

# President, Office of

## Goal 1: Lifelong Learning Environment

### Goal Description:

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

### RELATED ITEMS

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#### RELATED ITEM LEVEL 1

##### Lifelong Learning Environment - Professional Development

###### Performance Objective Description:

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.

#### RELATED ITEM LEVEL 2

##### Lifelong Learning Environment - Professional Development

###### KPI Description:

- 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

#### RELATED ITEM LEVEL 2

##### Lifelong Learning Environment - Professional Development

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##### Lifelong Learning Environment - Professional Development

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#### RELATED ITEM LEVEL 1

##### Lifelong Learning Environment - Stimulate Academic Environment

###### Performance Objective Description:

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.

#### RELATED ITEM LEVEL 2

##### Lifelong Learning Environment - Stimulate Academic Environment

###### KPI Description:

- 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

###### Results Description:

- Dr. Gibson Hoyt hosted a President's Breakfast Series for administrators for Fall 2015 with Megan Cleghorn as speaker. Her topic was "Leadership – The Executive Enchiridion". For Spring 2016 the speaker was again Megan Cleghorn. Her topic was "Articulating Your Unique Differentiators". The second speaker for Spring 2016 was Mick Normington. His topic was "State of Texas Economist".
- Dr. Gibson Hoyt and Provost Hebert hosted 2 President/Provost Roundtable open discussion sessions each semester as follows: October 2015 - "Attributes of SHSU Graduates", November 2015 - "Diversity in Higher Education," February 2016 - "Doctor of Osteopathic Medicine at SHSU", April 2016 - "Higher Education National Trends/Issues".

Goal 2: Stimulate Learning Environment

Goal Description:

Promote a stimulating learning environment through the integration of academic settings, campus culture, and service.

RELATED ITEMS -----

RELATED ITEM LEVEL 1

Stimulate Learning Environment - Academic

Performance Objective Description:

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.

RELATED ITEM LEVEL 2

Stimulate Learning Environment - Academic

KPI Description:

- Develop the plans for implementing 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.

Results Description:

- Innovation Plaza: Planning and engineering consulting work has been done to define the infrastructure, 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. SHSU is in the process of negotiating with the City of Huntsville regarding the infrastructure of the land. In addition, SHSU is in the process of making a leadership change regarding this project.
- Allied Health Programs: SHSU received planning approval from the TSUS Board of Regents at a January 2016 special called meeting of the TSUS Board of Regents for a school of Osteopathic Medicine and is in the process of hiring a Dean. Two candidates will be on campus for interviews July 27 and July 29. The candidates will also meet the CEOs of the surrounding medical community (Conroe, The Woodlands). SHSU also has a letter of commitment for a donation of land on I-45 in The Woodlands to build a facility and are in the process of finalizing the land transfer. SHSU also received \$3 million Special Item funding from the 84th Legislative Session for Allied Health Programs. In addition to this funding, a donor has also committed to significantly support this endeavor.

RELATED ITEM LEVEL 1

Stimulate Learning Environment - Culture/Service

Performance Objective Description:

Dr. Gibson Hoyt will promote a stimulating learning environment through the integration of academic settings, campus culture, and service by maintaining the university's culture of "up close and personal" and "service oriented".

RELATED ITEM LEVEL 2

Stimulate Learning Environment - Culture/Service

KPI Description:

- 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

Results Description:

- 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 12/16/15 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 including a new Diversity luncheon series hosed by Student Services.

Goal 3: University Resources And Infrastructures

Goal Description:

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

RELATED ITEMS -----

RELATED ITEM LEVEL 1

University Resources And Infrastructures - Funding

Performance Objective Description:

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.

RELATED ITEM LEVEL 2

University Resources And Infrastructures - Funding

KPI Description:

- SHSU will prepare the request for funding from the State for the upcoming 85th 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 proceed with the silent phase of new SHSU Capital Campaign.

**Results Description:**

- Dr. Gibson Hoyt moved forward with plans to expand the Allied Health course offerings using the \$3 million legislative funding to explore the plan to implement a Doctorate of Osteopathic Medicine at SHSU. The construction for the Biology Laboratory building using the \$48 million funding received during 84th session begin Summer 2016. The Legislative Appropriation Request (LAR) for the 85th Legislative session has been prepared and is scheduled to appear on the August 2016 TSUS Board of Regents' meeting for approval.
- Dr. Gibson Hoyt met with Michele Buchanan (Dini Spheris) on a regular basis to work on the silent phase of the campaign. During FY2016, Dr. Gibson Hoyt met with numerous donors, specifically identified during the planning phase, regarding gifts/donations to SHSU.
- Commitments to date in the silent phase are \$74,987,227 toward a goal of \$125,000,000.

RELATED ITEM LEVEL 1

**University Resources And Infrastructures - Planning/Development**

**Performance Objective Description:**

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

RELATED ITEM LEVEL 2

**University Resources And Infrastructures - Planning/Development**

**KPI Description:**

- 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.

**Results Description:**

- Curriculum: Dr. Gibson Hoyt continues to review the curriculum. She has found the most critical need for the area SHSU serves is the health care industry. Therefore during FY16, she has focused on adding allied health programs such as the Doctor of Osteopathic Medicine to the SHSU curriculum.
- International Programs: Dr. Gibson Hoyt has continued to review SHSU International Programs. She again asked Academic Affairs to produce a report listing International Exchange Agreements. Cabinet will review International programs offerings (location and demand) at the Cabinet Mini-Retreat scheduled for 8/16/16.

**Goal 4: Marketing Outreach**

**Goal Description:**

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

RELATED ITEMS - - - - -

RELATED ITEM LEVEL 1

**Marketing Outreach - External**

**Performance Objective Description:**

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.

RELATED ITEM LEVEL 2

**Marketing Outreach - External**

**KPI Description:**

- 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.

**Results Description:**

- 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 as chair of the Council of Public Universities Presidents and Chancellors (CPUPC) during FY2016.
- 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 Development 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 discipline of the administrators and the focus of the committee/councils.

RELATED ITEM LEVEL 1

**Marketing Outreach - Internal**

**Performance Objective Description:**

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.

RELATED ITEM LEVEL 2

Marketing Outreach - Internal

KPI Description:

- Continue funding to maintain or increase marketing 8 - 10 new academic programs annually.
- Continue funding for branding focus (social media and video). Use the new position of Videographer to promote SHSU.

Results Description:

- Dr. Gibson Hoyt funded the promotion of the following 8 Academic Programs during FY2016: Spanish, Marketing, Victim Studies, Interdisciplinary Studies/Teaching, Healthcare Administration, Chemistry and Forensic Chemistry, Art - Photography.
- Social Media:

Social Media: (as of June 30, 2016)

Facebook:

73,000 fans, increase of 12% over a year ago

165,761 average users – measures activity/engagement, increase of 33% over last year

Twitter:

18,600 followers, increase of 17% over last year

Adding the position of videographer has been a huge asset to SHSU. The videos have increased the exposure of SHSU. From January - July, 2016, SHSU shared 13 videos on social media.

Goal 5: Data Driven Decisions

Goal Description:

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

RELATED ITEMS - - - - -

RELATED ITEM LEVEL 1

Data Driven Decisions - Analysis

Performance Objective Description:

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.

RELATED ITEM LEVEL 2

Data Driven Decisions - Analysis

KPI Description:

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

Results Description:

- Student to Faculty Ratio for Fall 2015 remains 25:1. The FY2016 Student to Faculty Ratio will not be available until Fall 2016, but should remain close to the goal of 25:1.
- Less than 1% of SHSU classes had over 100 Students for FY2016.
- Centralization: **Events** - Dr. Gibson Hoyt continues to tweak the centralization of Events. She met with the Director of University Events, VP and Associate VP of University Advancement during FY2016 to continue to consolidate events. She wants to make certain that during the Capital Campaign not to overwhelm the donors with too many 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. This will be extremely important during the Capital Campaign. **Fleet** - During FY2015, SHSU implemented a piolet program to centralize the campus fleet. Since the piolet program has gone so well, Dr. Hoyt continued this program during FY2016.

RELATED ITEM LEVEL 1

Data Driven Decisions - Planning

Performance Objective Description:

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.

RELATED ITEM LEVEL 2

Data Driven Decisions - Planning

KPI Description:

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

Results Description:

- 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 March 28 and March 29, 2016 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 FY17.

Goal 6: Proactive Response To Ever-Changing Needs

Goal Description:

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

RELATED ITEMS -----

RELATED ITEM LEVEL 1

Proactive Response To Ever-Changing Needs - Diversification

Performance Objective Description:

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.

RELATED ITEM LEVEL 2

Proactive Response To Ever-Changing Needs - Diversification

KPI Description:

- Continue to diversify campus through hiring practices, implementing a center, hiring a diversity officer.

Results Description:

- 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 asked Cabinet to proactively intergrade a more diverse hiring strategy within each division. During the new diversity luncheon program, she began recruiting minority students to seek doctoral degrees and enter the field of higher education.
- August 2015, Dr. Gibson Hoyt formed an ad hoc committee with the charge of determining the need for an Office of Diversity and Inclusion and/or hiring a Diversity Officer. The committees' finding was to hire a Diversity Officer and house the employee in HR. The Coordinator of Diversity, Heather Varela, was hired 7/16/16 and will be housed in HR. After the Diversity Officer sets up a plan for SHSU, an Office of Diversity and Inclusion will be formed to implement the plan.

RELATED ITEM LEVEL 1

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

Performance Objective Description:

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.

RELATED ITEM LEVEL 2

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

KPI Description:

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

Results Description:

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. Career Services offered the first summer Teacher Job Fair at the Woodlands Center on June 15, 2016. The fair was very successful with fourteen ISD attending.

SHSU is in the process of opening a medical facility in the Woodlands. The Vice President of Student Services is already seeking input from colleagues regarding the types of students services that will be needed at the new facility.

The Distance Learning students are offered the same feasible services on-line as the traditional on campus students.

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