

Cascaded Plan – Waypoint 1

July 1, 2016 – June 30, 2019

Unit Name (e.g. College, VP Area etc.): UNIVERSITY OF IDAHO BOISE

Long term focus which supports the University of Idaho Strategic Plan:

The University of Idaho, as the State of Idaho’s land grant institution, is responsible for engaging citizens, businesses, and students throughout the State. The University of Idaho Boise is a two way access point between all University of Idaho resources and Southwest Idaho.

The University of Idaho Boise is focused on supporting university growth, regional economic development, and societal impact in Regions III and IV of the State with a climate of inclusion for employees throughout its regions of responsibility.

University Performance Measure	Focus for unit? (Y or N)	University Baseline	Unit Baseline	Unit Target for 2025	Summary Tactics / Comments
Terminal Degrees	Y	275	N/A? (measured at college level)	TBD	Support current College offerings in Boise and facilitate the creation of new programs in Boise that fit with the needs of the region and the College/University strategic plan. Develop ability to support online degree seeking students and transfer students from regional 2 year institutions.
Societal Impact (Go On measure)	Y	TBD	TBD (will consist of Unit engaged entities/communities. May be smart to include other Unit engagement (e.g. Extension) to	TBD	This is one of the core functions for the UI Boise unit. Continue and expand engagement and leadership in key UI Boise emphasis areas in region: <ol style="list-style-type: none"> 1. Education (K- post-Secondary Education) 2. Economic Development (coordinated with VPRED) 3. Multicultural/Social Mobility populations 4. Brand Awareness/Goodwill

			maintain clear picture for support needs)		<p>5. Targeted University Programming</p> <p>Expand presence more significantly into the Magic Valley, coordinate closely with UI Idaho Falls.</p> <p>Investigate creating sustainable collaborative engagement model with UI Extension personnel in the region that utilizes their presence and skills to support UI global mission. UI Boise is uniquely positioned to provide relationship management and University connection to local collective impact groups focused on achieving this goal (TVEP, EIN).</p>
Enrollment	Y	11,372	TBD (waiting for October report with regional breakdown)	TBD(Central University set objectives first)	Manage and innovate in efforts to recruit undergraduate students in the region. Identify local market opportunities for undergraduate and graduate on ground program expansion within SBOE Policy 3z. Assist in recruiting efforts for online degree programs in region. Become more proactive in helping to recruit for graduate programs located in UI Boise Water Center and become a support unit for recruiting regional students to UI home campus graduate programs as well as online graduate degrees.
Equity Metric		75%			
"Great Colleges" Survey		3 rd Group			

Waypoint 1 goal(s) and objective(s), institutional metric(s) (from page 6) and tactics (short narrative description):

Key tactics described here in narrative form, as a numbered list. Include a cross referencing to Strategic Plan Goals and Objectives where possible.

1. **Terminal Degrees:** Yes in a facilitation mode. Current structure puts main emphasis on Colleges. However, with appropriate coordination and hiring of support personnel, UIB can become a much stronger partner in supporting the growth of current programming in the region as well as the development of appropriate additional programming to offer in the region.

Target programs that appear to be able to increase enrollment by the first waypoint with College and UIB support:

Education (writ large – existing program, particularly Ed. Leadership and programs targeting educator promotion)

Engineering Management (excellent growth potential)

CLASS/CNR Online programs (New field for UI, excellent growth potential, need to be able to support regional students)

AG 2+2/Dietetics (Dietetics is nimble program, includes BS and MS. 2+2 should receive more coordinated support from UIB and CALS – field wide open in region.)

Architecture as fits University Strategic Plan (Leadership transition, historical difficulty in gaining traction in more traditional program offering. UIB Boise faculty providing dynamic planning and programs (Urban Design Community/Bioregional Planning) are ripe to take off with strength depending on institutional commitment. Integrated Design Lab going strong, has potential to become very strong national player in expertise areas with institutional investment)

Law: Flagship Boise presence, 1st year offerings critical to support continued dominance of Law market by COL, competition law school committed to establishing market presence.

Target programs to explore programmatic development with home Colleges:

Field is wide open for AG and CNR, but BSU is creeping in (“Policy” suffix = everything in BSU’s mind). Will require close discussion with College Deans on what is right for College and region. MOSS (CNR) appropriately poised to expand outreach into Treasure Valley

Expand class enrollment by using video conferencing (either Zoom and/or Codec) for large sized lecture classes to connect multiple sites or students as independent learners.

Depending on Scalability of online UG courses, can start mission area UG courses in Boise (Long Term Objective).

Immediate Support Needs:

All aspects of student support for regional online students.

- Offer student support services via video conferencing software that is FERPA compliant

Need to provide more robust student support for existing operations.
Market research into programmatic needs in core mission areas in Southwest.
Space (need to build out classroom into office suite – same need for outreach)

Long Term Needs:

Determine study areas that would garner highest enrollment.
Funding
Space – Water Center is not big enough to support all of the programs we can develop for UI Boise.
Technology infrastructure upgrades

2. Societal Impact

Moscow/Boise

Continue to facilitate/coordinate engagement from Moscow Campus and connecting Moscow experts with regional stakeholders.

Continue engagement in key emphasis areas:

Education (Educate Idaho Network/Treasure Valley Education Partnership, institutional partnerships, primary/secondary school programs)

Develop outreach programs that inspire students to go on to College.

*Personnel Issue (STEM Director for SW Idaho programming, or bolster current UI STEM Director office. Current director is working hard, but 1 person is insufficient for statewide outreach efforts. Determine appropriate Unit placement for STEM outreach efforts, currently placed in Education, but many other units engage in very significant outreach in this area.)

*Increase College engagement in Treasure Valley – most of our experts are located on the Moscow campus. Their engagement in the Treasure Valley is highly desired by UIB and our stakeholders in the region.

Municipal Community Engagement (In coordination with Special Assistant to the President for Governmental Relations)

*Engage cities re: planning, urban development, education, special population issues, multicultural engagement.

Continue Economic Development Engagement

Coordinate efforts with VPRED and wrap efforts into VPRED's global strategic plan.

Support and work in partnership with Director of Economic Development when position is filled.

SW Idaho workforce connection

Entrepreneur community engagement

Maintain leadership presence in local Chambers of Commerce

Expand engagement in Magic Valley, rural areas

Magic Valley and surrounding rural areas underserved by UI Boise.

Re-imagine center boundaries/dispense with regionalism, coordinate with UI Idaho Falls to facilitate Magic Valley coverage.

* Personnel Resource issue (Strategic Relationship Manager for Magic Valley, surrounding rural areas)

Continue/Expand culture and diversity outreach

Latino population (strong presence already, move to the next level)

Immigrant/Refugee Population (initial contacts and presence established, develop relationships that will facilitate supporting this population in all areas that the University has to offer)

Social Mobility populations. There are other populations (rural, economically defined, etc., that would benefit greatly from engagement by the university. These populations also stand the most to gain by going on in their education.

Discover best way to connect with those populations.

Continue/Expand Brand Awareness and Presence efforts

Work on establishing strong brand awareness in region.

- Use technology more to bridge the physical gap between Moscow and Boise.

Ensure all UI units in SW are branded appropriately and advertise their connection to the university.

Continue close coordination with central MarComm on branding and communications efforts.

Continue goodwill efforts.

*Institutional Structural Barriers – many units in the area, very difficult to gain branding agreement and monitor compliance.

Continue/Expand regional programming

Programming is an area where the University can target desired groups areas of excellence as well as demonstrate our strengths and connections in the region. Best way to connect Moscow based units and personnel to Southwest Region.

Extension:

Global University Orientation- extension personnel are hard chargers in the region, but the University as a whole could more effectively fold them in to our culture and utilize their expertise to help achieve our overall strategic goals. For example, extension has the most people with field expertise in reaching out to middle school students. All of our research indicates that

children decide yes or no to college during this time. We should coordinate more with Extension and solicit their advice when we conduct University outreach to this population.

3. Enrollments

Undergraduate Enrollment

- Manage Southwestern Recruiting Efforts.
- Closely coordinate efforts with central Enrollment Management.
- Ensure integration of Brand/Presence/Outreach efforts from 2 into this area.
- Coordinate, Cooperate, Innovate UG recruiting efforts
- Develop regional targets and hit the target
- Facilitate close partnership with CWI, TVCC, CSI to support 2+2 program growth

Graduate Enrollment

- UIB Decline stopped.
- Work in close consultation with Colleges to support desired increases in Graduate enrollment in their programs.
- Increase enrollment in organic programs
- Increase enrollment in online programs
- Facilitate efforts with UIB programs to increase enrollment
- Develop strategy to support Home Campus recruiting for Graduate Programs

K-12/Parents

- Improve marketing efforts towards high school students and their parents.
- Partner with K-12 educators to increase visibility of UI offerings and to provide a resource for matriculation.

Waypoint 1 Metric Targets for Unit:

Initiative Number	Selected Performance Measure (from Page 6 of	Unit Baseline Value	July 2017	July 2018	July 2019	Comments

	university strategic plan)					
1. Terminal Degrees	TBD	TBD				
2. Go On	TBD	TBD				
3.Enrollment	TBD	TBD				

All metrics are TBD at this time. The Boise unit will match university objective when outlined.