Initiative Proposal Process and Timeline:

• 11/01/12 – Individuals/groups submit proposals via email (using this form) to their Unit Head for consideration. “Unit Heads” include:
  o College Deans: Brad Caskey, Dale Gallenberg, Glenn Potts, and Larry Solberg
  o Chancellor, Dean Van Galen
  o Provost, Fernando Delgado
  o Associate Vice Chancellor-Student Affairs, Gregg Heinselman
  o Assistant Chancellor-Business and Finance, Elizabeth Frueh
  o Executive Director-Administrative Services, Michael Stifter
  o Executive Director of University Advancement, Chris Mueller
  o Faculty Senate Chair, Wes Chapin
• 11/16/12 – Unit heads submit approved unit proposals via website to Strategic Plan Progress Committee (SPPC)
• 11/30/12 – SPPC requests any clarifying information needed from Unit Head/Proposer
• 01/07/13 – Unit Head/Proposer provides clarifying information to SPPC
• 01/17/13 – SPPC completes ranking and review of initiatives
• 01/22/13 - Rankings and feedback forwarded to Faculty Senate, Cabinet, and Proposers
• Spring semester 2013 – Initiatives finalized, built into 2013-14 budget and communicated to campus.

1. Proposed initiative: (limited to 500 characters or less)
   Initiate and lead collaboration between four colleges, graduate studies, survey research center, Outreach, and Career Services Center to produce and manage the delivery of a comprehensive alumni survey to assess general education, college, and university goals, and obtain early career and postgraduate data. Graduates/near graduates will be strategically surveyed on a rotating basis to avoid survey fatigue and increase response rates.

2. Person, administrative department, or college proposing the initiative:
   Jennifer Pawelko, Associate Policy and Planning Analyst, Institutional Research

3. Which strategic goal does this initiative support?
   Primarily Distinctive Academic Excellence, but with ties to Global Education and Engagement and Innovation and Partnerships

4. Describe how the initiative supports the goal(s). (limited to 1000 characters or less)
   A university survey supports Distinctive Academic Excellence by assessing the degree to which graduates/near graduates have met and benefited from UWRFs’ general education, college, and university goals as well as the degree to which they are experiencing early career/post-graduate success. This information will in turn support future curriculum adaptations and changes in support of Distinctive Academic Excellence. Initiative supports Global Education and Engagement to the extent the survey contains items relating to those constructs. Initiative supports Innovation and Partnerships as the collaboration and consensus building required to produce and manage the delivery of such a far reaching and game-changing survey will require innovation and partnering from academic and administrative units across campus.

5. Based on the definition of university-wide Initiative [initiative that spans across colleges, units, and departments], indicate how the proposed initiative has a university-wide impact: (limited to 1000 characters or less)
   The assessment of general education, college, and university goals span the university. A universal survey assessing impact of general education and value college and university goals along with early
career/post-graduate experiences highlights strengths and challenges across goals and spurs curricular adaptation/innovation.

6. Please provide a set of benchmarks and / or indicators of success to support your initiative. (limited to 1000 characters or less) Graduate and near graduate surveying is notably weak on campus, historically. Currently, general education, college, and university goals are assessed separately and rarely are they linked. Adding to an already lower than acceptable response rate is survey fatigue. A universal survey designed with a strategic, rating delivery in mind reduces fatigue, increases response rate, generates more useful data, and helps UWRF establish more concrete benchmarks to use when evaluating general education and program array. Benchmarks include past, current, and future response rates, availability and functionality of survey data, opportunities for data to streamline parallel process (program review, general education review, external accreditations) and inform decision-making (admissions/enrollment targets, space planning, budget allocations).

7. Indicate, to the best of your consideration, which of the foundational elements mentioned below will the initiative engage. You will have opportunity to elaborate on each element on the next page. (Please indicate YES or NO each of the foundational elements.)
   - Sustainability YES
   - Inclusiveness YES
   - Human Capital YES
   - Technology YES
   - Facilities YES
   - Finance YES
   - Other

8. SUSTAINABILITY: Indicate how SUSTAINABILITY would be affected by the initiative. If SUSTAINABILITY is not affected by the initiative, please describe why not. (limited to 1000 characters or less) A universal survey represents a streamlined approach to gathering and utilizing information about graduate and near graduate experiences at UWRF. Efficiencies will increase as a result of a strategic, rotating schedule of who, when, and how to survey. Future uses of survey data (admissions/enrollment targets, space planning, budget allocations) will also benefit from these increased efficiencies.

9. INCLUSIVENESS: Indicate how INCLUSIVENESS would be affected by the initiative. If INCLUSIVENESS is not affected by the initiative, please describe why not. (limited to 1000 characters or less) A universal survey will measure university values, including inclusiveness.

10. HUMAN CAPITAL: Indicate how HUMAN CAPITAL would be affected by the initiative. If HUMAN CAPITAL is not affected by the initiative, please describe why not. (limited to 1000 characters or less) A universal survey will combine and leverage efforts currently undertaken disparately by several units.
11. TECHNOLOGY:  Indicate how TECHNOLOGY would be affected by the initiative. If TECHNOLOGY is not affected by the initiative, please describe why not. (limited to 1000 characters or less) A universal survey will combine and leverage technologies on campus used in survey design, application, and deployment of survey data. The survey itself will evaluate degree to which technology impacted general education, college, and university goals.

12. FACILITIES:  Indicate how FACILITIES would be affected by the initiative. If FACILITIES is not affected by the initiative, please describe why not. (limited to 500 characters or less) A universal survey will evaluate impact of teaching and learning spaces on general education, college and university goals.

13. FINANCE:  Indicate how FINANCE would be affected by the initiative. If FINANCE is not affected by the initiative, please describe why not. (limited to 1000 characters or less) While there will be up front and ongoing costs to designing and administering a universal survey, the long term benefits of a universally designed and strategically administered survey justifies the investment as available. Published survey results will provide useful and transparent information for accreditors, alumni, donors, and prospect students as well as campus decision makers.