Roundtable Discussions: Quick Wins and Highest Impact Ideas
Planning and Collaboration Retreat (1-29-14)

These ideas are from participants during the roundtable discussion. This was an opportunity for participants to discuss the five goals of the strategic plan and identify:

**Quick Wins** - What can the university achieve within the next two years without additional resources?

**Highest Impact** - What initiatives should we undertake that will have the highest impact on student success, talent development, academic innovation, community engagement, and institutional effectiveness?

The list of quick wins and highest impact items have been categorized by implementation team. Many of the items, however, are associated with multiple implementation teams.

**Quick Wins**

**Enrollment Strategies**

- Review selective admissions
- Review selective admission programs
- Review selective admissions
- Increase faculty involvement in student recruitment

**Academic Innovation**

- Limitations selective programs
- Nature of our programs – many students are trapped and frustrated
- Honors program
- Hybrid programs
- Super senior competition – program to assist students near degree with completion of course work
- Exit strategy = pre-majors
- Provide more hybrid programs
- Encourage super seniors to graduate
- Layout plan for broad transdisciplinary topic that would be seen everywhere (ex. sister cities, sister institutions, global perspective, team teach across borders)
- Establish an award for trans collaboration that results in program
- Half day forum to discuss/define transdisciplinary
- Meet, Greet, Grab – luncheon speaker focused on transdisciplinary
- Raise academic standards for graduation, pt tenure
- Consider raising academic standards for students
- Consider raising academic standards for RPT
• Strategize promotion of key growth programs
• Create summer long classes that can act like a semester to decrease time to graduation
• National recognition for core competencies mentioned by Debra Humphries – critical thinking, written/oral communication

Student Retention and Success

• Student Success Center – MAP-Works – communicate and use to fullest potential
• MAP-Works – no additional money
• Promoting and using MAP-Works
• Use MAP-Works
• MAP-Works
• Shepherding adult students (nontraditional and transfer)
• Lead and support traditional adults and transfers
• Take care of adult transfers
• Somebody needs to shepherd adult students
• “Pre” majors – selective admissions
• Identify and support seniors
• Super seniors
• Eliminate secondary area of study
• Student mentorship for student success across disciplines and across academic years
• Improve retention by collaborating more and connecting the dots (e.g. students at risk)
• Ask students where we’re meeting their needs and where we aren’t meeting their needs (UNV 101 survey)
• Easier for individual faculty to send up red flags when they see a student in trouble
• Peer mentoring program
• Town Hall UNV 101 – strategic meeting
• 1st year student schedule to ensure timely graduation
• Increasing presence school based scholars type classes – talent development
• Implement 1st year student schedules to ensure timely graduation and improve retention and graduation rates
• 1st year student schedules
• Student success – MAPWorks as the communication tool
• “premajors”
• Transfer, nontrads
• More hybrid
• Include students in discussions
• How all can work on recruitment retention
• Peer-mentoring, industry-partner mentoring
• More proactive initiatives to support all classifications of students
• Block time on schedule for student activities (no classes) to promote involvement
• Mentoring program – students
• Develop a mandatory student tutorial for all new first time NKU students include student information, resources, financial literacy, etc. using Blackboard as the delivery tool
• Expand on book connection, study abroad

Financial Resources
• Zero-based budget model...or at least prioritizing and budgeting based on need
• Reallocating resources
• Raise price of online courses
• Provide tuition price guarantee for continuing students with good degree progression
• Consolidate certain services – office supplies, wireless
• Raise online course fees and use to incentivize improved teaching online and curriculum development
• Transparent process to let all know how resources allocated for strategic plan

Marketing and Public Awareness
• Consistent campaign with local media about what is happening at NKU (ex. front page of enquirer, education reporter, sit with editorial board of enquirer)
• Update webpage
• Facebook has many posts about NKU, how many people actually see those
• Brand new television commercial with ignite theme (can use EB students)
• Realizing marketing of university needs to what a distinctive NKU graduate is
• Realizing marketing of university
• Target existing groups, such as hospitals mandating degrees – use those sources of recruitment
• Develop a webpage that lists recent faculty/staff publications – update regularly
• Web – faculty excellence
• Realigning marketing – what is an NKU grad
• Tell the story about faculty and students who are doing transdisciplinary projects already
• New marketing strategy
• More faculty-student testimonials for marketing
• Clearly articulate “who we are” this could save resources
• New marketing campaign pictures and buzzwords, updated logo, catch phrase commercials
• Develop a new identify through re-defining the university with a new look and marketing campaign, maybe “fuel the fame” or “redefining success” or our current is “dreamers welcome”
• Collaborate marketing budgets
• Complete list of faculty expertise for marketing and possible funding opportunities
• Compile “student” testimonials for use in marketing, PR, attracting new students
• Improve marketing – market more widely (outside Kentucky)
• Student and faculty testimonials
• Incorporate more social media into branding and marketing
• Our language must be positive when we talk about the strategic plan and our goals so that positivity will be engrained in the campus culture

**Human and Organizational Development**

• Group/positive communication across units/colleges  
• Share best practices among faculty/staff in teaching methods, online classes, lecture techniques  
• Improve communication push out  
• Tenured/Tenure track faculty teach at least a freshman level class  
• Phase retirement, improve and educate  
• Events like this where departments come together to discuss existing resources and processes for helping a student at risk  
• Having focus groups between teams  
• Develop training to address needs of students, faculty, and staff  
• Develop and implement customer service standards  
• University wiki to communicate what others are doing  
• Take the AAC+V’s inventory on developing a culture of personal and social responsibility  
• Look at internal business process and see where we can become more effective  
• Share best practices among faculty/staff in teaching methods, online classes, effective techniques  
• Develop/implement service level agreements to improve customer service  
• Develop in-house training for employee onboarding and managers  
• Access to information about human resources  
• Student employment information streamlined - how do we use student employees and who owns the process  
• Onboarding training – QUICK  
• Successful hire of Senior Advisor to President for Inclusive Excellence  
• Leadership NKU – Develop internal leadership program to foster growth and professional development  
• Fund/hire faculty devoted to academic excellence and scholarship  
• Internal cross training programs  
• Mentoring program  
• Ongoing open forums to identify issues, concerns etc. but also highlight progress and achievements (faculty, staff, students)  
• Develop centralized policies location, start with simple landing page, include contact information  
• Better interdepartmental communications (ex. share for ex IT survey data, enrollment data for high school graduates in next few years)  
• Centralize social calendar and activities/events (include athletics)  
• Communicate events through a master calendar so that activities can be coordinated and build on each other
• Not do too much – but do a few things well
• Inventory what we are doing now
• Include front-line employees more directly in the implementation process (like the fraud/abuse site to protect employees but still acquire meaningful feedback); managers are often busy with everything else to elicit feedback - forums

Facilities and Sustainability

• Look for areas where we can save money by consolidating purchases or services
• Cutting-edge Health Innovation Center that tackles population health
• Greening the campus
• Rethink “space” and use of facilities (reconsider “learning environments”)

Technology Support

• Create database of all research accolades going forward on one website – all of our responsibility to send them in
• Develop a webpage that lists recent faculty/staff publications – update regularly

Community Engagement

• Develop a “strategic partnership” external to the university for each of the five goals (use their resources)
• Work with existing alumni to establish internships, mentoring and additional “pipeline” programs that will hopefully enhance retention, talent development, and community engagement
• Count high impact practices and student engagement
• Develop metrics – experiential learning – SAP can do now, develop classification system
• All university invest in legislative and advocacy activities
• All need to tell stories about experiential learning and public engagement
• Opportunities in athletics - recognition award given at athletic events?
• Offer small business the chance to hire students for projects (e.g., students create commercials, work at, run the business and the school can financially sponsor the endeavor)
Highest Impact

Enrollment Strategies

- Additional articulation agreements with Gateway CC
- Enroll students who can pay
- Recruit from outside the region
- Student financial packages based on retention as opposed to recruitment/enrollment
- Find the appropriate enrollment number
- Reallocation finances to need based scholarships to students that are not Pell based eligible – forget based financial aid

Academic Innovation

- Producing students with critical, analytical communication skills well in excess of the marketplaces’ expectations
- Expedited process for transdisciplinary degree programs (MA Ed in Instructional Technology)
- Highlight 10 programs – academic
- Add new majors to recruit more students
- 3 + 3 program (undergrad + law school or + med school)
- Incentives for degree in three years
- Alternative schedule – WKU winter intersession
- Expand programs that feed high demand job sectors
- Build a certificate for critical thinking
- Support faculty in experiential learning
- New innovative academic programs
- Comprehensive plan for transdisciplinary courses and programs including workload
- Identifying programs that would be good hybrid/blended or other innovative programs allowing time to get up and running
- Put any or all of the College of Business programs online
- Comprehensive capstone/e-portfolio project for all students
- Point to measurements that represent academic quality
- We want to be able to count high-impact practices
- Standardize approaches to teaching critical thinking (at least within department)
- More online courses

Student Retention and Success

- More student forums and individual check ins
- Identify concrete road block that impede student success and retention
- Continue to explore best practices and implement initiatives that have been successful at comparable institutions
- Targeted retention program for rising juniors, especially for high performers
• All freshmen students receive 1 year schedule at orientation to set them on correct 4-year path
• Consistency across campus – advising process for students, blackboard, other processes to ensure students have some consistency
• Cohesive first year experience with co-curricular freshman seminar that is integrated with Gen Ed curriculum and includes culminating problem-solving project (team)
• Cohesive first year seminar, co-curricular, integrated with Gen Ed
• Super seniors
• Getting students motivated in experiential learning (can be philanthropic)
• Require at least 2 HIP experiences during student’s tenure at NKU
• Better communication across campus to increase retention goals
• Scholarships such as a book scholarship for sophomores, juniors, seniors to continue impacting retention
• Expand the offerings of classes during the summer – would help getting through faster and more online courses
• Creating cool learning communities which are known to increase retention
• Diversify our international student population

Financial Resources

• Provide tuition price guarantee for continuing students with good degree progression
• Details of the budget process
• How much does something cost
• Is the budget focused on strategic priorities
• Revenue and incentive programs
• Providing necessary resources to sustain and reward successful programs – transdisciplinary, flexible scheduling, facilities resources
• Clarify and streamline budget allocation process related to instruction and instructional resources
• Pilot (+ private donation) an emergency fund for seniors – just to help them finish

Marketing and Public Awareness

• More advertising money, competitive marketing plan
• Creative ways to communicate mission statement – t-shirt “message”
• Determine what is our point of differentiation, deliver on that point of differentiation
• Expand online presence – marketing
• Incorporate more social media into branding and marketing
• Marketing – more targeted
• Invest in marketing and branding
• Encourage giving to NKU and more recognition
• Make it easier for people to give time/talent and not just money
• Launch a campaign for students to take responsibility for their education “take back the learning”
• Marketing – visibility across the river – signage along all routes to NKU

Human and Organizational Development

• Incorporation of strategic priorities into promotion and tenure process
• Talent development – promote culture of scholarship and academic excellence
• Invest in professional development programs for faculty and staff
• Internal cross training programs to disseminate information pockets
• Better collaboration between administration and faculty
• Better interdepartmental communication
• Spend more money in advertising
• Wellness snacks at Campbell Hall
• Recruit and retain talented faculty, all faculty part-time/full-time, all levels
• Comprehensive faculty/staff workload study
• Creative ways to use our human resources
• Provide full tuition benefit for faculty/staff and their dependents – will make NKU competitive with UC, Xavier, Miami U. (six credits is not enough, will bring more faculty/staff dependents to enroll at NKU)
• Hiring faculty with primary responsibility to teach, others strategic initiatives
• Developing profile of training/education for each role/job to ensure staff/faculty skills are current and they are lifelong learners
• New early/semi-retirement programs for faculty

Facilities and Sustainability

• Continue to increase green on campus

Technology Support

• Reduce and simplify number of computer systems needed to record, store, and report institutional data (e.g. get rid of digital measures)
• Tie creative us of technology with student to pay/workload
• Develop technology competency for faculty/staff/students

Community Engagement

• Focus, coordinated engagement effort around the theme of Health Innovations
• Coordinated engagement effort with high school counselors across the Commonwealth to build the reputation of NKU as a destination campus
• Require community engagement for graduation
• Find and develop strategic partnership for five goals, include company, students, and K-12
• Do more with high schools and support experiential learning undergraduate communities
• Support and listen to community needs analysis
• Create rewards program that is mandatory to graduate that fuels community engagement much like how private schools demand certain community service hours
• Culture of philanthropy
• All university in legislative process/advocacy
• Experiential learning – need to tell story
• Fostering and nurturing a culture of philanthropy
• Professional development for faculty/staff regarding best way to engage in philanthropy
• All programs require some kind of experiential/philanthropic
• Complete a baseline inventory of all current for-credit experiential education experiences (e.g. co-ops, internships, practicums, student teaching); create report and then use this for setting goals for increasing them
• Internships - increase