Dean’s Annual Evaluation Report
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Introduction

I have been Dean of the Eastern Campus since July 2013. Since there was not a dean evaluation in the first year, my report will contain information from that date to present. In that time period, my major objectives have fallen into the following broad categories:

- Develop short and long range campus goals;
- Become familiar with campus and community and seek interconnections;
- Work closely with the Academic Division Coordinator, Faculty and Student Services Office on academic and enrollment planning.

The campus Long and Short Range Planning Committee (inclusive of all personnel types and most committee chairs), Administrative Council (includes administrative, faculty and classified staff leadership) and Regional Coordinating Council (community representatives) have been instrumental with the first two objectives. While always important, the third objective is particularly significant at the Eastern Campus which no longer has as an Associate Dean to assist with leadership and direction in these areas.

This report summarizes efforts within the major categories of Academic and Enrollment Planning, Campus Planning and Community Relations. I am grateful to all faculty, staff and community members who have contributed to progress made so far both through special efforts and the work that happens every day at the campus.

Academic and Enrollment Planning

Last academic year, I worked with the Long and Short Range Planning Committee to create a five-year strategic plan. The Committee and I were able to combine input from the campus community through the existing committee structures and direct input on circulated drafts. This section similarly discusses other notable academic and enrollment planning activities. An important goal for next year will be for me to work with the campus Enrollment Planning and Retention Committee to develop comprehensive strategic enrollment and retention plans.

Noel-Levitz Survey: As part of an overall RHE initiative, Noel-Levitz student and employee satisfaction inventories were completed last spring semester. Because the surveys touch on all sectors of the campus, I asked the Long and Short Range Planning Committee to take the lead in reviewing the survey results. The Committee has been able to determine top areas for further review and action which will in turn inform future strategic planning discussions.
High School Enrollments: Increasing enrollments from high school students was an identified objective from the enrollment planning discussions last year. This year we:

- Increased PSEO enrollments substantially.
- Offered dual enrollment courses for the first time at OUE. We were able to accommodate about twenty-five students and five different partner schools utilizing OULN to broadcast an OUE class (to multiple sites) or a qualified teacher at the school.
- Are reaching out to more potential partner schools in the region for next year under the new College Credit Plus program.

Cambridge Center: The Eastern Campus is collaborating with OUZ on the Cambridge Center which opened officially in last spring semester. Operation of the Center relies heavily on help from many different staff members at OUZ and OUE. Some notable OUE contributions include:

- In fall 2013, I completed the proposal for Dean Willan to submit to Ohio Board of Regents for the Center to offer the BSAM degree at the Center which was approved.
- Since the opening of the Center in the spring 2014 semester, OUE’s media director, Jay Morris, has taken on the role of interim director.
- The Interim Director works closely with the OUE Academic Division Coordinator, OUZ Associate Dean and me in preparing the semester class schedules.
- Many of the classes at the Center are offered by OUE instructors.

New Degree Programs: The Eastern Campus has added two new majors in collaboration with the other regional campuses, but OUZ primarily:

- The Bachelor of Arts in Human Biology became an official major at the campus last fall semester; the Bachelor of Science in Sports and Lifestyle Studies this spring semester.
- Both degree programs benefited from the excellent faculty leadership of Associate Professor Mark Waters at OUE and Senior Lecturer Kathy Normansell at OUZ.
- Neither program will add significant expense to the campus budget while both will meet enrollment and retention priorities.

Campus Planning and Administration

Most faculty and staff at the Eastern Campus have attained extensive experience, knowledge and confidence from many successful years of service, and fortunately there is an overall positive and collaborative working environment at the campus. Hence, I have been able to focus most of my attention on working with the faculty and staff to advance initiatives, some noted below, rather than reacting to problems and concerns.

Capital and One-Time-Only Projects: There have been several improvements to the campus facilities and grounds funded through state capital funds or University one-time-only monies:
A major flat roof upgrade for Shannon Hall was completed shortly after my arrival to OUE in the fall 2013 semester. The upgrade addressed problems with leaks and increased insulation.

A new boiler was installed in the Health and Physical Education Center in fall 2013. The high efficiency of the boiler is expected to save significantly on energy consumption. It is currently replacing two prior boilers.

In the spring and summer of 2014 several smaller projects were completed with one-time-only monies from prior academic years, including concrete repairs and a complete upgrade to one of the instructional computer labs (computers and furniture).

Each required careful planning and coordination of our Facilities Manager in Athens, campus Physical Plant Director and the Dean’s Office to avoid disruption to campus functions. The campus is currently preparing for three capital projects to commence this summer.

**Personnel:** The 2012-13 academic year was busy with searches and all were completed or nearly completed before my arrival in July 2013:

- Group 1 replacement hires in English and Chemistry
- Group 2 replacement hires in Art (shared with OUZ), Middle Childhood Education and Early Childhood Education
- Group 4 replacement hire in Physics (one-year, shared with OUS)
- Administrative replacement hire in Accounting and HR (shared with OUZ)
- Administrative replacement hire in Academic Advising.
- An Accessibility Services Coordinator, based in Athens, was added and shared with OUZ.
- A Group 3 Career Services Administrator was added through a Konnecker Fund grant.

The 2013-14 academic year included a mix of replacement hires and some readjustment of the organization chart as follows:

- The Academic Advising hire from the prior year created a vacancy in our Transfer Advisor position. Our subsequent search for the Transfer Advisor resulted in a vacancy in a classified position in Student Services.
- The campus followed through with a proposal from the prior year to discontinue the part-time Associate Dean line. The classified Administrative Associate in that office transferred to the classified position vacated in Student Services.
- Two Group 2 hires were made filling vacant faculty lines from past years in biology and another in physics (with the end of the one-year appointment from the prior year).
- Following a resignation, the Accounting and HR administrative position was again filled.
- Following a resignation, a part-time Freshman Recruiter position was filled.
For this academic year:

- We are seeking replacements following retirements of three classified staff members in November. These positions have been redefined as needed to better fit campus needs; one is being reduced to a half-time position.
- The campus will seek to convert the part-time Freshman Recruiter position to full-time.
- In addition, the campus is seeking a Group 2 replacement position in English and a shared administrative position in Career Services and Industry Relations with OUZ.
- The latter position is being requested through the Innovation Pool especially as related to attaining internship opportunities for students and community partners.

**Development of Campus Property:** There has been historically, and still remains, a lot of mutual interest from the campus and community in developing some of the campus property for light industrial, high-tech, social service and commercial industries that could be academic partners with the campus through certificate training, internships and research.

- There has been a flurry of activities this academic year in trying to determine the feasibility of developing campus property.
- While it will probably take many years to reach a tangible outcome, we are currently seeking community partners to serve as primary developers within the constraints set by the campus and university.
- The campus Master Plan, from 2003, will be also need to be reconsidered relative to new opportunities and changes over time which have made some of the conceptual planning outdated.

**Jobs Forecasting Forums:** As part of the overall RHE initiative, the Eastern Campus completed job forecasting forums in Transportation/Logistics, Healthcare and Advanced Manufacturing (includes Pre-Engineering).

- There was good attendance and participation from external business and community leaders who represent these industry areas.
- The event demonstrated Ohio University’s interest in being a community partner.
- Follow-ups activities to occur after final report from the Ohio Strategic Training Center.

**Marketing:** When I arrived at the campus in July 2013, I was glad to learn the campus already had a diversified marketing plan, and that the campus enjoys a particularly strong presence in the local newspapers with many press releases attaining publication.

A big goal from last year was to complete the website upgrade to Common Spot that was in progress when I arrived. Some additional points of interest about the website and marketing:

- Our Computer Services Specialist and Academic Division Coordinator provided overall direction and leadership in completing the project last spring semester.
• The front page calendar gives the campus/community a much better representation of what is happening at the Eastern Campus beyond the classroom.
• Similarly the front page news feeders helps to market the campus.
• Follow-up advertising is utilized based on tracking of pages visited.
• In the last year we gained featured advertising in the City of Saint Clairsville website and in Barnesville High School, Saint Clairsville High School and Union Local High School scoreboard displays.
• This year the campus is also experimenting with Cappex, a tool for generating emails to prospective transfer students.
• We have also begun work on degree program brochures which are helpful in marketing the programs on the web and providing recruiters talking points.

Safety Procedures: This year I am chairing the campus Safety Committee which consists of a small group of administrators, classified staff and faculty who have an interest in or are directly involved with campus safety procedures. So far our efforts have been to:

• Review emergency response posters that are displayed throughout the campus. These provide brief instructions for immediate action. Revised posters coming this spring.
• Develop a safety manual which will include more detail on emergency and non-emergency safety procedures. We have recently completed a first draft.
• For next steps this year, we hope to consult with Belmont County and Athens safety directors to ensure our procedures are consistent with current trends and policies.

Also, related to campus safety, the campus transitioned to the Blackboard Connect emergency alert system that is used in Athens and other regional campuses.

Board of Trustees Meeting: The Eastern Campus hosted the June 2014 Ohio University Board of Trustee meeting. While most of the planning and arrangements were completed by the BOT Secretary, President’s Office and RHE Office, many of our faculty and staff contributed to opportunities to showcase the campus in several ways:

• Student-led tours of informational stations hosted by faculty and staff.
• A presentation on the vibrant history of our theatre at the Trustee’s dinner.
• Academic spotlights on Exercise Physiology and Social Work with lead faculty, students and videotaped testimonies from community members who know these programs and their impact in the region.
• General aesthetics of campus grounds and facilities.

Community Relations

The campus holds a strong position in the community, and it’s been wonderful meeting and interacting with many of our alumni and supporters at events on campus, around town and beyond. Since I am still relatively new to the Upper Ohio Valley, I have made connecting with
the community a priority, especially in ways that could potentially strengthen our academic mission. I have listed below some significant points.

**Belmont County Community Improvement Corporation (CIC):** The CIC is a non-profit private organization which provides economic development services to the community. I serve on the executive board of the CIC, along with the president of Belmont College and a cross-section of the business and community representatives from across county. I have in particular worked closely with the CIC on the development of the campus property initiative (discussed above). The CIC and OUE are also potential partners with TechGROWTH Ohio (see below).

**TechGROWTH Ohio (TGO):** TGO is an organization sponsored by Ohio University and the Ohio Third Frontier program. It helps technology start-ups in southeast Ohio access services and funding they need especially in the early stages of their development. Last spring the CIC hosted a Tech Growth Ohio workshop on campus. The workshop was well attended by high-tech industries in the area as well as financial institutions who might be potential funding sources. This event spurred additional discussions on how TGO could be a partner with OUE and the CIC. OUE and CIC have consequently pledged support for TGO initiatives in the Belmont County area in their current application for state funding.

**Belmont College:** Dr. Paul Gasparro was appointed president of Belmont College in August 2014. He graciously accepted an invitation to visit the Eastern Campus shortly after his arrival, and I have been to Belmont College to attend their Energy Jobs and Career Fair (hosted by Senator Portman) and President Gasparro’s inauguration this fall. Our preliminary discussions have been positive, and I look forward to working with Dr. Gasparro on future projects.

**Foundation, Alumni and Friends of OUE:**

- The Eastern Campus has been without a dedicated Foundation Officer for several years. I am currently working with my Marketing Director to establish a foundation advisory board for the campus which will help guide future donation strategies.
- I have also worked with regional alumni chapter representatives to maintain the annual Furbee Award and associated dinner.
- In addition, I have worked with a group of faculty and staff led by Dr. Sarah Mahan-Hays, Associate Professor of Communication Studies, to host four “Friends of OUE” events. Friends of OUE resulted from a project that Dr. Mahan-Hays initiated following her participation in a HERS Institute a few years ago. Overall, Friends of OUE seeks to establish a network of alumni, donors and community friends.

**Significant Events on Campus:** The Health and Physical Education Center, Art Gallery and Theatre continue to attract a variety of important events. Some examples include:

- A naturalization ceremony (Hon. Edmund Sargus, presiding federal district court judge)
- Saint Clairsville Chamber of Commerce Annual Dinner
- High School, Career Center and Belmont College graduations
• High school boys and girls tournaments, championships and all-star games
• Volleyball and basketball clinics for area clubs and schools
• State police training sessions
• Belmont County spelling bee
• A variety of concerts, art exhibits, speakers and theatre productions
• A Smithsonian Lincoln Exhibit

Community Involvement and Speaking Engagements:

• I am a member of the Saint Clairsville Sunrise Rotary and serve on its executive committee, and participated in some functions that benefit the community:
  o “Pack the Truck” for donations for food pantries
  o Bell ringing for the Salvation Army
  o Volunteer for the Samuel Mumley Memorial Run/Walk competition in town.
• In addition, as noted above I serve on the executive board of the Belmont County Community Improvement Corporation.
• I have had the chance to speak at a few significant off-campus events including the:
  o Saint Clairsville Sunrise and Afternoon Rotaries
  o Saint Clairsville Chamber of Commerce Annual High School Awards Dinner
  o Annual Furbee Award dinner.

Summary and Goals

It has been a privilege serving the University and constituents of the Eastern Campus as Dean for the past 1 ½ years. I still see myself as being very much in the learning mode, and I look forward to getting to know the campus community and the greater Ohio University community better as I look for opportunities and solutions that will benefit the Eastern Campus.

As a whole the campus will continue to act on initiatives that will strengthen its academic mission, advance enrollments and create more interconnectedness with the community, especially through its academic programs. I have listed some particular objectives, already noted in the document, below:

• Develop a comprehensive strategic enrollment and retention plan
• Complete degree program brochures
• Establish a foundation advisory board and develop a sustained donation strategy
• Complete three major capital projects
• Continue to seek campus property development opportunities
• Continue to seek collaborations with the Belmont County Community Improvement Corporation, TechGROWTH Ohio and Belmont College
• Finalize campus safety procedures and documents.