



Advancing Excellence Strategic Plan 2017-2022
FY2020 in Review

Goal 1: Promote a transformative environment that provides experiences which cultivate personal and professional growth.

<i>Initiative 1</i> <i>Engage students in relevant and responsive academic experiences.</i>	<i>Evidence/Target</i>	<i>FY 20</i>
Maintain up-to-date curriculum.	Evidence: Academic Senate site Target: 100% of all MCS have been updated within the 7 year requirement by 2022	62%
Preceptor evaluation of intern/extern performance	Evidence: Academic units Target: Preceptors will perceive interns/externs as “better” or “equally” prepared as interns/externs from other schools	

<i>Initiative 2</i> <i>Provide support and advising services to current and prospective CHP students.</i>	<i>Evidence/Target</i>	<i>FY 20</i>
Number of touches: UG and Graduate (Phone calls, Foot traffic, UG Advising, GRAD Advising, Success Coaching)	Evidence: Data from CHP Student Service Center Target:	3,865**
Number and type of recruitment activities; success of application submissions to admission related to recruitment activities (Yield ?)	Evidence: Data from CHP Student Service Center; Admissions Target:	
Satisfaction of advising services through Service Center	Evidence: Data from CHP Student Service Center Target:	

*Increase in Foot Traffic, GRAD advising, Success Coaching; **COVID negatively impacted this metric.

<i>Initiative 3</i> <i>Involve students in co-curricular experiences that leads to career achievement</i>	<i>Evidence/Target</i>	<i>FY 20</i>
Number of CHP UG students, Graduate students and faculty/staff participating in conferences, networking opportunities, RSO's, professional organizations (state, regional and/or national)		

<i>Initiative 4</i> <i>Support opportunities that provide for faculty and staff development</i>	<i>Evidence/Target</i>	<i>FY 20</i>
Number of faculty who apply for funding (CHP Early Career Grant; Local, State, Federal, Corporate, Professional Organization grants; Contracts)	Evidence: Data from OFIS, ORGS Target:	ORGS: OFIS:

<i>Initiative 5</i> <i>Enable students to persist to a timely graduation</i>	<i>Evidence/Target</i>	<i>FY 20</i>
Review program curricula to improve ability for first-time-in-any-college (FTIACs) to graduate within four years with no more than 130 credits	Evidence: Data from Academic Planning and Analysis Target:	Time: 4.3 yrs Cr Hrs: 132.66
Employment/Post-Graduate placement (Undergraduate and Graduate students)	Evidence: UG Destination Report-this is a three year aggregate? Target: 90% graduates working in preferred field or pursuing graduate education	

Goal 2: Cultivate collaborative opportunities that enhance discovery and service

<i>Initiative 1</i> <i>Faculty, staff and students actively participate in research and scholarly activities.</i>	<i>Evidence/Target</i>	<i>FY 20</i>
Number of faculty who engage students in research and exploration	Evidence: OFIS DOES NOT INCLUDE Plan B, Thesis, Honors projects, Dissertations; Doctoral projects Target:	32
Number of publications by faculty and/or staff that involve students as co-authors or contributors	Evidence: OFIS Target:	30
Number of student, faculty and/or staff presentations at conferences (includes poster presentations)	Evidence: OFIS Target:	38*
Number of publications by faculty and/or staff	Evidence: OFIS Target:	76

*COVID negatively impacted due to canceled conferences

<i>Initiative 3</i> <i>Offer opportunities for practice-oriented community outreach program/projects.</i>	<i>Evidence/Target</i>	<i>FY 20</i>
Number of students, faculty and/or staff involved in outreach programs/projects.		
Number of Mobile Health Central projects.		
Client Satisfaction Survey: Client reports the program/activity/project was meaningful		

Goal 3: Invest resources to increase public awareness, advance financial stability and maintain physical facilities to support the Vision and Mission of the College.

<i>Initiative 1</i> <i>Raise the visibility of the College, internal and external, to enhance its reputation.</i>	<i>Evidence/Target</i>	<i>FY 20</i>
Increase dissemination (local, state, regional and national) of the accomplishments of our students, graduates, faculty and the College's contribution to the community.	Evidence: Analytics College website, social media Target: Baseline established FY19	**See below

**CHP Website	Facebook	Twitter	Instagram
# sessions/visits: 159,834	# fans (as of June 30, 2020): 1,889	# followers (as of June 30, 2020): 749	# followers (as of June 30, 2020): 850
# page views: 425,621	# posts: 384	# Tweets: 219	# posts: 236
# users (not unique): 81,651	# engagements: 26,400	# engagements: 601	# engagements: 2,800
Avg duration: 2 min. 57 secs			# post video views: ???
# pg per session/visit: 2.66			
Bounce rate: 54.91% (this falls slightly above average category)			

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<i>Initiative 2</i> <i>Continuously seek to assure the financial capacity to sustain and support the faculty, staff and students with the College.</i>	<i>Evidence/Target</i>	<i>FY 20</i>
Increase donor contacts.	Evidence: Advancement Target: Increase contact –	142
Increase fundraising	Evidence: Advancement Target:	\$177,741
Increase Alumni Giving	Evidence: Advancement Target:	247
Increase faculty and staff participation during Annual Campaign	Evidence: Advancement Target:	75%
Maintain or increase student credit hour production (SCH)	Evidence: CHP Business Coordinator Target: Increase or Maintain	68,183

*Not available due to change in Development Director.

<i>Initiative 3</i> <i>Provide quality facilities which present the College in a competitive light and supports the teaching and learning of the 21st century. (HP, Rose, Rowe, Foust, Wightman)</i>	<i>Evidence/Target</i>	<i>FY 20</i>
Invest <u>at least 1.5% of annual College budget</u> to classroom, laboratory and/or Carls Center modernization	Evidence: CHP Business Coordinator Target: 1.5% established. Annual Budget:	\$1,425,215
Invest in equipment replacement	Evidence: CHP Business Coordinator Target:	