Learning Centered… Its Where We’re Going

Red Balloon Team Leader Meeting
May 3, 2011
Primary Purposes of JSU

1. Provide opportunities for learning that lead to degrees (student success).

2. Provide all students the opportunity to experience an environment (services and products) that will improve their success.
Define Learners at JSU

Primary Learners
- Students
- Faculty
- Staff
Defining the Challenge

- **External Strategy Forces**
  - Competition
  - Reliance on State Funding
  - Need for Partnerships/Collaboration
  - Public Perceptions & Rising Expectations

- **Internal Strategy Forces**
  - Organize for Change
  - Define Customer
  - Define Strategies
  - Identify People
  - Develop Rewards
  - Ensure Structure Exists
  - Define Processes
Work Groups

1. **Change Readiness**: Clint Carlson, Becky Tumer, Vinson Houston, Melanie Delap, Tim Gamer, Tim King
   Address capacity for change

2. **Vision Statement**: Frank King, Oval Jaynes, Kevin Hoult, Bill Fielding, John Hammett, Jodi Poe, Tory Green
   Where do we want to be in five years and beyond?

3. **Measurable Mission Statement**: Joe Delap, Lisa Williams, Brent Cunningham, Christie Shelton, Jordan Barkley, Charles Dixon/Bryant Whaley
   Update mission statement, charting how it will be measured based on current assessment measures (for SACS)

4. **Core Values**: Louise Clark, Mark Jones, Bill Carr, Nancy Mellen
   What values influence decision-making now? What values should influence decision-making with learning centered paradigm?
Learning Centered University Themes

- Students Characteristics
- Technology
- Experiential Learning
- Policies & Processes
- Communication and Collaboration
- Faculty Teaching Methodologies
- Degree Programs/Career Preparation
- Assessment of Learning
- Learning Environment
- Faculty & Staff Learning
- Quality
- Change Management
- Overall
Draft Definition of a Learning Centered University at JSU

A Learning Centered University

At Jacksonville State University we believe that students, faculty, and staff comprise a community of learners. We believe it is important for learners to take responsibility for their learning. This means presenting a willingness to learn, being proactive in the acquisition of knowledge, and behaving with integrity and honesty in the learning environment. We believe that learning takes place when learners are engaged, assumptions are challenged, expectations are shared, and relationships are built around the purpose of learning.

Jacksonville State University will promote a learning environment with relevant programs of study supported by current technologies, opportunities for experiential learning, and flexibility in the learning process. Faculty will use various methods of teaching to meet different learning styles and will set learning outcomes that emphasize the application of knowledge, ensuring that graduates are prepared with skills necessary for careers in a global marketplace. (revised 3/26/11)
Draft Core Values

1. Quality teaching to enhance student learning and leadership skills for employment, citizenship, and life-long development.
2. Academic as well as overall excellence in all aspects of university life.
3. The ethical, social, intellectual, cultural and physical development of students, faculty, and staff.
4. The support of intellectual and academic freedom, dialogue and the free exchange of ideas.
5. Building effective relationships and communication paths among departments, faculty, staff, students, and alumni.
6. Maintaining diversity in faculty, staff, and student body.
7. Enhanced efforts to accommodate students’ understanding and needs regarding University policies and practices.
8. Enhanced use of and access to current technology.
9. Continuous improvement of a learning centered environment.
Jacksonville State University strives for continuous improvement as a learning-centered community committed to developing the ability to think critically, solve problems creatively and collaboratively, and communicate effectively.
Draft Mission Statement

Jacksonville State University provides educational, cultural and social experiences for a diverse student population. As a learning-centered university, Jacksonville State University strives to challenge students academically in a responsive environment, meeting students’ educational, career and personal goals. As an academic institution, Jacksonville State University seeks to produce broadly educated graduates prepared for global engagement. As a public, comprehensive university, Jacksonville State University supports scholarly and service activities consistent with its academic and professional strengths.
Survey to JSU Community

- March 28 – April 8, 2011
  - Alumni
  - Faculty
  - Staff
  - Students

- Review Results
Components

- Purpose/Culture
- Core Values
- Vision
- Mission
- Goals
- Strategies
1. Adopt Change Model for Strategic Planning
   Strategy, Structure, Processes, Rewards, People
   (in addition to timeframe, responsible party and cost)

2. Academic Council - Dr. Turner
   Define and create policy

3. Develop a Communications Plan - Tim Garner
Competitive Advantage

What should JSU do better than competitors?

- Employ new methodologies & technologies in the classroom/ensure quality
- Expand online programs & services/quality & relationship
- Improve residential campus/student services
- One stop service; improved customer service
- Ensure job readiness/quality & customer service
- Recruitment qualified students/quality
Strategy Teams

1. Employ new methodologies & technologies in the classroom - Dr. Donnie Ford & Dean John Hammett

- Laurie Chamigo Phillips, Librarian
- Donna Herring, EDRS
- Glaucio Scremin, HPER
- Linda Mitchell, Sec Ed
- Kim Helms, Nursing
- David Thornton, MCIS
- Heidi Dempsey, Psychology
- David Palmer, MGT
- Jeff Zanzig, ACC
- Misty Cobb, DE
Strategy Teams

2. Expand quality online programs & services - Dr. Frank King

- Ms. Misty Cobb, Distance Education
- Ms. Kerri Anne Reese, Distance Education
- Dr. Louise Clark, Business
- Dr. Sonny Francia, Computer Science
- Dr. Bill Scroggins, Business
- Dr. Glaucio Scremin, Education
- Dr. Beth Hembree, Nursing
- Dr. Robyn Taylor, Education
- Dr. Charles Waddle, Communication
- Dr. Deborah Prickett, English
- Ms. Carmen Quinones, Online student
Strategy Teams

3. Improve residential campus - Kevin Hoult

- Mark Jones, Recreational Sports
- Ann Poe, Tutoring Services
- Marshonntri Reid, Student/Greek Life
- David Thompson, Physical Plant
- Allison Ortiz, Admissions Office
- Misty Cassell, Athletics
- Amanda Bonds, Student Health Center
- Anna Slagle, Student
Strategy Teams

4. Provide a one stop shop for student services (UG)- Dr. Tim King

- Michelle Green - Advising
- Marian Bryant - Student Financial Services
- Tina Trussell - Bursar
- Leah Stuart - Admissions
- Stacey Charping - Registrar
- Sharee Hutchinson - AVP's Office
- Debbie Buzan - DSS
- Susan Adderhold - Student Life
- Carrie Hightower, Housing
- Students
Strategy Teams

5. **Ensure student job readiness** - Becca Turner

- Aaron Garrett, MCIS
- Hill Mayfield, CCBA
- Bill Nash, Development
- Robyn Snider, SOWK
- Rhonda Ray, Student Teaching
- Terry Marbut, TCH
- Fred Smith, JSU Wellness
- Kim Helms, NUR
- Adam Green, Counseling Services
- Mary Mullen, Anniston Army Depot - Bynum, AL
- John Gallagher, Stringfellow Hospital - Anniston, AL
- Graduate student: Kerieanne Castleberry (optional) or EDU student: Brittney Kingery
- Tienhan Ma, Institutional Research & Assessment
Strategy Teams

6. **Recruit & retain qualified students** - Andy Green & Terry Casey

- John Graham
- Rhonda Kilgo
- Alice Wudarczyk
- Katie Bowman
- Chris Newsome
Strategy Team Recommendation

7. Recruit Qualified Graduate Students and Streamline Admissions - Tommy Tumer, EDPS

- Louise Clark, Business
- Rick Davis, Criminal Justice
- Christy Shelton, Nursing
- Jean Pugliese, Graduate Studies
- Bryant Whaley, SGA
- Lola Johnston, Career Services
- Dan Krejci, Public Administration
Change Model

- **Strategy**: sequence of advantages that define JSU’s success based on the strengths of the organization in relationship to competitors and emerging technologies. The purpose is competitive advantage.

- **Structure**: configured around function, products, geography, and customers. Customer structure focuses on interface with the customer... based on customer segments (customers who share similar needs, and characteristics)

- **Processes**: a series of connected activities that move information up and down and across the organization.

- **Rewards**: align individual behaviors and performance with the strategies. A reward system motivates employees and reinforces behaviors that add to the organization, including results and collaboration.

- **People**: includes selection, staffing, training and development that help establish the capabilities to carry out the strategies.
Planning Components

- Strategic Objective (i.e., 1.1)
  - Timeframe
  - Responsible Parties
  - Cost
  - Funding Strategy
- Measurable Outcomes
  - Method of Measurement
  - Results
- Use of Results
Next Steps

- Alignment Exercise by June 1, 2011
- Core Values, Vision and Mission Work Groups meet to review survey feedback and revise components by June 1, 2011
- Communications plan and new Academic Council structure/processes drafted by June 1, 2011
- Change Readiness Work Group review before June 22, 2011
- Strategy Teams develop strategies and present June 22, 2011
- Next meeting - June 22, 2011