

## Annual Report, 2007-2008

### COLLEGE OF ARTS AND SCIENCES

#### Part I-SP, Summary Report on Status of Strategic Planning Goals/Objectives

| Program/Function/Service | Strategic Goal/Objective <sup>a</sup>                                    | Method of Assessment                                    | Summary of Assessment Results <sup>bc</sup>  | Use of Assessment Results to Improve Program/Function/Service <sup>d</sup>       |
|--------------------------|--|---|--|--|
| CURRICULAR GOALS         | Work with Senate to evaluate general education quality.                  | --  | Goal not met.  | --   |
|                          | Examine diversity requirement and develop assessment component.          | Simplification of diversity options in catalog.         | Goal deferred. Senate delayed in responding to proposals.  | --   |
|                          | Roll out streams in Interdisciplinary Studies.                           | Monitor reduction in generic interdisciplinary courses. | Goal met. Redesign to six tracks with heavy online component greeted with praise for process.      | Monitor changes in student enrollments beginning fall 09                         |
| PROGRAM ENHANCEMENT      | Collaborate with other colleges on possible military conferences.        | Event transpired.                                       | Goal pre-empted by the brilliant conference from Center of Applied Psych.                          | Momentum from CAP conference appears to have reduced enthusiasm for this goal.   |
|                          | Fully develop SPLASH Downtown and Emerald Coast.                         | Monitor attendance at various events.                   | Goal mixed. SPLASH downtown worked but pulled mostly students not towns-people; no progress at EC. | SPLASH goes into limbo until we have a better sense of budget supports.          |
|                          | Examine implications of SSE redesign.                                    | Modifications in SSE organization chart.                | Goal met. Budget challenges forced examination of resource allocation.                             | Some positions of staff and faculty in SSE used to address budget shortfall.     |
| ACCOUNTABILITY           | Participate in quality discussions regarding online and F2F with Senate. | --  | Goal shifted to Senate.  | --   |
|                          | Refine the chair evaluation protocol.                                    | Modification of instrument used.                        | Goal not met. Old protocol worked well for chair reviews.  | Three chair reviews conducted successfully using old protocol.                   |
|                          | Promote a department syllabus review to ensure ALCs in courses.          | % of courses taught by fun-time that reflect SLOs.      | Goal deferred. Shortage of administrative help complicated meeting goal.                           | We hope to have this as a focus with the help of an Administrative Fellow in 08. |

|                           |  |   |  |   |
|---------------------------|--|---|--|---|
| ENROLLMENT MANAGEMENT     | Design and implement incentive practices for enrollment improvement.       | Monitor patterns in enrollment growth.  | Goal not met. Budget shortfall disrupted plans to use discretionary funds for incentives; reallocated to travel for tenured faculty. | Happily, we had substantial improvements in enrollment without incentives.  |
|                           | Develop retention strategies to help graduation rates.                     | Identification of explicit strategies undertaken within units to retain; % of units actively practicing retention | Goal partially met. Significant discussions in chairs and department meetings increased awareness.                                   | Need more explicit articulation of best practice strategies in retention and recruitment and means for tracking data. |
|                           | Revisit outreach strategies to build community relationships.              | Identify formal connections between faculty/programs and community entities.                                      | Goal met. Annual report modified to reflect significant community service.   | Seek closer coordination with Pete Metarko's office to optimize faculty time in area schools.                         |
| GENERAL OPERATIONS        | Distribute work of Associate Dean through strategic assignments.           | Monitor work completion in George's absence.  | Goal met. Chairs and Associate/Assistant Deans stepped up to compensate.   | Thank God, George came back but the generosity showed was remarkable.   |
|                           | Examine ways to decentralize aspects of budgets to departments.            | Identified travel as budget node that should decentralize.  | Goal met. Resource allocation committee charged with developing plan.  | Results of trial year will be available next year.  |
|                           | Revise graduate thesis oversight.  | Monitor level of complaints about process.  | Goal met. Complaints dramatically dropped off this year about too many overseers.  | The new system is successful and will be maintained.  |
|                           | Improve attendance by faculty at graduation.                               | % of departments with at least one representative present.  | Goal not met. We continue to see many faculty who do not participate in graduation.  | We hope that the regalia purchase program will improve participation.   |
|                           | Articulate a protocol for student grievances when faculty are unavailable. | Not attempted.  | Goal not met.  |   |
| FACULTY/STAFF DEVELOPMENT | Define P&T performance at department level.                                | % of departments achieving proposals for review.  | Goal met. All departments completed proposals that will be reviewed next year.   | Long term, we should see greater convergence among reviewers on P&T decisions.  |
|                           | Provide mentoring for new chairs and new faculty.                          | 100% new chairs participated in new chairs mentoring group.   | Goals mixed. Chairs reported that they enjoyed the opportunity to get mentoring by experienced chairs.                               | No progress for new faculty.  |
|                           | Explore ways to enhance vibrancy of intellectual climate.                  | Increase percentage of CAS-related after hours activities.  | Goal met. SPLASH and other department sponsored events increased intellectual feel of the campus.                                    | Scope of department activity is now such that it is hard to be able to go home at night...                            |
|                           | Conduct information sessions on managing student-faculty boundaries.       | Event scheduled by CUTLA drew about 15 participants.  | Goal met. Senate/CUTLA encouraging wider access to information presented.  | Anita Schonberger and the dean have made an offer to repeat workshop on request.                                      |

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#### Part II-A, Major Unit Accomplishments and Changes in Programs and Services

List major department/division accomplishments and changes in programs and services for 2007-2008. (Add lines as needed.)

1. Sheer survival during a rugged budget era. The shifting budget targets made for a particularly brutal spring semester, however, programs were minimally disrupted. The longer-term losses associated with a significant loss of faculty lines will be hard to predict and even harder to rebound from the losses. Clearly effective long-term planning is extremely difficult under such adverse conditions.
2. Complete conversion to the web template project. Many of CAS departments genuinely struggled with having to adopt the conventional format. With some concessions from Development, all of CAS departments converted their web sites to the specified format on schedule.
3. Substantial leadership on tenure and promotion reform. Several CAS members participated on the task force that revised tenure and promotion standards. All CAS members agreed to continue this project through completion into the Fall 08 semester.
4. SPLASH (Special Projects in the Liberal Arts, Sciences, and Humanities) debuted to downtown audiences. This project was designed to provide greater outreach in advance of the continuing education opportunities that will be available in connection with Maritime Park. However, the crowds that came represented students from campus programs.
5. Breaking ground on the new SSE building. We conducted a very exciting ceremony to acknowledge the completion of planning for the new building. The inconvenience of closing various access roads is worth the trouble.
6. Sponsorship of a highly successful international teaching conference. The Improving University Teaching Conference in Glasgow was successful financially and intellectually. This was a great way to sign off CAS' formal sponsorship of IUT.
7. Continued significant growth in summer school. Although we held our collective breath, CAS was able to provide substantial numbers in summer to help with our shared goal of a 3% increase for summer.
8. The establishment of the BEST Robotics Competition. Multiple departments contributed to the overwhelming success of the first robotics competition for middle and high schoolers. This event joined other science-oriented activities (e.g., Mathletes, Physics Olympics) to improve our outreach on STEM projects.
9. Establishment of the Center for Applied Psychology, including its remarkable success in sponsoring the military conference that brought many first-timers to campus.
10. New relationships developed between CAS departments and the Andrews Institute, including new research opportunities, internships, and potential shared faculty appointments.
11. Successful leadership transitions in Psychology, Nursing, English, and Philosophy. All the new chairs had very challenging roles to play. Special kudos go to Kyle Marrero and Judy Bense for their participation in the chair mentoring group.
12. Continued remarkable growth in online offerings. We are seeing substantial growth in SAHLS programs and look forward to MSA.

13. Preliminary program analysis completed. College Leadership Council assisted the Dean in responding to the Provost's request for evaluating department quality across four dimensions. The rating paved the way for more serious conversations among Chairs about reasonable expectations during tough budget times.
14. Immigration adaptation. With the help of Anita Schonberger, we were able to navigate the challenges of changing rules and financial responsibilities for foreign-born hires.
15. Experimentation with digital interviewing. Some departments agreed to use the Tandburg system to reduce costs of interviewing job candidates. Success was mixed but sufficiently promising to install a state-of-the-art system in the CAS conference room.
16. Pilot of the convocation experience. Last year's quickly planned gathering demonstrated that the ritual could provide important symbolic value and looks to be a permanent feature of the fall landscape.

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#### **Part II-B, Distinguished Individual (Faculty, Staff, and Student) Accomplishments**

List college/departmental distinctions earned by faculty, staff, and students during 2007-2008. (University- and Academic Affairs-level recognitions—such as promotion, tenure, Distinguished Teaching Award—need not be listed. This information is already available in the Provost's Office.)

GEORGE ELLENBERG was a participant in the ACE Fellows Program, spending the full year at Georgia College and State University. We were unspeakably glad when he returned. His book, *Mule South to Tractor South* (2007), was selected by the Faculty Editorial Board of the University of Alabama Press as the recipient of the Anne B. and James B. McMillan Manuscript Prize.

GREG LANIER emerged as a national leader in assessment related to honors programs. As the chair of programming for the National Collegiate Honors Council, he conducted a workshop in Portland Oregon with the dean on assessment practices and had a publication in their flagship journal that has been heralded as foundational to best practice in Honors.

FERNAUNDRRA FERGUSON assumed the directorship of Student Success following Angela McCorvey's departure to run International/Diversity Office.

#### JANE HALONEN

- was profiled in *The Teaching of Psychology*;
- had a teaching award named in her honor to recognize "Early Career Achievement" by the Society for the Teaching of Psychology for career accomplishments and mentoring practices;
- completed the sixth edition of *Your Guide to College Success*, with John Santrock;
- published a book as co-editor on *Teaching Critical Thinking in Psychology* with Dana Dunn and Randy Smith
- wrote an chapter on critical thinking trends in the above;
- finished her five year term as the Chief Reader for Advanced Placement in Psychology;
- completed a seven-year stint as co-Director of the Improving University Teaching Conference;
- served as the first keynote speaker at the Society for Teaching of Psychology's digital conference on the intro psychology course (national audience > 450)
- served as keynote speaker for the Psychology Learning and Teaching (PLAT) conference in Bath, England

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#### **Part II-C, Community Engagement Activities (Faculty, Staff, and Student)**

This section is optional for the 2007-2008 Annual Report given that units in Academic Affairs were requested to provide information about community service earlier this spring. Information such as the following will be requested for the 2008-2009 Annual Report. Information about community engagement will be used to document the University's activities related to its service mission, to comply with a new SACS standard pertaining to community service, and to support the University's application for classification by the Carnegie Foundation as a "community engagement" institution.

List all college/departamental community engagement activities with participation on behalf of UWF by faculty, staff, and students during 2007-2008. Please include a very brief description of the Activity, the Community Partner, the Time Commitment (identify as hours per week, hours per month, hours per semester, or hours per year), and a very brief description of the Outcome/Impact of the activity

Examples of community engagement activities include participation on community-based projects, organization and/or presentation of cultural community events, faculty scholarship related to community action, student scholarship related to community action, participation on community organization boards, and community-based student learning activities such as service learning projects, internships, and capstone experience projects.

|              | Activity   | Community Partner                   | Time Commitment (Hours) | Outcome/Impact                               |
|--------------|--|-------------------------------------|-------------------------|--|
| A. Faculty   |  |                                     |                         |  |
| Jane Halonen | telephone duty Pledge drive                              | WUWF                                | 4 hours                 | collected about \$500 for the cause          |
| B. Staff     |  |                                     |                         |  |
| Judy Jones   | Member, Saufley Citizens for Closing the Dump Core Group | Saufley Field Environment Oversight | 150 hours               | oversight of pollution practices in landfill |

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#### Part III-A, Strategic Planning Goals/Objectives for 2008-2009.

List strategic plan goals/objectives and planned method of assessment (if applicable).

| Strategic Goal/Objective <sup>a</sup>  | Method of Assessment <sup>b</sup>  |
|--|--|
| Work with Senate on diversity requirement to complete Academic Learning Foundation.              | Number of options should be reduced.   |
| Develop new strategies for coping with budget uncertainties and cutbacks.                        | Identify whether provost-specified targets have been achieved.   |
| Reduce course proliferation climate by modifying CCR practices.                                  | Reduction in new CCRs predicted.   |
| Improve overall growth of assessment culture in CAS.   | Greater numbers of syllabi should reflect ALCs and SLOs; Greater percentage of syllabi should be posted. |
| Improve CAS student credit hours by 2%.  | Compare overall SCHs for 08-09 to prior year.  |
| Reorganize adjunct funding in the college.   | Report reduced delays on filling vacant lines.   |
| Capture one-time funds for replenishing equipment in equipment-intensive majors.                 | Tally funding made available for this one-time purpose.  |
| Increase CAS faculty and staff representation in community service.                              | Examine percent who report meaningful engagement in the geographic community.                            |
| Forge new partnerships between CAS units and community entities (e.g., Andrews Institute, IHMC). | Number of and activity reported in formal agreements.  |
| Conduct defensible department review to assist with budget decisions.                            | Defensible analysis regarding relative positioning of departments should be completed during fall term.  |
| Launch "teaching partner program."   | Identify presence of peer reviews in annual evaluations.   |
| Develop central repository of research agenda descriptors.                                       | % of tenure-track or tenured faculty submitting research descriptor for posting on the web.              |
| Cooperate with development of "points of excellence" marketing campaign.                         | Identified elements of excellence should be apparent on department web site, overall marketing campaign. |
| Assist with university goals to improve marketing through digital outreach                       | Complete 4 executions of social networking that fit with university plan.                                |

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#### Part III-B, New Degree Program Projections

This section **to be completed only by the Dean** for the college-level annual report.

List new degree programs and specializations under consideration and planned year of implementation.

Please note: No new programs can be undertaken without securing additional resources to do so. Therefore, the dates are questionable.

| Program Title                          | Level <sup>a</sup> | New Degree <sup>b</sup> |    | New Specialization <sup>c</sup> |    | Implementation Year |
|--|--------------------|-------------------------|----|---------------------------------|----|---------------------|
|  |                    | Yes                     | No | Yes                             | No |                     |
| Nursing<br>(Administration, Education) | MSN                | X                       |    |                                 |    | 2010?               |
| Creative Writing (Cohort)              | MFA                | X                       |    |                                 |    | 2012?               |
| Pharmacy (with FAMU)                   | PhD                | X                       |    |                                 |    | 2012?               |
| Physical Therapy                       | DOT                | X                       |    |                                 |    | ??                  |