

Annual Report

Part 1

Section A

Unit Information

Unit: Educational Services

Mission Statement:

The Mission of the Office is to develop and foster an environment, which celebrates differences and welcomes and serves students, faculty and staff of all cultural and ethnic backgrounds. The Office hopes to foster a campus environment that appreciates racial, ethnic, gender and other differences and works vigorously to eliminate bias, discrimination and harassment.

Section B

Unit goals set within last year's (2003-2004) Annual Report

| <u>Strategic Plan Goal</u> | Unit Goal |
|--|--|
| With which 1 or 2 goals from the 8 current strategic plan goals does your 2004-2005 goal best align? | What were your unit level goals for 2004-2005 as contained in your 2003-2004 annual report? |
| Strategic Plan Goal 1 - #7.1 Community Leadership | Unit Goal 1 - To increase community outreach to the minority and other communities by bringing at least four (4) groups to campus. |
| What action did you undertake to achieve this goal? | |
| Outreach to the minority community included bringing to campus: Dunbar Literacy Program (after school tutorial), Quality Life Center Summer Enrichment Program, the President of the NAACP for discussion with leaders, and the President and Board members of the Hispanic Chamber of Commerce to participate on a diversity panel. | |
| By what means did you assess goal achievement? | |
| Assessment was made based on feedback from persons/organizations brought to the campus. The number in attendance is a measure of assessment. | |
| Describe the assessment results and the conclusions about goal attainment you inferred from them. | |
| Community support for Florida Gulf Coast University was enhanced as illustrated by greater desire for involvement with the University. This is based on community requests for greater cooperation with FGCU. | |

What continuous improvement resulted from the use of the assessment data?

The Quality Life Center (QLC) now serves as an FGCU site to facilitate QLC/FGCU cooperation for addressing the demands and needs of the community. We have established a presence at QLC based on a cooperative grant venture.

Strategic Plan Goal

Unit Goal

With which 1 or 2 goals from the 8 current strategic plan goals does your 2004-2005 goal best align?

What were your unit level goals for 2004-2005 as contained in your [2003-2004 annual report?](#)

Strategic Plan Goal 2 - #4.1.2
A talented and dedicated faculty and staff.

Unit Goal 2 - To negotiate an additional \$50,000 to fund the Target of Opportunity Program (TOP) for the 2004-2005 school year. (Note: New resources of \$50,000 will be needed to achieve Goal #2.)

What action did you undertake to achieve this goal?

\$50,000 was allocated for the Program based on negotiations with the budget officer and President. (\$50,000 was allocated for the first time for year 2004-2005.) Additional fund will be requested based on demand.

By what means did you assess goal achievement?

The amount of funds (\$50,000) allocated and made available for use, was a measure of success.

Describe the assessment results and the conclusions about goal attainment you inferred from them.

The allocation of funds for TOP demonstrates a level of commitment to diversify the faculty and staff.

What continuous improvement resulted from the use of the assessment data?

The assessment and the funds resulted in improved diversity within one of the colleges.

Strategic Plan Goal

Unit Goal

With which 1 or 2 goals from the 8 current strategic plan goals does your 2004-2005 goal best align?

What were your unit level goals for 2004-2005 as contained in your [2003-2004 annual report?](#)

Strategic Plan Goal 3 - #4.1

Unit Goal 3 - To cooperate with the EEO/Diversity Committee to sponsor a series of

A talented and dedicated faculty and staff.

campus symposia to discuss race and diversity and to examine the social and structural forces that effect both satisfaction and job retention.

What action did you undertake to achieve this goal?

Had the EEO/Diversity Committee join with Educational Services to plan, select participants and present the series.

By what means did you assess goal achievement?

Achievement was assessed based on the number of people in attendance and the quality of feedback from those attending.

Describe the assessment results and the conclusions about goal attainment you inferred from them.

Recommendations for campus changes have been made based on goal achievement.

What continuous improvement resulted from the use of the assessment data?

Additional panel discussions on diversity related topics presented to improve campus climate. Ongoing work to implement changes based on panel feedback.

Strategic Plan Goal

Unit Goal

With which 1 or 2 goals from the 8 current strategic plan goals does your 2004-2005 goal best align?

What were your unit level goals for 2004-2005 as contained in your 2003-2004 annual report?

Strategic Plan Goal 4 - #4

A talented and dedicated faculty and staff.

Unit Goal 4 - To cooperate with Human Resources to evaluate the effectiveness of the campus advertising policy relating to employee recruitment, especially for faculty.

What action did you undertake to achieve this goal?

Reviewed current advertising sites and the type of ads placed. Requested that a process be developed to assess the effectiveness of placing ads in certain publications.

By what means did you assess goal achievement?

By identifying and counting the number of responses from targeted groups of applicants.

Describe the assessment results and the conclusions about goal attainment you inferred from them.

The results indicate that a more targeted approach is required to increase the number of applications from the targeted group.

What continuous improvement resulted from the use of the assessment data?

The exploration of alternate sites to advertise and the use of more targeted advertisements.

Strategic Plan Goal

With which 1 or 2 goals from the 8 current strategic plan goals does your 2004-2005 goal best align?

Strategic Plan Goal 5 - #4
A talented and dedicated faculty and staff.

Unit Goal

What were your unit level goals for 2004-2005 as contained in your 2003-2004 annual report?

Unit Goal 5 - To explore and report on the feasibility of combining the Grant-In-Aid and Leadership Diversity programs. These programs have some common objectives. The goal would be to maximize resources and serve more people. The goals are consistent with those set by the President and campus leadership.

What action did you undertake to achieve this goal?

Presented the idea to the GIA Diversity Advisory Committee and to the other professionals associated with the programs.

By what means did you assess goal achievement?

The goal was to explore the idea and this was accomplished by appropriate personnel and the Diversity Advisory Committee. We assessed the feedback received.

Describe the assessment results and the conclusions about goal attainment you inferred from them.

When information was presented to GIA Div. Adv. Ctee., we received good feedback for future planning. The two (2) programs are substantially different in focus. Combining these programs could produce some monetary savings, but would make it more difficult to reach the originally intended target groups.

What continuous improvement resulted from the use of the assessment data?

The programs will remain as they are with continuous emphasis on improvement.

Section C

Program or Service Specific Assessments

What program or service specific assessment occurred in the current academic year?

Assessment of personnel needs and of level of diversity

How were the results of the assessment used to improve programs or services?

Based on the assessment of personnel needs, one full-time professional is being employed in Educational Services. The person will focus on equity related issues, conflict resolution, and the expansion of community outreach.

Based on assessment and feedback from achieved goals, changes were recommended to procedures relating to improving the diversity of the campus.

Section D

Unit Contribution to President's Performance Measures

Please review the President's Performance Measures for 2004-2005. Did your unit contribute to any specific performance goals for the President? (If so, please indicate whether the measure set was attained and to what degree.)

The President's performance measures (Goal 15) speak to the hiring of minorities and women. This Office has contributed to the achievement of this goal by monitoring the hiring process, encouraging minority applications, and reporting the results to the University, state, and federal government.

Educational Services in concert with the Provost and the Human Resource Director hold FGCU deans, directors and division heads accountable for developing and maintaining institutional practices that encourage the achievement of equity goals for faculty and staff.

Part 2

Section A

Unit Goals for Coming Year (2005-2006)

Strategic Plan Goal
With which 1 or 2 goals from the 8 current strategic plan goals does your 2005-2006 goal best align?

Unit Goal
Goal for 2005-2006

Strategic Plan Goal 1 - #7.1

Community Leadership

Unit Goal 1 - To plan and sponsor at least three panel discussions on diversity related topics. The panel should focus on student, faculty and staff issues.

What action(s) will you undertake to achieve the goal?

Cooperate with the EEO/Diversity Committee and schedule date, time, place and invite participants.

By what means will you assess goal achievement?

By number of people attending and usefulness of feedback from those attending.

How will you know if you have successfully attained each goal?

If feedback is of sufficient value to be used in recommending changes to University procedures or policies.

How will the results of the above assessments be used to improve student learning or services?

Increased understanding about diverse people and cultures will improve student learning.

Strategic Plan Goal

With which 1 or 2 goals from the 8 current strategic plan goals does your 2005-2006 goal best align?

Unit Goal

Goal for 2005-2006

Strategic Plan Goal 2 - #4

A talented and dedicated faculty and staff.

Unit Goal 2- To cooperate with institutional research to obtain the necessary resources to update the campus Affirmative Action Plan.

What action(s) will you undertake to achieve the goal?

Make requests for funds to purchase software to update availability data.

By what means will you assess goal achievement?

Approved software purchase request.

How will you know if you have successfully attained each goal?

When software is installed and plan updated.

How will the results of the above assessments be used to improve student learning or services?

Updated Affirmative Action Plan will provide improved data for determining acceptable applicant in interview pools.

Strategic Plan Goal
With which 1 or 2 goals from the 8 current strategic plan goals does your 2005-2006 goal best align?

Unit Goal
Goal for 2005-2006

Strategic Plan Goal 3 - #4
A talented and dedicated faculty and staff.
Unit Goal 3 - To develop a charge and rationale for the appointment of an advisory committee to the Office of Educational Service.

What action(s) will you undertake to achieve the goal?

Develop a charge for the committee. Recommend the appointment of the members.

By what means will you assess goal achievement?

The completion of the charge and the actual appointment of the committee.

How will you know if you have successfully attained each goal?

When members accept the invitation to serve and when they understand the charge.

How will the results of the above assessments be used to improve student learning or services?

Student Services will be enhanced when difficult/sensitive issues presented to Director can be reviewed by a committee as opposed to a decision by a single person.

Strategic Plan Goal
With which 1 or 2 goals from the 8 current strategic plan goals does your 2005-2006 goal best align?

Unit Goal
Goal for 2005-2006

Strategic Plan Goal 4 - #4
A talented and dedicated faculty and staff.
Unit Goal 4 - To conduct at least six (6) workshops for directors/departments and other campus leaders focusing on issues related to diversity, sexual harassment prevention, conflict resolution, and preferred management practices

What action(s) will you undertake to achieve the goal?

Identify the topics to be covered based on expressed/demonstrated need and schedule workshops.

By what means will you assess goal achievement?

By actually offering quality workshops and making an assessment based on quality of feedback.

How will you know if you have successfully attained each goal?

When workshops are presented and topics based on assessment respond to expressed employee needs.

How will the results of the above assessments be used to improve student learning or services?

Workshops will improve employees' understanding of what causes conflict and ways to prevent sexual harassment.

Strategic Plan Goal

With which 1 or 2 goals from the 8 current strategic plan goals does your 2005-2006 goal best align?

Unit Goal

Goal for 2005-2006

Strategic Plan Goal 5 - #4

A talented and dedicated faculty and staff.

Unit Goal 5 - To seek more productive and creative ways to increase the number of underrepresented applicants in selection pools.

What action(s) will you undertake to achieve the goal?

Assess the current outreach strategy and determine ways to improve the process.

By what means will you assess goal achievement?

By comparing current numbers with those one (1) year from now.

How will you know if you have successfully attained each goal?

An increase in applications from underrepresented groups.

How will the results of the above assessments be used to improve student learning or services?

With more diverse applicant pools, decision makers will be more inclined to increase the diversity of staff.

Section B

Resources

What additional resources have you requested and received a commitment for during 2005-2006 from your area VP or the President that is based on your analysis of assessment data for 2004-2005?

Based on our assessment and ability to achieve the goals relative to enhancing campus diversity and reducing personnel conflict, one full-time assistant director of EEO/Diversity programs is needed.

What additional resource needs do you have for fulfillment of your goals that you wish for consideration from your area VP or the President that is based on your analysis of assessment data for 2004-2005?

Based on our overall assessment of needs to accomplish our goals and specifically, software implementation, training and administrative support to achieve the goals, one full-time administrative assistant/secretary is needed plus \$12,000 for training and software implementation.

Section C

Assessment Plans

What assessments are you planning to conduct during 2005-2006?

Educational Services will assess the effectiveness of the campus employment advertising plan and the plan developed to monitor the progress made by directors and deans in achieving the campus equity goals.

Section D

Coming Year - Strategic Plan Contributions

2005-2006 Strategic Plan Contributions

Educational Services goals and accomplishments contribute to the Strategic Plan as follows:

Goal #4 - A talented and dedicated faculty and staff. Sections 4.1.2.
