of IT support and reliability, PC maintenance, electrical power reliability
- Improve working environment for Staff
- Editorial assistance center
- Child Care

# Nationally Competitive/Tier One

## Means

- Continued improvements in OGC
- Mentoring
- Additional grants preparation support, and specialized support for Center proposals
- Space, especially SERC
- Attract major seminars and conferences
- Cores and at least one major Resource
- Hiring

**We still need your input!**

**UhTierOne@gmail.com**

## Goal #2: Student Success

UH will have a student profile consistent with a nationally competitive public research university by creating an environment in which student success can be ensured.

- Sandy Coltharp, Co-Chair
- Dan Wells, Co-Chair
- Libby Barlow
- Wynne Chin
- Sam Dike
- Agnes DeFranco
- Keith Kowalka
- Adriana Kugler
- David Mazella
- Joe Pratt
- Lawrence Williams

## Goal #2: Student Success

- 1.** Improve student preparedness, quality and motivation
- 2.** Improve instructional support for faculty and other instructional personnel
- 3.** Improve services and enhance experiences critical to student engagement
- 4.** Improve student success to graduation, career placement, and advancement to graduate/professional school
- 5.** Increase graduate and professional school success

# Goal #2: Student Success

## AIM #1

- Improve student preparedness, quality and motivation
  - Enrollment management
  - Merit-based scholarships
  - First year experiences

# Goal #2: Student Success

## AIM #2

- Improve instructional support for faculty and other instructional personnel
  - Teaching excellence center
  - Teaching excellence incentives
  - Support for teaching high risk

# Goal #2: Student Success

## AIM #3

- Improve services and increase student engagement
  - Academic advising
  - Financial aid
  - Course scheduling
  - Student engagement incentives

# Goal #2: Student Success

## AIM #4

- Improve student success to graduation, career placement, and advancement to graduate/professional school
  - Undergraduate retention and success office
  - Pathways to graduate programs
  - Undergraduate student internships
  - Graduated students entering employment

# Goal #2: Student Success

## AIM #5

- Increase graduate and professional school success
  - Graduate stipends
  - Teaching assistant loads
  - Incentives to departments &/or colleges
  - Graduate student research and professional development

## Goal #3: Community Advancement

UH will commit to fulfilling regional and state workforce needs while becoming the primary engine of social, economic, and intellectual development.

- Lynn Maher, Chair
- Julia Babcock
- Warren Thomas Gregory
- Robert Johnson
- Rebecca Lee
- Susan Rogers
- Veronique Tran

# Goal #3: Community Advancement

1. Increase community advancement activities and improve the intra- and inter- connectivity and collaboration
2. Assess and respond to community and workforce needs
3. Support and coordinate community-university partnerships
4. Become the primary engine for economic development by expanding and accelerating the translation of UH discoveries to the marketplace.
5. Expand opportunities to connect faculty, students and the community through community-based learning activities
6. Increase research collaborations, activities and projects that focus on community advancement
7. Improve the visibility and appreciation for UH community advancement activities both internally and externally

# Goal #3: Community Advancement

## AIM #1

- Increase community advancement activities and improve the intra- and inter-connectivity and collaboration
  - Community advancement network
  - Community resource guide
  - Faculty experts @ UH

# Goal #3: Community Advancement

## AIM #2

- **Assess and respond to community and workforce needs**
  - **Information on community needs**
  - **Community advisory board**
  - **UH representation on key boards**
  - **Workforce needs assessments**

# Goal #3: Community Advancement

## AIM #3

- Support and coordinate community-university partnerships
  - Pilot partnership project
  - Additional partnership projects

# Goal #3: Community Advancement

## AIM #4

- Become the primary engine for economic development by expanding and accelerating the translation of UH discoveries to the marketplace.
  - Innovation fund
  - Spin offs and licenses
  - Network of collaborators

# Goal #3: Community Advancement

## AIM #5

- Expand opportunities to connect faculty, students and the community through community-based learning activities
  - Community-based learning transcript designation
  - QEP eDiscovery
  - Community-based learning curriculum

# Goal #3: Community Advancement

## AIM #6

- Increase research collaborations, activities and projects that focus on community advancement
  - Community advancement and education research cluster
  - Definitions and counting research

# Goal #3: Community Advancement

## AIM #7

- Improve the visibility and appreciation for UH community advancement activities both internally and externally
  - Market community advancement
  - Google map UH community advancement
  - UH partnership designations
  - Recognition of community advancement

## Goal #4: Athletic Competitiveness

UH will provide a comprehensive educational experience to its students and within this context, it will seek to build the strongest athletic program possible.

- Richard Scamell, Chair
- Edward Blair
- George Gamble
- Joseph Kotarba
- Stuart Long
- David Maggard
- Maria Peden
- Allen Warner

## **Goal #4: Athletic Competitiveness**

- 1. Meet or exceed the national averages for student-athlete academic success**
- 2. Receive recognition from the NCAA and the Division 1A Director's of Athletics Association for a CHAMPS/LifeSkills Program of Excellence**
- 3. Achieve a position of competitive leadership in Conference USA**

# Goal #4: Athletic Competitiveness

## AIM #1

- Meet or exceed the national averages for student-athlete academic success
  - Academic risk
  - Academic Progress Rates
  - Academic support
  - Post graduate scholarships

# Goal #4: Athletic Competitiveness

## AIM #2

- **Receive recognition from the NCAA and the Division 1A Director's of Athletics Association for a CHAMPS/LifeSkills Program of Excellence**
  - **Readiness and deficiencies**
  - **Community service activities**

# Goal #4: Athletic Competitiveness

## AIM #3

- Achieve a position of competitive leadership in Conference USA
  - Outstanding coaches and staff
  - Student-athletic recruitment
  - Systematic annual reviews

## Goal #5: National & Worldwide Recognition

UH will be known for its accomplishments locally and nationally.

- **Richard Alderman, Chair**
- **Lydia Tiede**
- **Betsy Gelb**
- **Brian Byrnes**
- **Blair Ault**

## **Goal #5: National & Local Recognition**

- 1.** Increase positive visibility for the University of Houston
- 2.** Build the University's reputation around the quality and accomplishments of its faculty
- 3.** Increase the number and quality of student applications so as to increase the University's reputation
- 4.** Improve the reputation of UH with its own alumni and utilize alumni to improve reputation

# Goal #5: National & Local Recognition

## AIM #1

- Increase positive visibility for the University of Houston
  - Current perceptions
  - Desired perceptions and gaps
  - Analyze activities
  - Realign resources
  - Continuous assessment

# Goal #5: National & Local Recognition

## AIM #2

- Build the University's reputation around the quality and accomplishments of its faculty
  - Pilot projects to build reputation
  - Research start-up support
  - Scholarly and research achievements
  - Measure/publicize faculty scholarship/research

# Goal #5: National & Local Recognition

## AIM #3

- Increase the number and quality of student applications so as to increase the University's reputation
  - Current reputation in high schools
  - Marketing and public relations in high schools
  - Recruitment/admission materials
  - Assess progress

# Goal #5: National & Local Recognition

## AIM #4

- Improve the reputation of UH with its own alumni and utilize alumni to improve reputation
  - UH perceptions held by alumni
  - Success stories

## Goal #6: Resource Competitiveness

UH will build a resource base that enables it to accomplish its mission and realize its vision.

- Earl Smith, Chair

# Goal #6: Resource Competitiveness

1. Increase total state appropriations per student
2. Increase total expenditures per student
3. Restore then increase the UH endowment levels
4. Increase annual giving to UH
5. Increase the alumni giving rate
6. Increase efficiency, effectiveness, and innovation

## Next Steps

- Six town hall meetings – one per goal
- 1 large group town hall meeting
- Finalize
- Disseminate

<http://www.uhsa.uh.edu/uhsstrategic/>