

Online Assessment Tracking Database

Sam Houston State University (SHSU)
2014 - 2015

President, Office Of

Goal

Goal 1: Lifelong Learning Environment 🔑



Foster a lifelong learning environment in support of a diverse faculty and staff who are excellent scholars, educators, and professionals.

Objective (P)

Lifelong Learning Environment - Professional Development 🔑

Dr. Gibson Hoyt will promote a lifelong learning environment in support of a diverse faculty and staff who are excellent scholars, educators, and professionals by promoting and supporting internal and external professional development programs.

KPI
Performance
Indicator

Lifelong Learning Environment - Professional Development 🔑



- Continue to support and promote growth of the High Performing Employee Leadership Academy
- Continue to support and promote growth of Founders Day/Education Day at SHSU
- Send one employee per year to the Governor's Executive Development Program

Result

Lifelong Learning Environment - Professional Development 🔑

- High Performing Employee Leadership Academy: Dr. Gibson Hoyt discussed with Cabinet, and the CEO of TDCJ about expanding the participation of SHSU and TDCJ to 8 participants each for the FY2016 Co-Hort. SHSU and TDCJ have selected and submitted names for 8 participants each. The City of Huntsville submitted the names of 3 participants and HISD submitted the names of 2 participants making the total of 21 participants for FY2016. This will increase the participation from FY2013 and FY2014 which were 17 participants each session.
- Founders Day/Education Day at SHSU: SHSU hosted the 2nd Founders Day/Education Day on April 18, 2015. The event was well attended and received praise from attendees. The event was held in conjunction with the President's Circle spring meeting. The education sessions (4) were held in the morning followed by a luncheon.
- Dr. Gibson Hoyt sent Kris Ruiz, Associate VP of Marketing/Communications, to the Governor's Executive Development Program.

Objective (P)

Lifelong Learning Environment - Stimulate Academic Environment

Dr. Gibson Hoyt will promote a lifelong learning environment in support of a diverse faculty and staff who are excellent scholars, educators, and professionals by bringing to campus speakers and by hosting open forums to discuss various higher education topics.

**KPI
Performance
Indicator**

Lifelong Learning Environment - Stimulate Academic Environment

- Host a President's Breakfast Series for administrators each semester with a key note speaker to speak on current higher education topics
- Host 2-3 President/Provost Roundtable forums each semester on current higher education topics

Result

Lifelong Learning Environment - Stimulate Academic Environment

- Dr. Gibson Hoyt hosted a President's Breakfast Series for administrators spring 2015 with General Spider Marks as the guest speaker. His topic was Leadership.
- Dr. Gibson Hoyt and Provost Hebert hosted 2 President/Provost Roundtable open discussion sessions each semester as follows: September 2014 - "Creative Confidence", November 2014 - "Early Childhood Education Service Institutions," February 2015 - "Replacing Closing the Gaps: The Next Long-Range Strategic Plan for Texas Higher Education", April 2015 - "Postsecondary Student Success"

Goal	<p>Goal 2: Stimulate Learning Environment</p> <p>Promote a stimulating learning environment through the integration of academic settings, campus culture, and service.</p>
Objective (P)	<p>Stimulate Learning Environment - Culture/Service</p> <p>Dr. Gibson Hoyt will promote a stimulating learning environment through the integration of academic settings, campus culture, and service by maintaining the univeristy's culture of "up close and personal" and "service oriented".</p>
<p style="text-align: center;">Stimulate Learning Environment - Culture/Service</p> <hr/>	
KPI Performance Indicator	<ul style="list-style-type: none"> • Actively participating in and support campus activities such as "All Paws In" service project • Hosting student give away activities through social media • Attend and host luncheons for students, faculty, and staff
Result	<p>Stimulate Learning Environment - Culture/Service</p> <ul style="list-style-type: none"> • Campus Activities: Dr. Gibson Hoyt attended virtually all the football games and as many of the basketball, volleyball, and other sporting events that her schedule would allow. She also attended virtually all the University Advancement/Alumni events - even traveling to the New York for the 12/14/14 alumni event . She attended/participated in the "All Paws In" student service project. • Dr. Gibson Hoyt hosted 2 - 3 student give away activities per semester. • Dr. Gibson Hoyt hosted 3 faculty and 3 staff small luncheons per semester. In addition, she attended 2 -3 Student Services Luncheon per semester. engaging with the students. She has stated it is her favorite part of her job.

- Student Give-Aways: Dr. Gibson Hoyt will continue to sponsor student give-aways. She has found this is a good way to correspond with the students through social media to let them know the location of the give aways. It also gives her a great opportunity to meet and talk to the students one-on-one.
- Luncheons: Dr. Gibson Hoyt will continue to host the faculty/staff luncheons. These small luncheons allows the faculty/staff time to share with her their ideas about campus programs/activities. She will also continue to go to the student luncheons sponsored by Student Services. These luncheons also allows the students an opportunity to discuss campus activities and programs with her.

Objective (P)

Stimulate Learning Environmemt - Academic 🔑

Dr. Gibson Hoyt will promote a stimulating learning environment through the integration of academic settings, campus culture, and service by developing a training center and business incubator facility.

KPI Performance Indicator

Stimulate Learning Environment - Academic 🔑

- Develop the plans for implimenting Innovation Plaza. The plaza will include a training center and business incubator facility on the 78 acres of land donated to SHSU from TDCJ.
- Develop plans to expand Allied Health Programs

Result

Stimulate Learning Environment - Academic 🔑

- Innovation Plaza: Planning and engineering consulting work has been done to define the infrastruture, building requirements, and associated costs for Phase I. This plaza will be built on the 78 acres of land obtained from TDCJ. Phase I includes a training center and business incubator facility.
- Allied Health Programs: SHSU has been exploring the option of adding an Osteopathic and other related health programs to our current curriculum. SHSU hired a consultant to conduct a feasibility study regarding this issue. In addition, the Dean of Health Sciences has met with hospital CEOs in our region to seek slots for 3rd and 4th year clerkship experiences for SHSU medical students. SHSU also has a letter of committment for a donation of land on I-45 in The Woodlands to build a facility. SHSU also received \$3 million Special Item funding from the 84th Legislative Session for Allied Health Programs.

- Innovation Plaza: Dr. Gibson Hoyt is in the process of hiring an employee with a research background to launch this project.
- Allied Health Programs: SHSU is poised to seek approval from the TSUS Board of Regents and other agencies to launch this project.

Goal

Goal 3: University Resources And Infrastructures 🔑

Increase and develop university resources and infrastructures that support the intellectual transformation of students.

Objective (P)

University Resources And Infrastructures - Funding 🔑

Dr. Gibson Hoyt will seek to obtain resources for the University from the State, donors, and other various sources to support the intellectual transformation of students.

KPI Performance Indicator

University Resources And Infrastructures - Funding 🔑

- Request funding from the State during the 84th legislative session for facilities and academic programs.
- Contact and receive donor support for academic programs, scholarships, and building projects. Dr. Gibson Hoyt will work with the division of University Advancement to implement the silent phase of new SHSU Capital Campaign.

Result

University Resources And Infrastructures 🔑

- 84th Legislative Session: Dr. Gibson Hoyt testified before the Senate/House during the 84th Legislative Session. SHSU received \$3 million Special Item funding for Allied Health Programs, \$48 million Capital Construction Bonds for a Biology Laboratory Building, and a 50% increase (\$17.3 million) Higher Education Funds.
- SHSU hired Dini Spheris consultants for the Capital Campaign to begin 9/2014. Dr. Gibson Hoyt has met with Michele Buchanan (Dini Spheris) on a regular basis to formulate a plan to launch the silent phase of the campaign. During the summer 2015, Dr. Gibson Hoyt started meeting with donors, specifically identified during the planning phase, regarding gifts/donations to SHSU.

Laboratory building using the \$48 million funding received this session. The increase in Higher Education Funds will be incorporated into the budget.

- Dr. Gibson Hoyt will continue to meet with donors through out FY2016 regarding gifts/donations to the university.

Objective (P)

University Resources And Infrastructures - Planning/Development 🔑

Dr. Gibson Hoyt will impliment and develop plans for the most effective and efficient use of SHSU's resources to support the intellectual transformation of students.

**KPI
Performance
Indicator**

University Resources And Infrastructures - Planning/Development 🔑

- Review Curriculum to make certain SHSU stays on the cutting edge to offer courses in high demand.
- Review International Program offerings to determine efficient use of exchange agreements.

Result

University Resources And Infrastructures - Planning/Development 🔑

- Curriculum: Dr. Gbison Hoyt ask Academic Affairs to formulate a curriculum report listing major, degree, level, location taught, and modality. This report was discussed at the Cabinet Mini-Retreat. Dr. Gibson Hoyt wants SHSU to devise a plan to focus program offerings (location and modality).
- International Programs: Dr. Gibson Hoyt also ask Academic Affairs to produce a report listing International Exchange Agreements. Cabinet will review International programs offerings (location and demand) at the Cabinet Mini-Retreat.

Goal

Goal 4: Marketing Outreach 🔑

Enhance marketing outreach and visibility to include academic and scholarly activities through consistent and integrated messaging while optimizing communication channels.

Objective (P)	<p>Marketing Outreach - Internal 🔑</p> <p>Dr. Gibson Hoyt will enhance marketing outreach and visibility to include academic and scholarly activities through consistent and integrated messaging while optimizing communication channels by marketing academic programs and promote branding.</p>
KPI Performance Indicator	<p>Marketing Outreach - Internal 🔑</p> <ul style="list-style-type: none"> • Continue funding to maintain or increase marketing 12 new academic programs annually. • Continue funding for branding focus (social media and video). Use the new position of Videographer to promote SHSU.
Result	<p>Marketing Outreach - Internal 🔑</p> <ul style="list-style-type: none"> • Dr. Gibson Hoyt funded the promotion of the following 12 Academic Programs: Accounting, General Business, Health Sciences, Kinesiology, Psychology, Sociology, Biology and Bio Mecial Science, Geology and Geography, Engineering Technology, Music, Education, International Sutdent Recruitment during FY2015. • Social Media: <p>Facebook- 64,329 fans (as of 7/30/15). Since implementation of a university-wide social media strategy in academic year 2011 – 2012, FB fans have increased 48%</p> <p>- 111,411 average users (as of 6/30/15) – measures level of activity/engagement on page. Since implementation of social media strategy in academic year 2011 – 2012, engagement has increased 229%</p> <p>Twitter</p> <p>-15,456 followers (as of 7/30/15). Since implementation of social media strategy in academic year 2011 – 2012, followers have increased 208%</p> <p>Videos</p> <p>-181 (9/01/14 - 6/30/15). Adding the position of videographer has been a hugh asset to SHSU. The videos have increased the exposure of SHSU.</p>
Objective (P)	<p>Marketing Outreach - External 🔑</p> <p>Dr. Gibson Hoyt will enhance marketing outreach and visibility to include academic and scholarly activities through consistent and integrated messaging while optimizing communication channels by promoting/exposing SHSU to external markets.</p>

**KPI
Performance
Indicator**

Marketing Outreach - External 🔑

- Serve or be involved in four national higher education boards.
- Support Montgomery County functions and improve University attendance at Montgomery County/Chamber events.
- Participate in Greater Houston Partnership committees and programs and encourage SHSU personnel to participation.

Result

Marketing Outreach - External 🔑

- Dr. Gibson Hoyt is on the board of directors for the following national higher education boards: American Association of State Colleges and Universities (AASCU), Southern Association of Colleges and Schools (SACS), American Search, Inc.(ASI), American Academic Leadership Institute (AALI). In addition, Dr. Gibson Hoyt served on a Federal Task Force on Government Regulation of Higher Education. The purpose of this Task Force is to examine the burden of federal regulations and reporting on institutions of higher education.
- Dr. Gibson Hoyt either attended or sponsored the following events in the Montgomery County area: Southern Montgomery Co./Woodlands Chamber of Commerce Chairman's Gala, Greater Conroe/Lake Conroe Chamber of Commerce Chairman's Ball, Woodlands Area Economic Deveopment Partnership, Woodlands Area Chamber of Conference Economic Outlook Conference.
- SHSU is a member of the Greater Houston Partnership (GHP). Dr. Gibson Hoyt is on the Advisory Committee for Higher Education. She also requested several administrators to serve on committees and councils according to the similarity between the disipline of the administrators and the focus of the committee/councils.

Center and the new Allied Health programs that will be housed in these areas.

- Dr. Gibson Hoyt will continue to be an active member of the Greater Houston Partnership (GHP). She has found the exposure of Sam Houston University personnel with this group beneficial to the promotion of SHSU.

Goal

Goal 5: Data Driven Decisions 🔑

Promote efficient data driven decision making through the integration of centralized data analysis, review and dissemination.

Objective (P)

Data Driven Decisions - Planning 🔑

Dr. Gibson Hoyt will promote efficient data driven decision making through the integration of centralized data analysis, review and dissemination by connecting the strategic plan and budget planning process through data analysis.

**KPI
Performance
Indicator**

Data Driven Decisions - Planning 🔑

- Collect from each division a strategic plan
- Connect the annual budget requests to goals listed on divisional strategic plan

Result

Data Driven Decisions - Planning 🔑

- Dr. Gibson Hoyt received and discussed with the Vice Presidents and Athletic Director their Strategic Plans for the upcoming year.
- Dr. Gibson Hoyt and VPFO Hernandez ask each division to prioritize the lists of items needed to achieve objectives from their Strategic Plans. A meeting was held April 6 and 7, 2015 with members from President's Cabinet and Council of Academic Deans to discuss these items. Dr. Gibson Hoyt ask each VP/AD and CAD to present to the group a list of items that were funded and implemented the previous year and list of prioritized items for the upcoming year. This list was used to set up the budget for FY16.

Objective (P)

Data Driven Decisions - Analysis 🔑

Dr. Gibson Hoyt will promote efficient data driven decision making through the integration of centralized data analysis,

review and dissemination by focusing on the use of facilities and efficient use of assets.

**KPI
Performance
Indicator**

Data Driven Decisions - Analysis 🔑

- Continue to keep the Student to Faculty Ratio approximately 25:1
- Monitor number of courses with over 100 students
- Impliment centralization/outsourcing of certain assets for efficient use of resources

Result

Data Driven Decisions - Analysis 🔑

- Student to Faculty Ratio for FY2015 is 25:1.
- Less than 1% of SHSU classes had over 100 Students for FY2015.
- Centralization: Events - Dr. Gibson Hoyt centralized Events by requesting the new Director of University Event to oversee the major events on campus to ensure they are being held to a high standard. She also requested Athletic Events to be totally managed by the Director of University Events. University Advancement - Dr. Gibson Hoyt also has continued to work with the Administrators on campus to ensure the centralization of donor relations/giving through University Advancement. Fleet - During FY2015, SHSU implemented a piolet program to centralize the campus fleet.

Goal

Goal 6: Proactive Response To Ever-Changing Needs 🔑

Cultivate a continually sensitive and proactive response to the ever-changing needs of our constituents.

Objective (P)

Proactive Response To Ever-Changing Needs - Off Campus Student Population 🔑

Dr. Gibson Hoyt will cultivate a continually sensitive and proactive response to the ever-changing needs of our

constituents by continuing to develop SHSU's services available to online and geographically dispersed students.

**KPI
Performance
Indicator**

**Proactive Response To Ever-Changing Needs - Off
Campus Student Population** 🔑

- Require all areas to review services for online and geographically dispersed students

Result

**Proactive Response To Ever-Changing Need - Off
Sampus Student Population** 🔑

The Woodlands Center offers Career Services, Legal Services, Academic Success Center, Graduate Studies Office, VetSuccess Center, Community Counseling Clinic and Testing Center, Money Management Center and International Programs. University Park is a much smaller facility and offers an on campus advising program. The Distance Learning students are offered the same feasible services on-line as the traditional on campus students.

Objective (P)

**Proactive Response To Ever-Changing Needs -
Diversification** 🔑

Dr. Gibson Hoyt will cultivate a continually sensitive and proactive response to the ever-changing needs of our constituents by continuing to promote diversification across campus to serve the needs of a diverse student population.

**KPI
Performance
Indicator**

**Proactive Response To Ever-Changing Needs -
Diversification** 🔑

- Continue to diversify campus through hiring practices, implementing a center, forming a women's group, hiring a diversity officer.

Result

**Proactive Response To Ever-Changing Needs -
Diversification** 🔑

- Dr. Gibson Hoyt reviewed with President's Cabinet a hiring report prepared by Human Resources. Dr. Gibson Hoyt discussed areas that indicated room for improving a more diverse hiring strategy.

- She has placed on the Cabinet Mini-Retreat Agenda the topic of Campus Diversity including: Center for Equity and Inclusion, Women's Group, and Diversity Officer.

- Dr. Gibson Hoyt will continue to monitor faculty/staff diversification.
- After the Cabinet Mini-Retreat, Dr. Gibson Hoyt will implement the Center for Equity and Inclusion, Women's Group, and hire Diversity Officer if recommended by Cabinet.

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