Hal Marcus College of Science and Engineering
Strategic Plan
2015-2019

Mission Statement
The mission of the Hal Marcus College of Science and Engineering (HMCSE) at the University of West Florida is to provide innovative programs of excellence in education, research, and public and professional service at both the undergraduate and graduate levels. HMCSE promotes the production of highly competitive graduates as judged by the highest academic standards in the fields of science, technology, engineering, mathematics (STEM) and health.

Vision Statement
The College endeavors to be recognized regionally, nationally and internationally as a leader for excellence and innovation in STEM and health education and research.

Goals, Strategic Priorities, Action Items and Metrics

TEACHING:
To develop and promote teaching that optimizes learning and personal transformation.
1. Design curricula to meet the challenges of highly competitive workforce
2. Develop and institute high-quality teaching practices

ACTION ITEMS:
1. Foster and support High-Impact Teaching Practices (HIPs)
2. Develop strategic plan for adding new undergraduate and graduate degree programs
3. Use four year degree plans to plan program course offerings for improvement of graduation rates
4. Examine specializations for sustainability or ability to standalone as degree programs
5. Expand accreditations where feasible
6. Consistently review and assess curricula

METRICS/KEY PERFORMANCE INDICATORS/MEASURABLES
1. % of accredited programs based on available accreditations
2. Number of new or enhanced degree programs
3. College 6-year graduation rate
4. Number of external program or teaching recognitions and awards
5. Percent of on-line courses and/or instructors that have completed Quality Matters

RESEARCH:
To build a vibrant culture of research.
1. Increase sponsored, non-sponsored or internally-funded faculty research, scholarship, and creative activities.
2. Increase student engagement in research, scholarship, and creative activities as high-impact learning experiences.
ACTION ITEMS:
1. Increase student engagement in research
2. Develop HMCSE summer undergraduate research program
3. Increase and promote interdisciplinary research efforts
4. Promote research collaborations with regional colleges/universities, industry, governmental agencies, and community partners

METRICS/KEY PERFORMANCE INDICATORS/MEASURABLES
1. Number of refereed faculty and student publications
2. Number of students participating in research (internships, co-ops, directed studies, REU students, funded projects)
3. Number and dollar amount of external grants (submitted, funded, annual)
4. Number of faculty and student presentations/posters at regional, national and international conferences
5. Number of research partnerships and collaborations

COMMUNITY ENGAGEMENT:
To engage in mutually beneficial collaborations that advance academic programs and outreach.
1. Engage our local, regional and global communities in meaningful partnerships that enhance the quality of the academic experience and UWF visibility

ACTION ITEMS:
1. Reach out to industry and community partners to develop meaningful collaborations
2. Develop college-wide and Dean-led community engagement efforts
3. Develop technology engagement plan for industry outreach
4. Develop method to measure impact of community engagement

METRICS/KEY PERFORMANCE INDICATORS/MEASURABLES
1. Number of external collaborations/partnerships with peers, university, industry and community partners

INNOVATION:
To create a culture of academic innovation.
1. Create an environment that encourages and supports innovation

ACTION ITEMS:
1. Create an environment that encourages innovation without penalty
2. Provide support and resources to facilitate innovation

METRICS/KEY PERFORMANCE INDICATORS/MEASURABLES
1. Number of innovative pilot projects conducted in the College
2. Number of faculty and students involved in innovative projects
QUALITY:
To support, sustain, and reward high quality academics.
1. Recruit, retain, support, and develop the best teacher/scholars by investing in faculty
2. Recruit, retain, educate, and graduate the best students who will become knowledgeable, capable, and successful citizens

ACTION ITEMS:
For strategic priority 1:
1. Implement New Faculty Program
2. Implement HMCSE Faculty Scholars, formerly Faculty Catalyst Initiative
3. Enhance faculty engagement in decision-making processes
4. Implement thesis compensation plan
5. Develop and support appropriate professional development for faculty at all levels

For strategic priority 2:
1. Enhance and expand HIPs, including undergraduate research, internships, capstone projects
2. Implement HMCSE student scholars program
3. Improve program and career advising along with early advising
4. Enhance first-year experiences: advising, community building; challenging experiences
5. Expand the use of Supplemental Instruction in the gateway courses

METRICS/KEY PERFORMANCE INDICATORS/MEASURABLES
1. Number of faculty participating in professional development activities
2. Degrees per 100 student FTEs (retention measure)
3. Number of departments participating in HMCSE student scholars program
4. Number of students participating in HMCSE student scholars program
5. Second-year retention rates
6. Number of courses that use HIPs
7. Number of students participating in HIPs

VISIBILITY:
To improve internal and external communication of academic programs and achievements.
1. Enhance the visibility of academic programs and faculty and student achievements.

ACTION ITEMS:
1. Increase College and department visibility via web and other media
2. Implement UWF Health and Wellness Campaign
3. Hire college graphics/marketing person
4. Develop College marketing plan

METRICS/KEY PERFORMANCE INDICATORS/MEASURABLES
1. Number of press releases and news stories
2. Number of departmental newsletters, mailings, etc.
3. Number of media impressions for news stories
4. Number of web hits and online communications
GROWTH:
To promote reasonable and sustainable growth.
1. Promote strategic growth in HMCSE academic programs
2. Enhance retention in HMCSE academic programs

ACTION ITEMS:
1. Increase purposeful enrollment growth in academic programs
2. Develop new academic programs to attract a new audience of students to UWF
3. Enhance second-year and program advising
4. Promote coordinated recruitment efforts among departments
5. Promote coordinated retention initiatives and best practices via STEM Steering Committee

METRICS/KEY PERFORMANCE INDICATORS/MEASURABLES
1. Headcount for academic programs
2. Growth rate for academic programs
3. Second-year retention rates in academic programs

21st CENTURY SKILLS:
To ensure current programs are 21st century relevant.
1. Integrate essential learning outcomes and experiences in academic programs to foster 21st century skills

ACTION ITEMS:
1. Increase use of HIPs in college
2. Implement QEP pilot projects
3. Expand opportunities for student participation in internships and co-ops
4. Align program outcomes with discipline and national needs

METRICS/KEY PERFORMANCE INDICATORS/MEASURABLES
1. Number of students participating in HIPs
2. Number of courses using HIPs
3. Number of QEP projects
4. Number of students participating in internships and co-ops
5. Percentage of graduates employed within 1 year of graduation
6. Employer surveys
7. Graduate feedback