

## University of South Florida Sarasota-Manatee Strategic Plan 2012-16



**“Small Enough to Care; Large Enough to Lead”**

### **MISSION**

The University of South Florida Sarasota-Manatee  
provides access to professional higher education programs and scholarly research  
in a personalized living and learning community  
that graduates successful leaders  
who empower Florida’s Suncoast to thrive locally, nationally, and globally.

### **VISION**

The University of South Florida Sarasota-Manatee strives to be a hometown comprehensive university with ever-increasing national and global impact.

### **VALUES**

The University of South Florida Sarasota-Manatee embraces the values of higher education:

- freedom of inquiry
- academic excellence
- student success
- diversity and inclusion
- shared governance
- accountability
- collegiality
- integrity
- social, economic, and environmental sustainability.

**GOALS**

In order to continuously improve teaching and learning; scholarship, research, and innovation; and public service and community engagement, USF Sarasota-Manatee will provide:

1. **ACCESS:** Expand access to a University education that benefits students and the local, national, and global community; and  
(Aligns with USF System Goals 1,2, 3, 4, 5; SUS System Goals 2,3)
2. **SUCCESS:** Enhance success of student outcomes, faculty productivity, and community impact (Aligns with USF System Goals 1,2,4,5; SUS System Goals 1,2).

USF Sarasota-Manatee EXPECTATIONS	ACCESS	SUCCESS
Teaching & Learning	Expand academic programs in distinctive areas related to the Suncoast’s needs and strengths and across disciplines, when feasible , including the ability for students to complete the full four-year bachelor’s degree.	Produce continuous improvement in <b>student outcome measures</b> , including retention and graduation rates and student career results.
		Earn <b>professional accreditation and recognition</b> , including AACSB and NCATE.
Scholarship, Research, and Innovation	Promote <b>innovative scholarship</b> and <b>community-engaged research</b> .	Track and promote <b>faculty-developed measures of scholarship</b> .
	Seek <b>external funding</b> from public grants, private foundations, and individual donors.	Identify <b>student success predictors</b> .
Public Service & Community Engagement	Partner with a variety of organizations and stakeholders, including the USF System.	Earn recognition as a <b>Carnegie Community-Engaged University</b> .
	Build a <b>University living and learning community</b> , including residence halls, academic buildings, and student life facilities.	Track and share the value of the University’s and graduates’ <b>economic and societal contributions</b> .



## STRATEGIES

All academic degree programs, student and educational support units, and administrative units derive their missions, goals, and strategies from the USF Sarasota-Manatee strategic plan. Each program and unit participates in an annual cycle of planning, data collection, analysis of results, and use of results. All goals of individual programs and units link to the USF System Strategic Plan and the State University System (SUS) Strategic Plan. Multi-methods of assessment inform faculty and staff decision-making for budgets and annual change.

The SACS Site Visit Team reported the following about the USF Sarasota-Manatee Assessment System:

The committee noted that the institution has established a strong campus-wide culture of assessment along with an embedded commitment to continuous quality improvements that significantly improve students' lives and academic performance.

USF Sarasota-Manatee embeds its Assessment System into its Strategic Plan to continuously improve its programs and develop new ones to serve Florida's Suncoast. The Assessment website contains each unit and program plan that ties to the three overarching Strategic Plans. <http://www.sarasota.usf.edu/ir/assessment/>

## STUDENT ENROLLMENT PROJECTIONS

### Full-time Equivalent Enrollment (FTE)

	Actual					Projected				
	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	2014-15	2015-16
Lower Level	0	0	7	33	66	69	97	152	252	452
Upper Level	742	880	921	984	1004	1049	1096	1146	1197	1251
Graduate	167	182	185	164	126	126	144	150	157	164
Total Campus	910	1062	1113	1181	1196	1244	1338	1448	1606	1868
LL % change				385%	102%	5%	41%	56%	66%	80%
UL % change		19%	5%	7%	2%	5%	4%	5%	4%	4%
GR % change		9%	2%	-12%	-23%	-1%	15%	4%	5%	4%
% change/yr		17%	5%	6%	1%	4%	8%	8%	11%	16%



## ANNUAL ACTIVITIES TIMELINE

January:	Implementation of New Strategic Plan Year
May:	BOG Work Plan
June:	Administrative Unit Assessment Reports
July:	SACS Budget Report Administrative Unit Assessment Plans
September:	College Unit Assessment Reports
October:	New Academic Degree Pre-proposals & Proposals College Unit Assessment Reports Academic Degree Program Assessment Reports
November:	BOG Annual Report Academic Degree Program Assessment Plans
December:	Annual Review of Strategic Plan

**ONE-TIME ACTIVITIES TIMELINE:** To be updated annually based on strategic plans from each unit

Spring 2012:	SACS substantive change for lower-level programs
Fall 2012:	Begin accepting students with 45-60 credit hours
Spring 2013:	AACSB visit
Fall 2013:	Begin accepting first-time in college freshmen Open first residence hall
Fall 2014:	NCATE visit
Fall 2015:	Apply for Carnegie Community-Engaged University recognition
Spring 2016:	SACS Reaffirmation Visit (including QEP)

## REVIEW PROCESS

Reviewed by USF Sarasota-Manatee Academic Council	10/3/2011
Reviewed by USF Sarasota-Manatee Faculty Senate	10/10/2011
Reviewed by USF Sarasota-Manatee Executive Council	10/10/2011
Approved by USF Sarasota-Manatee Campus Board	10/11/2011
Reviewed by USF System Academic and Campus Environment Advisory Council	11/14/2011
To be Approved by USF System Academic and Campus Environment Work Group	12/1/2011
To be Approved by USF Board of Trustees	12/8/2011



## STRATEGIC PLANNING COMMITTEE RESOURCES

A webpage of the following resources informed the work of the Strategic Planning Committee:

[http://www.sarasota.usf.edu/ir/strategic\\_plan/strategicplan2011\\_16.php](http://www.sarasota.usf.edu/ir/strategic_plan/strategicplan2011_16.php)

These resources include the following:

2006-11 Complete Plan

Academic and Administrative Assessment Website

Analysis of General Education Cost Recovery: Tuition Collection vs. Costs- *available upon request*

Campus Indicators Dashboard

Campus Overview PowerPoint

Competition Analysis - *available upon request*

Enrollment Projections by College, Time of Day, Day of Week, Undergraduate/Graduate Ratios

Florida Board of Governor Reports

Annual Report 2009

Annual Work Plan 2010

Annual Report 2010

Annual Work Plan 2011

IPEDS

SACS Certification of Compliance Website - *login credential required, available upon request*

USF Sarasota-Manatee Master Plan 2010-2020

