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## Lindenwood University Strategic Plan Update, 2001-2002, Progress Report

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Glock Tower



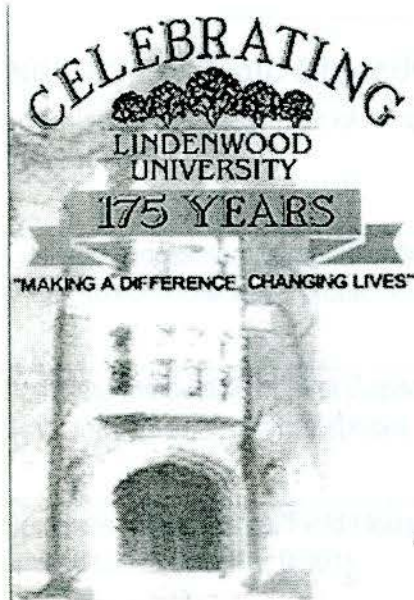
# LINDENWOOD UNIVERSITY

*... The Leader in Success*

## STRATEGIC PLAN

## PROGRESS REPORT

**Spring 2002**



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2001-02 Strategic Objectives for Facilities	C	IP	O	R	Comment
Continue assessment/repair of all roofs, to eliminate water problems (Mueller; 07/01)			X		
Continue assessment/implementation of tuck-pointing and sealing needs, to eliminate water problems (Mueller/Griesenauer; 07/01)	X				
Complete remodeling of First Capitol Mall, to create additional Bookstore space and office spaces (Mueller; 08/01)	X				
Complete remodeling of Field House, to firmly establish a first-class athletic space (Mueller; 09/01)	X				
Install new pitched roof and new entrance on Parker Hall, to enhance overall appearance of building and allow easy pedestrian flow to the new Campus Center (Mueller; 10/01)	X				New roof complete, but decided not to build new entrance at this time.
Clear right-of-way for road relocation project, to fulfill Lindenwood University's contractual obligation with City and MoDOT (Mueller; 08/01)	X				
Begin construction of new "loop road" from Watson Street to First Capitol Drive, to provide access from newly aligned road through campus (Mueller; 05/02)				X	Postponed for another year.
Continue construction of Campus Center, to increase classroom space and provide a new dining hall (Mueller; 05/02)		X			

2001-02 Strategic Objectives for Partnerships	C	IP	O	R	Comment
Continue to pursue partnerships with the Missouri Department of Conservation and the Missouri Department of Natural Resources		X			
Enhance collaborative programs with Boeing, MasterCard, and other area corporations		X			
Make further progress on a joint doctoral program in Educational Leadership with the University of Missouri – Columbia	X				

<b>2001-02 Strategic Objectives for Community Involvement</b>	C	IP	O	R	Comment
Make further progress on the First Capitol Project			X		
Implement partnerships with Boeing, MasterCard, and other companies in the region		X			
Increase community connectedness by enhancing our Board of Overseers advisory groups		X			
Continue the value and aesthetics of the St. Charles by adding more state-of-the-art buildings to the First Capitol/West Clay area – namely, by starting construction on the Campus Center and two additional dormitories	X				
Continue to provide numerous sports, entertainment, and cultural events that are open to the public			X		
Continue to improve and beautify our campus by conducting regular maintenance operations, adding to the campus arboretum, and installing new gardens on our premises			X		
Continue to make quality day and evening academic programs available to the citizens of our community			X		
Continue to work directly with vital civic and social needs through systematically involving dozens of our employees and hundreds of our students in volunteer community service activities			X		
Start forum series on government interference in independent higher education, entrepreneurial development, and other progressive sectors and enterprises in today's society	X				



<b>2001-02 Strategic Objectives for Arts/Communications</b>	C	IP	O	R	Comment
Institute new recruitment strategy with area high schools identified as feeder schools by inviting students and their teachers to art programs and events, to significantly increase the number of undergraduate and graduate students (Burke; 12/01)		X			
Establish Fine and Performing Arts scholarship competition with Mosaics, to increase the number of new recruits (Parker/Floyd/Gladwin; 10/10)		X			
Create a national and international high school exhibition on the computer, to give LU national recognition and augment recruitment (Ruebling; 4/02)		X			
Encourage an active participation by MADCO personnel in recruitment to Lindenwood (Scoggins; 5/02)			X		
Produce CD, "Live at Lindenwood" to provide students with professional experience, and advertise LU and our programs (Henry/Carter/Parker; 11/01)		X			
Develop dance workshop series for students and teachers from area high schools and dance studios in conjunction with the Spring Dance Alive Concert, to increase short- and long-term recruitment (Bloch; 05/02)	X				
Create a Web page attachment for programs, to increase advertising (Ruebling; 05/02)		X			
Create new Art Program brochure, to enhance recruitment (Tillinger/Burke/Ruebling; 10/01)		X			
Add new Bachelor of Fine Arts in Music Performance degree, to increase student enrollment (Carter; 08/01)		X			

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Accordion lights; Painting Studio--installation of accordion lights; Photo Studio--installation of accordion lights; Rooms--install hot water heater and repair showers, to provide a better learning environment (Hargate; 11/01)				X	
Hire coach for Lion Line, to enhance competitive performances, recruiting, and retention (Parker; 07/01)	X				
Reestablish the Spirit Band, to strengthen activities, recruitment, and retention (Carter/Opperman; 08/01)	X				
Creation of 2 <sup>nd</sup> jazz band and rock-and-roll ensembles, to strengthen activities, recruitment, and retention (Carter/Moser; 08/01)	X				
Send faculty to chaperone students at American College Dance Festival, to improve recruitment and retention (Scoggins; 04/02)	X				
Present Young Men of Harmony Symposium and Performance, to improve recruitment and retention (Henry; 02/02)		X			
Intensify theatre recruitment, to re-vitalize the theatre program (Team; ongoing)			X		
Send cheerleaders and Lion Line to national competition, to enhance recruitment and retention (Knerr/Holland; 01-02 and 04-02)	X				
Create a full performance partnership with Chesterfield Community Theatre, to expand performance venues to affluent, culturally oriented community (Parker/Walsh; 09/01)	X				
Coordinate any museology projects with Twilight Riverboat personnel (as appropriate), to expand internship opportunities and financial development (Jones/Gladwin/Parker; ongoing)				X	
Systematize community-college recruiting by getting a recruiting plan and timeline from each program manager in the division, to augment the number of new students from Missouri and Illinois junior college districts (Parker;10/01)		X			



Implement entrance and exit exams for Art Students and quantify results, to satisfy meaningful and useful assessment standards (Tillinger; 12/01)	X			
Measure and quantify competencies and expressive modalities in Music program, to satisfy meaningful and useful assessment standards (Carter and Henry; 12/01)	X			
Measure and quantify competencies and expressive modalities in Theatre program, to satisfy meaningful and useful assessment standards (Reeder; 12/01)	X			
Measure and quantify competencies and expressive modalities in Dance program, to satisfy meaningful and useful assessment standards (Scoggins; 12/01)		X		
Implement pre- and posttests for Communications, specify competencies assessed, and quantify results 101, 110, and 121, to satisfy meaningful and useful assessment standards (Communications faculty; 12/01)	X			

<b>2001-02 Strategic Objectives for Education</b>	C	IP	O	R	Comment
Make further progress on a joint doctoral program in Educational Leadership with the University of Missouri – Columbia, and, possibly UMSL, to increase service, the student census, and tuition revenues (Boyle/Doyle; 12/01)	X				Partnership with Saint Louis University as well.
Matriculate first class of students pursuing the education specialist degree, to meet a growing need for professional K-12 administrators (Team; 09/01)			X		
Initiate the recently approved undergraduate program in Industrial Technology, to meet needs in an area with a critical shortage of teachers (Education faculty; 08/01)			X		
Expand extended-site program by 2 sites, to increase service, the student census, and tuition revenues (Boyle/Doyle; 02/01).	X				
Continue to secure TEAC accreditation (Team; ongoing)			X		
Offer more classes for teachers in the St. Louis City Public Schools, to increase service, the student census, and tuition revenues (Boyle; ongoing)			X		Program continues to grow. Future expansion possible.
Complete and use two new smart classrooms on second floor of Roemer, to increase technology competencies of Education majors (Boyle/Strecker; 08/01)	X				Classrooms complete: Technology competency on-going
Expand programs in Library Media, Marketing Education; MAT; and M.A. in History, Mathematics, and English (Boyle; ongoing)			X		Excellent growth areas especially MAT and Library Media.
Systematize community-college recruiting by getting a recruiting plan and timeline from each program manager in the division, to augment the number of new students from Missouri and Illinois junior college districts (Boyle;10/01)			X		
Refine student assessment process, using PRAXIS scores and student portfolios, to improve teaching, learning, and compliance with NCA expectations (Boyle; 04/02)			X		

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Devise assessment for Physical Education, to have complete coverage of assessment requirements throughout the Education Division (Boyle; 04/02)			X	Curriculum will be aligned with PRAXIS II competencies.
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Send to...				
Syn...				
Daily...				
Make...				
Design...			X	
Offer...			X	
Develop...				
Further...				
Offer...				
Offer...				



2001-02 Strategic Objectives for Humanities	C	IP	O	R	Comment
Send brochures to department chairpersons of area community colleges. Include names of department heads and encourage contact. Make faculty available to meet with community college personnel and classes as the need arises (Weitzel; 12/01)		X			We will complete work on this objective during June, 2002.
Systematize community-college recruiting by getting a recruiting plan and timeline from each program manager in the division, to augment the number of new students from Missouri and Illinois junior college districts (Weitzel;10/01)					Not completed
Design and implement a grammar test to measure the grammar proficiency of majors (Schnellmann; spring/02)		X			
Make use of pre- and post- test grammar exams at the English 150 level to determine success of the new grammar emphasis (faculty; 6/ 01)	X				
Design and offer a writing certificate program for business majors (Bell/Green; fall/01)		X			Design is complete- in process of implementation now
Offer creative writing courses at the Boone Home as a part of a scheduled cluster (Hurst; fall/ 01)		X			We are offering classes this summer and next fall.
Develop a writing-enhancement program for international students (Hurst; 5/02)	X				This course is available also for local students- Eng110
Further develop a career-oriented approach for English majors making use of logical thinking, problem solving, and clear, persuasive writing (faculty; 6/02)			X		
Offer graduate level English courses in conjunction with the education division (Tretter/Heyn; summer 01)	X				This is the second year for this program.
Offer five C-Base review workshops yearly (Schnellmann/Hickenlooper)	X				

Be available for Praxis review sessions (faculty; 6/02)				
Add and teach a basic grammar course for all English majors (Schnellmann, 12/01)	X			Offered J-term, 2001.
Expand and improve the services of the writing center (Hurst; 6/02)			X	
Design and offer a senior seminar course (Tretter; fall/02)		X		In committee
Revise and implement new senior assessment to include more objective and measurable markers (Schnellmann; spring/02)		X		In committee
Distribute brochures to area high schools to increase enrollment (faculty; fall 02)		X		Will be completed summer, 2002.
Continue to develop assessment methods for use in all English courses (faculty; 02)			X	
Send questionnaires to English department chairperson to determine the type of graduate level English Education course might be of interest to middle and high school teachers. This course translate into the summer course offered summer, 2002 (Weitzel; 12/01)		X		
Create a history department brochure to be sent to high school counselors as a means of attracting new history majors (Hamilton/Griffin; 12/01)		X		Will be completed in June.
Teach workshops for area high school teachers at the Boone Campus in cooperation with Professor Cernik of the management division with the aim of building ties with area high schools to promote recruitment (Hamilton; 12/01)				Not completed
Continue to offer graduate courses in history in conjunction with the education division. These courses are designed to acquaint secondary school teachers with historical materials that can be used in the classroom and to introduce them to Lindenwood, especially	X			



the Boone Campus (history faculty; 5/02)				
Offer a graduate course for teachers entitled "The American Character in American History: Biography in the Classroom" at the Boone Home during the summer of 02 (history faculty; 6/02)	X			Will be offered in May, 2002.
Contact high school principals as a means of marketing the summer graduate history courses for teachers (Smith/Hamilton; 6/02) ongoing	X			
Continue sending flyers to area high school history department chairpersons and building	X			
Offer C-Base review sessions in social studies (Griffin/Heidenreich; fall and spring/ 01-02) ongoing	X			
Office Praxis review sessions in social studies (history faculty/ fall 01 and spring 02)	X			
Create a Praxis Resource Library in Butler for use by students when preparing for the exam (history faculty; 6/02)	X			
Develop more precise and useful assessment methods to increase the effectiveness of the program (Griffin/faculty; 5/01)			X	
Continue to develop pre- and post-tests for History 100 (faculty; 6/02)		X		
Refine grading methods for History 400 (faculty; 6/02)		X		
Create pre- and post- tests for each of the following course: <ul style="list-style-type: none"> <li>o GEO 201 (Griffin/ 12/01)</li> <li>o HIS 105/105 (Hamilton/Smith/Heidenreich; 12/01)</li> <li>o HIS 200 (Griffin; 12/01)</li> <li>o HIS 301 (Kerksiek; 12/01)</li> </ul>			X	
Investigate grant program for use at the Boone Home (Hamilton/Smith; 6/02)				Not completed



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Investigate offering a summer frontier camp for area youth (Smith; 6/02)				Not completed
Continue the major role in the area of general education in the college community. History 100, a class required of all LU students, generally takes over 50% of instructor load for all five history professors. In addition, including History 100, all history and geography general education courses alone make up 80% of instructor load. The hiring of a new full time professor did not diminish this percentage. In fact, the figures rose somewhat for fall '00 (93%) and spring '01 (88%). (faculty)			X	
Create new advising forms for Spanish Education students (Heyder; 5/01)  Develop materials for the language lab to augment success in all language classes and on the Praxis exam (faculty; 5/02)		X		
Develop a language brochure to distribute to high school language teachers and counselors to increase enrollment (faculty; fall/01)		X		Will complete in June.
Develop plans that require all beginning and intermediate level language students to work in both the language listening and computer labs (faculty; 6/02)		X		
Digitize cassettes for use by elementary language students (faculty/fall 02)		X		
Continue trips to Germany, France, Spain, and Mexico during J-term semesters (faculty)			X	
Investigate the possibility of membership in a National Spanish Honors Society (Heyder; 6/02)		X		
Create a Spanish linguistics course (Zyck; 6/02)	X			Will be offered in the fall.
Purchase and make use of standardized assessment tools for beginning levels of all languages (faculty; 6/02)	X			
Invite area high school teachers and students on campus to visit with native speaking international students (faculty; fall 01)				Not completed

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Be available to visit high school classes (faculty/ students; 6/02)			X		We met with Spanish, French, and English teachers last week.
Develop a proposal for a regular (catalog-based) major in philosophy (Brown; 02-03)	X				
Develop a recruiting brochure for philosophy (Brown; 6/01)		X			Will complete in June.
Add ethics courses across the curriculum to edify students relative to career choices (Charron/Brown; 1/01)			X		
Develop more precise and useful assessment methods in philosophy (Brown/Charron; 5/02)		X			
Begin offering professional ethics course (Brown/Charron; 6/02)		X			
Revise contract major/minor (Brown/Charron; 6/01)	X				
Continue to increase the numbers of students taking philosophy courses (Brown; 6/02) Create a philosophy web site (Brown; 6/02)	X				Both are completed.
Start a philosophy club (Brown/Charron; 6/02)	X				Created and active
Create a handout identifying career options for religion majors and minors (Mason/Meyers; 6/02)		X			
Continue to develop both qualitative and quantitative assessment tools for the religion program (Mason/Meyers; 6/02)		X			
Implement revised assessment for ENG 170, implement assessment for ENG 201 and ENG 202 , to satisfy meaningful and useful assessment standards (Schnellmann; 12/01)		X			We are trying the new instruments this semester.
Develop assessment tool for majors and minors in French, to satisfy meaningful and useful assessment standards (Durbin/Weitzel; 12/01)		X			



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Assess reading comprehension in Spanish, to satisfy meaningful and useful assessment standards (Heyder; 12/01)		X			
History will add CATS; pre- and posttests for GEO 201, HIS 105, 106, 200, 301; general-education assessment in GEO 201, HIS 105 and 106, to satisfy meaningful and useful assessment standards (Griffin/History faculty; 04/01)		X			
Philosophy and Religion will pre- and posttest in PHL 100 and conduct general-education assessment in PHL 100, to satisfy meaningful and useful assessment standards (Brown; 12/01)		X			



<b>2001-02 Strategic Objectives for Management</b>	C	IP	O	R	Comment
Develop a Division of Management Speakers Bureau, to augment contact with community organizations and schools with a positive impact on recruiting (Cernik/Otto/Arns; 10/01)		X			
Enhance the Division's Website information, to improve quality and scope of information available to students and potential students (Van Wassenhove; 10/01)			X		
Develop a program for program managers to work in a more comprehensive manner with adjunct professors in the MBA program, to improve program quality (Hardman; 08/01)			X		
Increase recruitment focus on community college students via faculty linkages at Lindenwood and the community colleges, to improve inflow rate of new students (Team; 08/01)			X		
Implement a systematic agribusiness recruiting plan coordinated with the Agribusiness Admissions Specialist, to recruit 25 or more Agribusiness students (Young/Kamm/Hammond; 05/02)			X		
Update Division Faculty Handbook, to improve regular and full-time faculty productivity (Arns; 09/01)	X				
Develop an interactive website for local high school faculty members and students featuring St. Charles voting data, to create improved relations with high schools and students (Cernik; 01/02)		X			
Initiate MBA weekend core course offerings, to attract a new group of MBA students (Team; 10/01)		X			
Complete assessment tools for graduate and undergraduate courses and the Division, to strengthen Division for accreditation requirements (Cernik/Babbitt; 01/01)			X		
Develop pre- and posttests for general-education courses (PS 155, PS 156, BA 200, Ba 211), to satisfy meaningful and useful assessment standards (Hardman; 12/01)		X			

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Implement assessment in Business Administration, Sales/Marketing, Retail Merchandising, HRM, and HSAM, to satisfy meaningful and useful assessment standards (Hardman; 12/01)			X		
Enumerate and quantify competencies in MIS, to satisfy meaningful and useful assessment standards (Hardman; 12/01)			X		
Strengthen major follow-up in Accounting, to satisfy meaningful and useful assessment standards (Babbitt; 12/01)			X		



2001-02 Strategic Objectives for Sciences	C	IP	O	R	Comment
Expand contacts with area high school and community college science faculty to increase their awareness of Lindenwood's science programs, thereby increasing quality and quantity of incoming science students (Abbott 12/01).		X			
Develop a web page for each program as a recruiting tool for new students (Program Managers 8/02).					NOT COMPLETED
Develop master plan for optimal utilization of laboratory, classroom and other spaces in Young Hall (Abbott / Soda 12/01).		X			
Develop database to track graduates to monitor career placement and success in all majors (Program Managers 8/01).		X			
Expand use of WebCT to include more faculty members (Perantoni 5/02). Conduct an online course and evaluate its effectiveness compared with the traditional format (Perantoni 1/02).	X	X	X		
Initiate the development of outdoor classroom stations at the Boone site to be used in teacher education programs and as part of elementary and secondary school visits to the Boone site (Pavelec / Anderson 8/01).				X	
Explore development of an Environmental Studies program that will prepare students for careers in Parks & Recreation Management or Outdoor Education (Pavelec 1/02).					NOT COMPLETED
Develop plan to improve course offerings and internship opportunities in analytical chemistry to support increased recruiting efforts for students pursuing a B.A. in Chemistry (Saum / Pavelec 3/02).					NOT COMPLETED
Initiate Forensics / Criminalistics program as a new minor for Criminal Justice and Chemistry majors (Moorefield / Pavelec 11/01).		X			

Revise Criminal Justice curriculum to provide specialty areas that will aid in recruiting and retention, as well as provide additional opportunities for our graduates (Moorefield / Steenbergen 3/02).		X			
Initiate student exit interviews with CJ graduates as part of ongoing tracking program (Moorefield / Steenbergen 5/02).		X			
Evaluate potential for developing an undergraduate Information Technology major in the day program (Soda 3/01).	X				
Modify introductory Computer Science courses to better attract, motivate and retain computing students (Golik, Hamilton, Van Dyke, Soda 8/02).	X				
Review and revise Mathematics curriculum to better serve majors in education, science and pre-engineering, resulting in improved recruiting and retention (Colburn, Golik, Hamilton, Kohler, Soda 8/02).		X			
Recruit and maintain a core group of adjunct faculty for the Gerontology program that can cross-teach classes at various locations.			X		
Establish articulation agreement in Pre-Engineering with UM-Rolla (Pavelec / Golik 10/01).		X			
Evaluate course offerings in Psychology to determine areas of need (Kelly / Scribner / Evans 12/01).			X		
Revise Social Work curriculum to increase recruitment and retentions; Evaluate revised CSWE accreditation standards to ensure compatibility (Mueller 5/02).		X			
Develop an Archeology component of the Anthropology program focusing on the Boone site and the Twilight Steamboat Museum (Scupin 1/02).		X		X	Steamboat Museum Deleted
Establish collections of Native American and Colonial American artifacts for the Boone Home Museum display (Scupin 5/02).		X			



Develop a course rotation plan for the graduate level Gerontology degree program that includes three credits of Research Methods or an appropriate capstone course to be offered twice yearly (Patterson 07/02)	X				
Systematize community-college recruiting by getting a recruiting plan and timeline from each program manager in the division, to augment the number of new students from Missouri and Illinois junior college districts (Abbott; 10/01)		X			
Conduct extensive reviews of the assessment systems in Computer Science and Mathematics, to yield more meaningful and useful information, improve teaching and learning and satisfy the expectations of NCA (Abbott; 12/01)		X			
Evaluate assessment options in Chemistry and implement most effective ones, to yield more meaningful and useful information, improve teaching and learning and satisfy the expectations of NCA (Abbott; 12/01)		X			
Implement pre- and posttests for BIO 151 and 152, revise BIO 401 assessment and develop database on graduates, to yield more meaningful and useful information, improve teaching and learning and satisfy the expectations of NCA (Abbott; 12/01)	X				
Revise the Psychology capstone assessment instrument and test competencies in PSY 100, to yield more meaningful and useful information, improve teaching and learning and satisfy the expectations of NCA (Kelly; 12/01)		X			
Develop pre- and posttests for Social Work, to yield more meaningful and useful information, improve teaching and learning and satisfy the expectations of NCA (Mueller; 12/01)	X				
Modify pre- and posttests in Criminal Justice, to yield more meaningful and useful information, improve teaching and learning and satisfy the expectations of NCA (Moorefield; 12/01)	X				
Develop pre- and posttests in Earth Science, to yield more meaningful and useful information, improve teaching and learning and satisfy the expectations of NCA (Perantoni; 12/01)		X			

<b>2001-02 Strategic Objectives for Library</b>	C	IP	O	R	Comment
Add all of Butler Library's holdings to the OCLC database for conversion to Mobius, to prepare for conversion to Mobius (Team; 03/01) - In Progress		X			
Convert all of Butler Library's books that are classified in the Dewey Decimal format to the Library of Congress format, so that students will be able to locate needed research material more easily (Team; 08/01) - In Progress		X			
Barcode all Butler Library books, so that student satisfaction will be increased with a more accurate and faster check out system (Team; 08/01) - In Progress			X		
Continue to develop and offer COL 111 Internet Resources as a one credit hour course, so that students will learn how to do effective research, a lifelong skill (McWeeney,/Hubenschmidt; 09/01) - Ongoing			X		
Offer more library services through the University's website, so that commuter or distance students can be offered some of the same services that students who come to the library receive (McWeeney; 08/01) - In Progress Implement the Common Library Platform through MOBIUS (Team 06/01)	X				
Develop training classes for the new online library system (McWeeney,/Hubenschmidt; 09/01)	X				
Security strip all library material so that material us protected from theft. (Team; 05/01)			X		
Develop more bibliographic instruction classes specifically designed for a target audience such as professional counselors. (McWeeney,/Hubenschmidt; 09/01)			X		



2001-02 Strategic Objectives for Campus Life	C	IP	O	R	Comment
Continue to increase the percentage of student work completion in the Work and Learn/Community Service Program with quality experiences	X				
Increase the number of community contacts for the future development of student opportunities	X				
Develop multi-levels of work experiences with in the Work and Learn Program to continue to grow individuals and enable them for the work place after graduation	X				
Establish a firm foundation for the ROTC program to develop future military leaders			X		
Establish "Host" status at Lindenwood University for the Army ROTC program - In progress			X		
Increase student numbers and participation within all Leadership Center programs			X		
Enhance the coordination of the Leadership Center – Campus Life Office with the Offices of Admission			X		
Further develop the Career Resource Library with information about corporation, not-for-profits and government agencies			X		
Host networking opportunities for students and employees in the future Spellmann Campus Center			X		
Continue to strive for the placement of all students in their field of education Host Educational Placement Day yearly with increasing placement results			X		

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Utilize the TAP (Talent Accomplishment Program), to better engage students in school activities and to track their accomplishments throughout there time at Lindenwood University			X		
Upgrade Heritage Campus residence halls as needed Add capacity up to 2,300 beds			X		
Continue to reorganize external housing facilities so serve non-traditional housing needs, i.e. single parent, married and apartment style living for graduate students	X				
Continue to serve the needs of students using contracts, time management sheets, progress reports and weekly meetings	X				
Manage retention efforts by serving the needs of undergraduate students			X		
Coordinate efforts set by the Academic Appeals Committee with returning students with grade and attendance problems			X		



<b>2001-02 Strategic Objectives for Public Relations</b>	C	IP	O	R	Comment
Convey Lindenwood's message of "success" in printed documents, advertising and all communication efforts (ongoing).			X		
Have catalogs, booklets and other material available for download from Lindenwood website (01/02)		X			This will occur late spring/early summer upon completion of catalogs
Work with academic services office, international student services and others to post Lindenwood forms and applications on website (03/02)		X			This is a summer project. Academic services is evaluating which forms will receive highest priority for the web (convenience for students and cost savings for the university)
Increase the visibility of Lindenwood University through stories in the local news media (ongoing).			X		
Stress Ph.D.s and other qualifications of our distinguished faculty in an effort to continually raise our credibility in the region			X		

<b>2001-02 Strategic Objectives for Institutional Advancement</b>	C	IP	O	R	Comment
Pursue involvement with community groups and individuals to strengthen Board of Overseers and partnership opportunities (Team; ongoing) – Ongoing			X		
Increase alumni participation in fund-raising and all other aspects of the University, including events (Team; ongoing) – Ongoing			X		



2001-02 Strategic Objectives for Academic Services	C	IP	O	R	Comment
Increase the accuracy of the Registrar's database to 99% on a consistent basis, to improve ability to manage enrollment and increase the student census (Ulrich/Team; 12/01)			X		
Implement direct, spreadsheet entry of course schedules by the division deans, to reduce the error rate in course-schedule development (Townsend; 10/01)	X				
Improve coordination of academic-policy decisions and paper-processing functions with Admissions, Financial Aid, and Campus Life, to increase the quality of student services and reduce the number of errors between offices (Evans/Townsend/Team; ongoing)			X		
Improve the database skills of key employees, to enhance service to students and improve the effectiveness of reports generated from the database (Townsend; 07/01)			X		
More effectively meet the retention and re-recruitment needs of the Graduate and Adult programs (Evans/Townsend/Team; ongoing)			X		

<b>2001-02 Strategic Objectives for Bookstore</b>	C	IP	O	R	Comment
Parking lot lights will be installed on Bookstore parking lot (Mueller; 12/01)	X				
Remodeling of upper level of Bookstore, to increase space (Goldstein/Mueller; 09/01)	X				
Remodeling of lower level of Bookstore, to bring supplies in from that level (Goldstein/Mueller; 12/01)				X	
Start new product categories (Goldstein; ongoing)			X		
Use computers for partial ordering, to increase efficiency and speed and quality of service to students (Goldstein; 03/02)		X			