

# CMU 2010: The Vision Plan

A PERIODIC NEWSLETTER FOR THE UNIVERSITY COMMUNITY

## CMU 2010's five priorities

### I. Teaching and learning

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### II. Diversity and global perspectives

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**'... it only makes sense to want to get involved in the educational plans of your university.'**

**- Paul Pridgeon**



School of Health Sciences faculty member Dale Sanders, right, leads a small group discussion at a recent Beyond 2010 forum.

## Strategic move

### Committee completes draft of new plan, will recommend to trustees soon

A draft of the new strategic plan to push CMU "Beyond 2010" is moving forward.

The Institutional Strategic Planning Committee has completed a draft plan identifying strategic directions for the university over the next five years. These emerging directions are:

- I. Successfully Preparing CMU Students for a Culturally Diverse World
- II. Making CMU a Leader in Sustainability
- III. Refocusing Our Efforts on Access, Value and Enrollment Management
- IV. Expanding and Creating New Market-Driven Academic Programs
- V. Staging the Future of CMU through Investment in Scholarship

These were based on input from CMU faculty, staff and students in response to the strategic direction position papers developed following a series of focus groups. To facilitate inclusive efforts in developing the plan, the ISPC encouraged community members to provide their comments through a variety of methods such as open forums and an online blog.

"I think there is more engagement in the planning process this time than when the planning started with the current vision plan," says Carole Richardson, director of special projects for academic affairs and 2010 communications committee chairwoman.

### Specifically for students



Paul Pridgeon

Student involvement has been a valuable component in developing Beyond 2010.

In addition to hosting student-specific forums and Web pages, the ISPC also presented the strategic papers to both the Student Government

Association and Residence Hall Assembly for student input.

"Considering the environment of the state right now, it only makes sense to want to get involved in the educational plans of your university," says 2008-09 SGA President Paul Pridgeon, who was heavily involved in the early stages of Beyond 2010 and was the student member of the ISPC.

Richardson says because President Michael Rao is leaving CMU on June 30, the plan still is considered a draft so the new president can incorporate any new ideas.

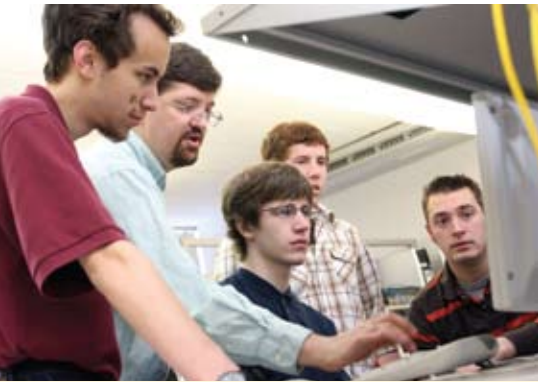
The ISPC also is developing – along with the strategic plan draft – plan budget and key performance indicator recommendations for the Board of Trustees to consider at a future meeting. •

**'I like being able to serve as a role model for these students. Every contact is a teachable moment.'**

**– Mary Henley**



Flint Community Schools student Tiarra Presnall holds a sign promoting leadership during a three-day CMU GEAR UP/CD event earlier this academic year. She is among the 17 students from Flint who, through the CMU 2010 CMU/Flint partnership, will start attending CMU this fall.



*The CMU/Flint Partnership is one of 34 projects that have received CMU 2010 funding. Here's how – in relation to established Key Performance Indicators – one other project is helping the university reach its targeted goals.*

## Center for Software Development

### Project leader

Paul Albee, computer science

### Purpose

Offer undergraduate students real-world opportunities to apply and fine-tune their skills at crafting software

### Related KPIs

- Academic Expectations
- Student Engagement with Faculty
- Undergraduate Student Enrollment
- Graduate Student Enrollment
- External Grants and Contracts
- Student Satisfaction with CMU

### University KPIs online

To learn more about these and other KPIs, visit [www.planning.cmich.edu](http://www.planning.cmich.edu).

# Key performances

## 2010-funded initiatives advance CMU vision

Mary Henley couldn't be more excited about May 28.

That's when the GEAR UP director will welcome to campus the high school students and parents from Flint she assisted in recruiting and will help guide them through CMU's New Student Academic Orientation.

"Of the 24 students we actively recruited this past year, 17 are scheduled to come to CMU this fall," she says of the CMU/Flint Partnership project between CMU's GEAR UP/CD program and the Center for Excellence in Education.

But Henley knows her work is only beginning when the students register for their first semester of classes this fall.

The partnership focuses on recruiting as well as retaining students from Flint Community Schools. It combines recruitment and retention strategies into a comprehensive program aimed at tripling CMU's annual enrollment of Flint graduates by 2009.

Henley says among these retention strategies, regular meetings and interactions with CMU student, staff and faculty mentors are fundamental in helping the students transition to college life. The students will be integrated into several offices within CMU Institutional Diversity, including Minority Student Services and Multicultural Programs.

"I like being able to serve as a role model for these students," she says. "Every contact is a teachable moment, and these students need to learn to navigate their way through life away from home, Mount Pleasant and their new CMU environment."

As a CMU 2010-funded project the CMU/Flint Partnership is helping to advance several of the university's Key Performance Indicators,



Mary Henley

which are measures to monitor CMU's movement to national prominence.

One key KPI for the partnership is "Six-year Graduation Rate for Students from Underrepresented Groups." The target

for this KPI is that 44 percent of students from underrepresented groups who attend CMU graduate within six years.

"Diversity is important for us all because we can't exist in a vacuum," Henley says.

Other KPIs connected to the CMU/Flint Partnership are Undergraduate Student Enrollment, Campus Climate and Student Satisfaction. •

# Interdisciplinary innovation

## Expos hosted in SAC increase academic programs' popularity

Awareness of CMU's interdisciplinary programs continues to increase.

Students learned about the more than 30 interdisciplinary programs during informational expos hosted in the Student Activity Center Feb. 24 and April 1.

Denise Webster, director of curriculum and assessment, saw how the expos connected students with information and faculty members associated with the programs.

"The interdisciplinary program expos were definitely a success. I heard a student signed a minor in European studies based on his conversation at the expo," Webster says. "Our main goal is to be where the students are in an effort to have a presence on campus."

Other promotional activities include developing a stronger Web presence and participating in events such as Academic Orientation.

Faculty members from different programs attended the expos and explained to students the advantages of learning across multiple disciplines. Tara Saathoff-Wells, director of the Women's Studies Program, says women's studies covers 17 departments and five different colleges.



A recent informational event at the Student Activity Center was part of the three-year CMU 2010 initiative to strengthen interdisciplinary programs.

"With so many departments, it brings a blend of students," she says. "They bring different experiences that help inform each other, versus having the same information deficits."

Visit [www.academicaffairs.cmich.edu/interdisciplinary](http://www.academicaffairs.cmich.edu/interdisciplinary) to learn more about CMU's interdisciplinary programs. •

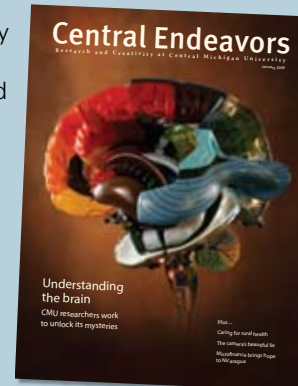
## Stay up-to-date on research

### New magazine highlights projects

Central Endeavors – a new CMU magazine launched this spring – highlights the research and creative work of CMU faculty.

"We hope readers who peruse Central Endeavors will appreciate the many exemplary faculty members who are genuinely dedicated to exploring new frontiers and involving their students in the one-of-a-kind learning this discovery provides," says Janine Janosky, vice provost for research.

Central Endeavors was distributed to CMU faculty, presidents and leaders of other universities, prospective students, and corporate partners. Call the Office of Research and Sponsored Programs at 989-774-6777 for a copy of the magazine.



### ORSP launches new Web site

The Office of Research and Sponsored Programs has launched a new Web site, chock full of success stories and practical information. Go to [www.orsp.cmich.edu](http://www.orsp.cmich.edu) and find a front-page link to services and resources for faculty and staff, including guides and forms to help in research and creative endeavors. •

## FY10 Vision 2010 projects

In the most recent round of 2010 funding, 17 projects were submitted and six projects were selected for a combined total of \$539,261 in FY10 funding.

Following is a brief synopsis of each funded project and project lead.

Information about each proposal is available at [www.planning.cmich.edu](http://www.planning.cmich.edu).

### Copyright - Education and Electronic Reserve

Anne Casey

This project will provide copyright education and pay fees so that copyright law will be defined through education and training; CMU copyright standards for the interpretation of Fair Use will be firmly established and publicized.

### Latin American - Latino Initiative

Mark Poindexter, Roger Coles

This multidimensional project will focus on efforts to increase Latino and Latin American presence on campus – as reflected by number of students and campus ambiance.

### Remote Support Automation in the Online Learning Environment

Jeff McDowell

This project will look into implementing automated remote support tools – within the existing support infrastructure – to bring students and faculty around the world the same support experience as local students and faculty.

### Leaping Ahead by Laser

David Matty

A group of geology, biology and chemistry faculty members will purchase a laserablation system to accompany a newly acquired ICP-mass spectrometer which will enable

cutting-edge research in various scientific fields as well as improve student research.

### Intergroup Dialogue Program

Denise Green

The Office for Institutional Diversity aims to adapt the University of Michigan intergroup dialogue program model for CMU with two underlying goals: to increase cultural competency among CMU students and to increase their ability to communicate cross-culturally and across diverse groups, e.g. race and gender.

### The CMU Research Infrastructure Tool

Renée Babcock

A Web-based research infrastructure tool will be developed that will include resources and services available at and through CMU that support research and creative endeavors. The resources will be mapped to the lifecycle of a research project, facilitating their use by faculty, staff and students conducting research. •

# 'Beyond 2010' ... for now

## New vision needs new name

With a new plan comes a new name, and CMU's new vision plan is no different.

"Beyond 2010" is the working name for CMU's latest strategic planning effort to help set positive long-term goals for the university.

But CMU is looking to students, faculty and staff to generate a more meaningful name than "Beyond 2010."

Becky Oosterhoff, research analyst for CMU's Academic Affairs, says a new name is useful because it can help the university community resonate with the goals of the next strategic plan.

"It can serve to summarize our vision for the next few years in a couple words, and ideally it will be effective as a stand-alone tagline," she says.

The university already has received nearly 30 suggestions, including:

- "Connecting Students to Success"
- "The CMU Experience"
- "Shaping Change for a Shared Future" •

## What's your name?

If you have suggestions for the name of CMU's new vision plan, tell us about it. Submit your suggestions by:

- Logging onto [www.planning.cmich.edu/beyond2010](http://www.planning.cmich.edu/beyond2010) and clicking "Submit Online Feedback"
- E-mailing suggestions to [CMU2010@cmich.edu](mailto:CMU2010@cmich.edu)

*Becky Oosterhoff, a research analyst for Academic Affairs, explains at a Beyond 2010 forum that technology often is the most effective means to help the university accomplish its goals.*

[www.planning.cmich.edu](http://www.planning.cmich.edu)

## Your bookmark for CMU's future

The 2010 Web site – once a basic tool for information – has evolved into a dynamic communication resource for the current and future vision plans.

In addition to informing CMU community members about CMU 2010, the site also has facilitated strong internal and external communication and encouraged collaboration between individual committees.

"The strategic plan always has been considered a very collaborative initiative, so we constantly update the Web site to be sure everyone feels they play an important role in the success of the plan," says Becky Oosterhoff, research analyst for Academic Affairs.

Oosterhoff says the Web site is effective in reaching many different audiences, specifically CMU students.

"We hope students will continue to play an active role in CMU's future and understand that we are making progress toward our



goal – to become nationally prominent – for their benefit," she says.

Results from an April 2007 survey indicated that the online 2010 newsletter and e-mail notices were the best ways to share CMU 2010 information with faculty and staff.

The individual projects and communications for the next vision plan will rely heavily on using the latest technology and Web-based strategies such as iTunesU, streaming video and online forums. •

CMU, an AA/EQ institution, strongly and actively strives to increase diversity within its community (see [www.cmich.edu/aaeo](http://www.cmich.edu/aaeo)).

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INFORMATION AND UPDATES FOR THE UNIVERSITY COMMUNITY



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