

Charge – October 2009

Academic Master Plan (AMP) Steering Committee and Task Force

Purpose

The Academic Master Plan (AMP) will be developed by the AMP Steering Committee and larger AMP Task Force through a process of highly inclusive engagement of the academic community of Shippensburg University. The primary role of the Steering Committee will be to guide the planning process as it unfolds around the work of workgroups. These to-be-determined workgroups will be chaired or co-chaired by various combinations of Task Force and Steering Committee members.

The primary goal of AMP Steering Committee and Task Force members is to develop the Academic Master Plan document by Fall 2010. The expectation is that during the remainder of academic year 2009-2010, the AMP Steering Committee will use the recommendations of the Summer 2009 AMP Planning Support Team to refine the base process for the academic community's full engagement in the AMP planning process during 2010 and going forward. The resulting AMP document will reflect the academic prioritized goals that we choose to steer and set us apart over the next five years. The plan should also situate us well for the submission of the next Periodic Review Report to the Middle States Commission due in 2014.

The AMP Task Force is charged with employing a process that is highly inclusive, engaging, and transparent to stakeholders. The plan should also represent a sustainable process. Given its academic focus, the Academic Master Plan should guide SU in designing new academic programs while maintaining the quality and vitality of existing programs. However, the plan should also reflect the means by which Shippensburg University will distinguish itself in all areas central to our academic mission. In these endeavors, the AMP Task Force will be able to consider and use the recommendations of the AMP Planning Support Team to enhance its work. During the summer of 2009 the six-member AMP Planning Support Team reviewed and summarized key elements of a robust planning process and has made this information along with numerous planning related resources available on a Blackboard site for reference by the Task Force.

Basic Strategic Planning Guidelines

The AMP Support Team in developing recommendations about the academic planning process noted as quoted below the basic strategic planning guidelines typically represented in all successful planning processes and documents.

Successful strategic planning processes should (as noted in *Developing a Strategic Academic Master Plan*, the resource book developed by Planning Support Team members Bartoli, Fawks, Hatfield, Hoover, Schoolcraft, and Winter, 2009)

- Be **Inclusive** of all stakeholder groups (faculty, administrators, staff, students, advisory boards, etc.).
- Achieve **Active Engagement and Buy-in** from all stakeholder groups.
- Be **Transparent** in data gathering and analysis, decision-making, and dissemination of results.
 - We recommend the results of the previous year's metrics for both met and unmet goals be presented at the first faculty meeting of the academic year, as well as sharing the strategic plan for the upcoming year.
- Include frequent **Communication** through a variety of venues (meetings, emails, focus groups, brainstorming sessions, etc.)
- Be **Ongoing and Continuous** – Strategic planning needs to be addressed annually, with the results of each year's strategic planning activities feeding into the next year's planning process.
 - Note: ...a select number of variables could be monitored on an annual basis, with a full environmental scan repeated every 3-5 years.

Specific Responsibilities

- Keep the primary focus of the Academic Master Plan on the academic programs and services by which Shippensburg University will distinguish itself in the coming years. Given demographic changes already underway, reexamine the implications for the proportions of different populations that we serve. As with any plan, build in ongoing processes for determining the extent of success in raising the profiles of our programs and services as well as the profiles of our faculty and students. The focus on academic program planning may/should include:
 - Refreshing/revitalizing/repackaging existing programs
 - Developing cutting edge specialties within existing programs
 - Creating sustainable new credit bearing degree programs
 - Identifying timelines for exploring and implementing new programs
- Develop up to 5 broad goals for the division of Academic Affairs that will serve the division through 2014. Set out timelines for the goals over the next 5 years
- Heighten our ability to live by and accomplish the plan by considering having
 - Each goal with no more than 3 actions per goal
 - Each action with no more than 3 outcomes per action
 - Providing for annual reporting processes as appropriate
- Provide for goals to align with PASSHE's, Academic Affairs Division units', and departments' goals, where the units in Academic Affairs are:
 - Academic colleges/schools
 - Academic support services
 - Admissions & Registrar/Enrollment Services
 - Social Equity
 - Institute for Public Service and Sponsored Programs
 - Office of Extended Studies
- Provide for progress on goals to be reported to campus as part of Program Planning and Budget process and to PASSHE through the Narrative Assessment System or its successor
- Have the AMP continue to reflect Middle States standards and effective strategic planning principles
- Communicate and interact regularly with the campus community regarding opportunities for engagement and progress of the planning process
- Remind the campus that the AMP's purpose is to plan and prioritize and not delete programs
- In Spring 2010, present the plan document to the campus community (with format as determined by the work of the groups; the CSUSB strategic plan and the Youngstown State University Academic Strategic Plan serve as two of many available models with a number of these previously identified by the Summer 2009 Planning Support Team)
- Provide for AMP document formative review during 2010
- Consider optimal intersections among the AMP, Shared Governance document, and University strategic plan

Membership Representation -- AMP Steering Committee

Bartoli, Angela -- Ex officio from AMP Planning Support Team

Bitner, Larry

Chrisman, Kent

Ensley, Doug - Co-chair

Hatfield, Louise (TBR)

Jacobs, Deb

Johnson, Jim

Morin, Sue

Quist, John

Sax, Chris -- Co-chair

Schoolcraft, Tracy – Ex officio from AMP Planning Support Team
Schultz, Marian
Stewart, Mary

AMP Task Force

Bartoli, Angela - Ex officio from AMP Planning Support Team
Bitner, Larry
Bryant, Sarah
Chrisman, Kent
Ensley, Doug – Co-chair
Frielle, Tom
Harrow, Sharon
Hatfield, Louise (TBR)
Jacobs, Deb
Johnson, Jim
Lovett, Dave
Morin, Sue
Oberman, Bill
Quist, John
Ricardo-Osario, Jose
Royce, Chris
Sax, Chris – Co-chair
Schoolcraft, Tracy - Ex officio from AMP Planning Support Team
Schultz, Marian
Stewart, Mary
Tucker, Ronnie

Meeting Scheduling, Agendas, and Minutes

The logistics of meeting scheduling, agendas, and minutes will be determined by Co-chairs and Steering Committee members.

Anticipated Term

The work of the groups is anticipated to be conducted during the remainder of Academic Year (AY) 2009-2010 and to be concluded in Fall 2010.

Recommendations to Be Reported

The recommended Academic Master Plan will be presented to the Shippensburg University academic community including the faculty, chairs, directors, deans, the Provost, and the President. The intent is for the Academic Master Plan to be reviewed for approval by the Academic Affairs Council and then be presented at Forum and to the President’s Cabinet, Executive Management Team, and Council of Trustees for incorporation into the University Strategic Plan. Subsequently, through annual reporting processes reflecting reciprocal accountability, progress on and any needed adjustments in the Academic Master Plan will be communicated to the academic and wider campus community.