

College of Health and Human Development
Office of Undergraduate Programs and Outreach
Strategic Plan, 2014-2019

Core Beliefs and Values

We value passion for education and life-long learning in our fields.

We value opportunity for students' personal, professional, and academic success through engagement with faculty, advisors, staff, alumni, and working professionals.

We value an inclusive learning environment for everyone in the College of Health and Human Development, enriched through a diversity of student and faculty perspectives and teaching and learning approaches advanced across all campuses.

We value health, development and quality of life, respect for all individuals, responsibility and accountability for our efforts, and integrity in word and action; each of these is consistent with the high expectations for professionals in the fields of health, social systems and sciences, and human development and service sector leadership.

Purpose

Building on the historical cornerstone of the College of Health and Human Development, the Office of Undergraduate Programs and Outreach is responsible for developing and supporting educational opportunities for students' intellectual exploration and discovery, advancing teaching and advising scholarship for advisers, faculty, and staff, and fostering course and curriculum improvement and innovation for academic units.

Image Statement

We seek to build an educational community that is passionate, caring, engaged, innovative, global, diverse, and committed to excellence, integrity, leadership and service.

Mission

The Office of Undergraduate Programs and Outreach works with academic units in the College of Health and Human Development and others at Penn State and in our student, alumni, academic and professional communities to facilitate collaborative and innovative teaching, learning, advising and co-curricular activities that will develop the next generation of passionate leaders who will improve human well-being across the lifespan.

Vision

Our vision is to perfect the interactions that are the core of learning and development. Working with our partners, we will create innovative and collaborative curricula, engaged and challenging teaching and learning, enriching co-curricular experiences, supportive and developmental student services, and efficient and responsive administrative systems with the goal of creating a new generation of leaders in health and human development.

Goals

The Office of Undergraduate Programs and Outreach in the College of Health and Human Development is charged with administrative responsibilities for the undergraduate programs in the 8 departments or schools in the College, as well as with outreach programs, including the following:

- Administration and Planning, including representing the College on the Administrative Council for Undergraduate Education (ACUE) and the Administrative Council on Outreach, including related subcommittees and other committees; participating in College Executive Committee and Dean's Executive Committee meetings; coordinating meetings of College undergraduate program leadership, College Internships and Careers Committee, College Advising Council, College Curriculum Committee; and leading overall planning, development, budgetary, human resource and administrative tasks related to undergraduate and outreach programs.
- Academic Affairs, including Curriculum, Teaching and Learning, Academic Policies and Procedures, Honors Programs, Co-curricular Programs, Global Programs, and Academic Integrity.
- Outreach, including World Campus, Continuing Education, and Conferences and Institutes and related activities—new program development and marketing, instructional design, and budget and administration.
- Student Services and Diversity Enhancement, including Recruitment and Retention, Financial Aid and Scholarships, Advising, and Diversity Programs.

The Office accomplishes much of its mission in collaboration with the undergraduate programs in the College. This document outlines the goals of Undergraduate Programs and Outreach for the period from 2014-2019 in the areas of responsibility noted above, recognizing that our work supports the mission and goals of the individual departments and schools, as well as that of our faculty, alumni, staff, and others inside and outside the College and University. Items in *italics* represent those goals recognized as highest priority.

Student Services

Goal 1: Strengthen relationships with our campus partners (Campus Contact and Referral Representatives, CCRRs), using web sites, trainings, and other tools to communicate more effectively and assist with academic advising

Goal 2: Establish a new student orientation program for international students, collaborating with the Office of Student Orientation and Transition Programs, to assess needs and develop programs.

Goal 3: Provide support and training to College advisers, faculty and staff in making a seamless transition from ISIS to LionPath

Goal 4: Develop and implement a College assessment plan to enable recognition, reward and improvement for academic advising and advisers through measureable outcomes.

Goal 5: Inform College and Department leaders of current advising challenges, departmental variations in meeting those challenges, and best advising practices.

Goal 6: Identify inequities in advising workload and inefficiencies in advising practices and standardize core aspects of advising across College units.

Goal 7: Explore the opportunity to create a peer-to-peer individual or group mentoring network within the Student Services Center connecting new first-year, campus transfer, and transfer students to current HHD students for guidance and support.

Goal 8: Improve availability of information on advising, programs, courses, internships, and other resources on the web and print.

Goal 9: Explore collaboration with Health Professions Advising Office or development of HHD Advising Center for Health Careers to enhance career and graduate program advising for HHD students.

Outreach

Goal 1: Develop detailed 5 year plan for new course/program development and existing course/program maintenance and revisions.

Goal 2: Organize and align Outreach resources to address targeted priorities in 5 year plan.

Goal 3: Complete implementation of 2 World Campus degree programs (MHA and B.S. in HD FS), and initiate 1-2 new programs per year.

Goal 4: Refine and expand ability to support non-WC outreach programs

Goal 5: Expand efforts to support and recognize outreach achievements.

Goal 6: Identify and implement ways for Outreach to support work in sustainability and diversity.

Goal 7: Develop collaboration between Outreach, ISS, and Teaching Innovation Committee to enhance faculty development and application of innovative teaching and learning methods in HHD Outreach and Residential Instruction.

Diversity Enhancement

Goal 1: Conduct comprehensive evaluation of the structure, functions, and resources of the Diversity Enhancement Office to assess the office's ability to meet College diversity goals and implement changes recommended.

Goal 2: Develop program and resources to focus on working with at-risk students in HHD, collaborating with Student Services, unit advisors, and University resources to improve retention and enhance student success.

Goal 3: Improve communications by the Diversity Enhancement Office by creating and maintaining an active web presence, developing improved print materials, and creating an overall communications plan for the office.

Goal 4: Expand efforts to celebrate culture, diversity and heritage in the HHD/CoN communities.

Goal 5: Assist units in infusing diversity topics in existing courses and developing new courses and co-curricular activities that foster U.S. and international cultural competencies.

Goal 6: Expand on Healthy People Penn State success to enhance graduate student recruitment, and improve recruitment of undergraduate students, faculty, and staff.

Goal 7: Assess the growing diversity of our student population and the growing diversity within our diversity (e.g., increased Latino, international, LGBTQ and persons with disability representation) and develop approaches to ensure a welcoming climate for these individuals.

Academic Affairs

Goal 1: Represent College interests in General Education reform to ensure changes support student learning and development in HHD and work with units to implement any changes needed in GHA and other General Education courses that result from reforms.

Goal 2: Assist units to respond as needed to campus requests to offer HHD undergraduate degree programs, help HHD units and campuses to implement degree programs that are approved, and explore opportunities campus and outreach programs offer for IUG programs

Goal 3: Develop collaborative effort between Teaching Innovation Committee, Outreach, ISS and units to develop, diffuse and support faculty teaching development and innovative and effective teaching and learning approaches including online, hybrid, blended, flipped, gaming and simulation, and other creative methods.

Goal 4: Expand recognition and reward of outstanding teaching.

Goal 5: Inventory existing co-curricular and engaged scholarship activities and programs (internships and experiential learning, research, service learning, Exercise is Medicine, etc.), expand opportunities for these approaches, and better communicate co-curricular and engaged scholarship programs to students.

Goal 6: Assist departments in developing comprehensive and rapid-cycle learning outcomes assessment program and expand assessment to other areas (e.g., placement, student satisfaction, advising).

Goal 7: Increase the number of Freshman Schreyer Honors College students in HHD by 100% and expand Honors courses available in the College with the aim of having Honors students take at least 50% of their Honors credits in formal courses (not Honors options or independent studies) in an HHD

Goal 8: Explore and work with HHD units to add 1 new global program experience per year for HHD students.

Goal 9: Address gaps and weaknesses in HHD unit curricula (First-year Seminars, x97 courses, x99 courses), explore 1-3 curricular initiatives (e.g., minor, course(s), IUG) per year, and implement 1 or more initiatives per year. Potential curricular initiatives that can be explored might include:

- Health, Wellness, Prevention
- Public Health
- Sustainability in Health and Hospitality
- Entrepreneurship
- Engineering Social Sector Efficiency
- Interprofessional Health/Services Leadership
- Ethics
- Aging Services
- eHealth/mHealth
- DC/Harrisburg Policy Semester
- Social/Health Data Analytics
- Disparities and Inequality
- Consumer Choice and Behavior Change

General Planning and Administration

Goal 1: Transform Undergraduate and Outreach Programs' communications and work more effectively with College Relations to create a dynamic web, social media and print capability stressing the unique features of HHD (e.g., engaged learning, multidisciplinary, serving others), enhance efforts to communicate to all audiences, and increase coordination, communication and collaboration within the Dean's Office and with HHD faculty, students, and staff in all units.

Goal 2: Identify priority needs in Undergraduate Education and Outreach Programs for Development, work to support efforts to expand scholarships and financial aid for students and funding for undergraduate and outreach curricular and co-curricular programs, and ensure effective use of available financial resources.

Goal 3: Develop and implement comprehensive plan for Recruitment, Enrollment Management, Retention and Enhancing Student Success, including connecting students to HHD earlier in their college/major decision, increasing the number and quality of first-year students choosing HHD, educating middle-school and high school constituencies about HHD majors and careers, marketing Undergraduate and Outreach Programs to active and returning veterans and adult learners, and developing programs to connect prospective students to HHD.

Goal 4: Improve resources for HHD student major and career exploration, including development of collaborative programs between Penn State Career Services, HHD Alumni Society Careers Committee, College Internships and Careers Committee, creation of major/career exploration web site, and exploration and selection of online systems for matching alumni and organizations offering job shadowing and internships with interested students.

Goal 5: Review first-year seminar, campus transfer, transfer, and multicultural orientation and engagement programs and develop comprehensive and coordinated approach that enhances development of strong student-centered culture in HHD.

Goal 6: Monitor the progress of competency-based degrees and programs in higher education and identify appropriate steps for HHD Undergraduate and Outreach Programs to take to respond to this approach.

Goal 7: Develop and implement annual report for Undergraduate and Outreach Programs to enable systematic reporting, assessment, and benchmarking of HHD programs to the rest of the University and across HHD undergraduate and outreach programs.