ACADEMIC GOAL #1: The University provides exemplary undergraduate and graduate curricula to meet market and economic demands and to continue the growth of the institution.

a. Key Performance Indicator: The University continues support and expansion of programs of distinction: Agriculture, Educator Preparation Programs, and Nursing.

b. Key Performance Indicator: The University develops, as funding is available, new and existing programs with potential to become programs of distinction (see Attachment A, page 16).

c. Key Performance Indicator: Colleges expand delivery of curricula through distance learning initiatives and collaborations with other higher education entities. [Distance learning is defined as coursework delivered in its entirety either on-line or at a remote site.]

(1.) Target: AY 2009-2010—A distance learning study is completed.

(2.) Target: AY 2009-2010—ASU’s presence in the Hill Country is expanded, including establishment of opportunities in Boerne in addition to sites in Fredericksburg and Marble Falls.

(3.) Target: AY 2010-2011—Transfer partnerships are established with Howard College.

(4.) Target: AY 2011-2012—Five additional 4 + 1, 2 + 2 or 2 + 3 programs are implemented in partnership with Texas Tech University.

(5.) Target: AY 2019-2020—The University operates a branch campus in the Hill Country with the capacity to provide students 100% of their degree requirements.

d. Key Performance Indicator: The University offers evening and weekend classes in a configuration that allows non-traditional students to actively pursue and complete a baccalaureate degree.

(1.) Target: AY 2014-2015—Undergraduate students are able to complete a baccalaureate degree via evening and weekend courses.

e. Key Performance Indicator: The University offers dual credit courses as appropriate.

(1.) Target: AY 2009-2010—The dual credit feasibility study and action plan is completed.

(2.) Target: Summer 2010—An annual dual-credit residential enrichment camp for high school students is established.

(3.) Target: AY 2010-2011—Expanded on-site dual credit offerings are available through a partnership with the San Angelo Independent School District.

f. Key Performance Indicator: The University offers graduate programs in response to local, regional, and national needs.

(1.) Target: AY 2010-2011—A market analysis study identifies specific areas for growth.

(2.) Target: AY 2019-2020—Graduate enrollment comprises 10% of total enrollment.
g. Key Performance Indicator: The University engages in a comprehensive and ongoing evaluation of its curriculum to assure its relevance and coherence.

(1.) Target: AY 2010-2011—A comprehensive review of the core curriculum is completed.

(2.) Target: AY 2011-2012—The curriculum is revised in accordance with Texas College Readiness Standards.

h. Key Performance Indicator: The University attains program accreditation in disciplines as necessary and appropriate for continued excellence.

(1.) Target: AY 2010-2011—NCATE accreditation is achieved (National Council for Accreditation of Teacher Education).

(2.) Target: AY 2016-2017*—AACSB accreditation is achieved (Association to Advance Collegiate Schools of Business).

* correction from previously-published plan due to error on date

(3.) Target: Other disciplinary and state accreditations are achieved as appropriate.

i. Key Performance Indicator: Undergraduate students successfully achieve placement in post-baccalaureate educational programs.

(1.) Target: AY 2013-2014—The University’s placement rate in graduate and professional schools meets or exceeds annual statewide averages for peer institutions.

ACADEMIC GOAL #2: The University engages with the community to complement students’ academic experiences.

a. Key Performance Indicator: Academic programs consider community engagement an integral component of their respective curricula.

(1.) Target: AY 2013-2014—The number of academic courses having community engagement activities has increased by 10%, using AY 2009-2010 as a baseline.

b. Key Performance Indicator: The University partners with Goodfellow Air Force Base and the Air Force to provide academic opportunities for members of the armed forces.

(1.) Target: AY 2010-2011—A new baccalaureate program in cultural competency for the Air Force is available.

(2.) Target: AY 2010-2011—The Troops to Teachers program is implemented.

ACADEMIC GOAL #3: The University provides a comprehensive program to support and advance transition into college life, undergraduate student learning, and individual academic success.

a. Key Performance Indicator: A comprehensive plan addresses special needs of entering freshmen.

(1.) Target: AY 2009-2010—A University-wide committee develops plans for the coordination and implementation of new and existing services, including First-Year Experience (FYE) and summer orientation (SOAR).

b. Key Performance Indicator: Freshmen participate in First-Year Experience classes and related activities.

(1.) Target: AY 2010-2011—Specialized FYE classes are available.
(2.) Target: AY 2011-2012—All freshmen enroll in an FYE class (USTD 1201) as a required course.

c. Key Performance Indicator: Students benefit from specialized tutoring services.
   (1.) Target: AY 2009-2010—A University-wide tutoring center is established.
   (2.) Target: AY 2010-2011—SI (supplemental instruction) increases by five SI leaders over AY 2009-2010 levels, with five SI leaders added each year through AY 2013-2014.
   (3.) Target: AY 2010-2011—A mandatory post-suspension/probation class is implemented.

d. Key Performance Indicator: All entering freshmen participate in mandatory academic and campus orientation prior to advising and registration.
   (1.) Target: AY 2009-2010—A revised summer orientation program is established.
   (2.) Target: AY 2009-2010—A new academic orientation format, including on-line version, is available.
   (3.) Target: AY 2010-2011—A new campus orientation, including an on-line version, is enacted.
   (4.) Target: AY 2011-2012—The “Celebrate ASU” concept (including “Freshman Camp,” revised “Rambunctious Weekend,” and Convocation) is implemented.

e. Key Performance Indicator: The University provides an integrated, campus-wide advising program.
   (1.) Target: AY 2009-2010—A coordinated, systematic advising system within colleges for students with declared majors is in place.
   (2.) Target: AY 2010-2011—A coordinated, systematic advising system for students who are undeclared majors is in place.
   (3.) Target: AY 2010-2011—Programs of support for students in academic difficulty are established.

f. Key Performance Indicator: The University provides a coordinated developmental program.
   (1.) Target: AY 2010-2011—The University Developmental Plan is revised.

ACADEMIC GOAL #4: Members of the faculty conduct research and coordinate a wide variety of sponsored projects.

a. Key Performance Indicator: The University supports proposals in scholarly activity and creative endeavor.
   (1.) Targets:
      ➢ AY 2010-2011: 35 external submittals are posted.
      ➢ AY 2014-2015: 45 external submittals are posted.
      ➢ AY 2019-2020: 60 external submittals are posted.

b. Key Performance Indicator: The University supports a dynamic program of scholarly activity and creative endeavor.
   (1.) Targets:
      ➢ AY 2009-2010: $1,000,000 in external dollars expended annually
- AY 2014-2015: $2,500,000 in external dollars expended annually
- AY 2019-2020: $3,000,000 in external dollars expended annually

**ACADEMIC GOAL #5: The University regularly evaluates all academic programs to assure continuous improvement.**

a. Key Performance Indicator: All academic departments are regularly evaluated against institutional standards for performance as outlined in the academic program review.

   (1.) Target: AY 2009-2010—The revision of the academic program review process is completed.

   (2.) Target: AY 2010-2011—The revised academic program review cycle begins.

   (3.) Target: AY 2014-2015—All academic departments have completed the first round of the academic program review process.

b. Key Performance Indicator: The University supports all academic programs through an integrated process of accountability and data-driven decision-making in support of resource allocation.

   (1.) Target: AY 2009-2010—All academic departments maintain an integrated system of goals, student learning assessments, and budgets (through “Strategic Planning Online” software).

c. Key Performance Indicator: All academic department and academic units develop and implement assessment measures that provide ongoing evaluation of student learning outcomes.

   (1.) Target: AY 2009-2010—All academic departments have learning goals that are supported by a student learning assessment plan.

   (2.) Target: AY 2009-2010—All academic departments have implemented an assessment cycle to assess periodically student learning against established goals and to document refinements made to the curriculum in response to the results of student learning assessment efforts.