



Sherman College of Chiropractic Strategic Plan 2012-2014

S1 Secure Financial Future	S2 Increase Enrollment	S3 Develop Personnel and Curriculum
A. Ashcraft, Revels, Roldan Kevorkian, Picou, Walker	K. Ashcraft, Hutto-Harris, Irwin, Rhodes Borio, Knowles, Schubel	Casey, Donofrio, Henry, Irwin Keim, Kent, Kevorkian
<p>A. Establish a consistent and successful giving program.</p> <ol style="list-style-type: none"> 1. Increase total number of alumni donors by 5% annually (10 to total 210) 2. Increase unrestricted donations by 3% annually (\$5,436 to total \$186,632) 3. Increase the total number of donors by 5% annually (20 to total 412) 4. Maintain the percentage of donors retained. 5. Increase the donations received through the Regents program by 5% from 2011-2012 (\$6,835 to \$143,533) <p>B. Establish a consistent and successful endowed giving program.</p> <ol style="list-style-type: none"> 1. Obtain endowment donations equal to 1% of the three years' trailing average endowment fund balance (\$5,248) <p>C. Budget for cash reserves equal to a minimum of 2.5% of total annual budget by 2013.</p> <p>D. Improve CE outcomes</p> <ol style="list-style-type: none"> 1. Report the annual number of CE events, attendance and total revenue vs. expense data as compared to previous years. 2. Increase the revenue of all CE activities (sponsored and coordinated) to \$50,000 in 2012, and continue growth by 10% annually, with a minimum profit (not including HR expenses) of 20%. 3. Increase the number of participants in sponsored CE events by 10%. 4. Increase Lyceum attendance by 50% in 2013 (to 750 attendees). 	<p>A. Increase FTE from 225 (SU-08) to 350 by 12/18.</p> <ol style="list-style-type: none"> 1. Enroll 76 new students in 2012; achieve 10% growth annually through 2014. 2. Report annual FTE and history 3. Report annual market share and history <p>B. Maintain student satisfaction with academics and administration to 3.0 or higher on a 4-point scale annually</p> <p>C. Advance college image:</p> <ol style="list-style-type: none"> 1. Change Sherman message and promotional materials to match academic plan and new mission. <ul style="list-style-type: none"> • Revise website content by March 2012 • Revise print content by June 2012 2. Enhance the web experience. <ul style="list-style-type: none"> • Improve Search Engine Optimization over that of 2011. • Report and monitor quarterly web statistics. • Implement additional strategies such as pay per click to increase inquiries and applicants. 3. Document and report social networking outcomes as compared to prior years. <ul style="list-style-type: none"> • Develop a social media strategy and policy <p>D. Increase the number of articles published by employees</p> <ol style="list-style-type: none"> 1. Report number of popular media publications as compared to previous years and employee population. 	<p>A. Attract and retain top-tier employees</p> <ol style="list-style-type: none"> 1. Maintain a mean employee satisfaction score of 3.0 out of 4.0 annually 2. Maintain minimum employee annual development funding of 1.25% and increase utilization to 1.25% of salaries by 2012 3. Report outcomes of employee development annually 4. Achieve average faculty salaries/benefits packages comparable to or above the national average of faculty in chiropractic colleges by 2013. <p>B. Improve student learning outcomes.</p> <ol style="list-style-type: none"> 1. Analyze and report comparative outcomes to capstone assessment (Entrance and CPE) to identify, implement and track necessary curricula improvements annually 2. Increase NBCE scores consistently above the mean and meet CCE benchmarks by spring 2013 3. Report Quality Enhancement Plan (QEP) progress and outcomes annually 4. Report annual curriculum improvements implemented at the course, clinic and/or capstone level (fall) 5. Report annual outcomes to clinic challenge experience 6. Report expanded use of technology and teaching innovation annually 7. Report annual activities and related measures to strengthen faculty KSAs <p>C. Sustain research and scholarly activity outcomes.</p> <ol style="list-style-type: none"> 1. Report changes to SP based on VS research findings annually 2. Produce 6 publications on VS/SP research in peer-reviewed journals annually 3. Provide 10 presentations on VS/SP research at conferences annually 4. Provide 3 platform presentations at external conferences annually 5. Obtain a minimum of \$25,000 in external funding for research annually including VS/SP 6. Implement a minimum of 6 new research projects annually 7. Report changes to curriculum based on research and scholarly activities annually.