

Strategic Initiative Project Work Plan Summary

Project Name:	High Demand Scan	Academic Year:	2019 - 2020 / Version 10.0 (10-07-2019)
Strategic Priority:	Build Brand through Community Engagement and Program Development focused on Career Preparation and Success	Project Leaders:	Lila Roberts; Jacob Chacko
Team Members:	Lila Roberts, Jacob Chacko, Colton Magnant		
Project Description: (Revised)	Use national, state and regional workforce data to validate current and future workforce and employment needs. Strategically map workforce needs to curriculum through assessment of current programs to identify gaps that can be remediated through curricular revision and development of new program areas (nexus, certificate, baccalaureate, masters, professional doctorate).		
Success Measure(s): (Revised)	<ul style="list-style-type: none"> • Increase enrollment and number of graduates in high demand academic programs by at least 3%. • Implementation of new and modification of existing academic programs/majors/minors/concentrations/courses for high demand areas by at least 1 new program or program modification per year (specifically addressing high demand areas). • Annual reporting by Departments/Colleges on corporate partners collaboration to advise and participate in curriculum development related to high demand areas. (This can be facilitated through program/college advisory boards). 		

#	MAJOR TASKS / Action Steps	Target Date	Responsibility	Deliverable(s) / Notes
1	DEVELOP PROGRAMS FOCUSED ON CAREER PREPERATION AND SUCCESS			
a	Academic departments to develop interdisciplinary concentrations and minors to enhance employability of graduates	Discussions started at the fall retreat with possible implementations by end of Spring 2020	Academic Affairs, Provost, Deans & Department Heads	<i>Business concentration/ minor for Music, Communications, and psychology majors and a concentration in consumer psychology for Business majors</i>
b	Introduce academic programs (major, certificates, Nexus degrees) in high demand areas	Programs to receive necessary approvals internally (within the University) by end of Spring 2020	Academic Affairs, Provost, Deans & Department Heads	<i>Minor in Fin Tech, Management Information System, Business Analytic; Certificates in Data Analytics, Digital Marketing, HR Leadership, Supply Chain Management, International Business, Accounting, ; Nexus degree in public accounting</i>
c	Introduce micro credentials/badges for undergraduates	Programs to receive necessary approvals internally (within	Academic Affairs, Provost, Deans & Department Heads	<i>Initial discussions are underway to introduce micro credentials in the areas of marketing/sales, entrepreneurship/innovation, IT</i>

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		the University) by end of Spring 2020		<i>essentials, Analytics fr decision makers, Cross cultural competency, and communication</i>
2.	IDENTIFY AND INTEGRATE CORE CAREER COMPETENCIES INTO THE CURRICULUM OF ALL ACADEMIC MAJORS	Ongoing—some departments further along than others	Faculty, Department Chairs, Deans	<i>Examples of Current Projects: "Career Spine" in COB, Psychology; Launchpad Academy in CIMS (with MailChimp), A&S identified eighteen (18) High Demand Essential Skills (HIDES). These skills have been mapped within all majors in A&S.</i>
3.	ACADEMIC DEPARTMENTS TO PARTNER WITH CaPE TO DELIVER NON-CREDIT COURSES			
a.	Colleges of Arts & Science and Business to work with CaPE to develop and offer non-credit courses for partner universities in India	By end of Spring 2020	Faculty, Department Chairs, Executive Director of CaPE	<i>Courses in English, literature, and Business Communication</i>