

Goal 2: Achieve strong undergraduate and graduate enrollments and high retention, graduation, and job placement rates.

Develop a specialized component within the faculty/staff professional development program that focuses on skills related to student success.

A. Introduction and Background

According to the recent Town Hall meetings, one of the aspects that students remember the most about their experience at East Central University (ECU) are their personal interactions with faculty and staff, and especially if those interactions are particularly positive or negative. This is important since the individuals connected in a student's circle of friends and family are likely to be swayed by the feelings and experiences of said student and these positive or negative interactions are likely to propagate through the circle and influence how the friend or family member views ECU as well. This can affect the bottom line of the university in either a positive or negative manner as more potential students are affected either directly or indirectly from these interactions.

This initiative will focus on strengthening the customer service skills of faculty and staff as it pertains to student success and overall satisfaction with their university experience. This initiative will focus on improving the positive aspects of interactions between faculty, staff and students. This initiative will still allow faculty and staff to maintain their personal dignity, remain in control of their particular classroom, department or area and maintain the ability to operate and make decisions in an orderly fashion as they deem appropriate.

The major elements of this strategy would include providing a variety of professional development opportunities to augment and strengthen interactions with students to aid in the fulfillment of the mission of the university. This could include new faculty and staff development seminars that are also open to experienced faculty and staff. This professional development strategy could also include paid stipends or paid training to faculty or staff to increase the customer service skills, based on available grants. Faculty and staff would be encouraged but not mandated to continue this type of professional development regardless of length of time of employment and compensated directly or indirectly (monetary, PTO, celebration, awards).

B. Contribution to Other Goals

This strategy will also contribute to the following listed Goals:

- a. Goal 1: Achieving academic excellence.
- b. Goal 4: Create a culture of effective communication.

C. Specific Actions, Elements, Steps, and Timelines

D. Potential Models

<https://www.usf.edu/student-affairs/documents/professional-development-plan.pdf>

<https://maui.hawaii.edu/pd/main/uhmc-professional-development-plan/>

https://www.acer.org/files/AUSSE_EG_Enhancing.pdf

<https://www.aiu.edu/applications/PresentationLibraryManager/upload/PrintableEffectsInteractDLStudWStudServStaff.doc>