

Quality Endeavors

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Opportunities for Sharing and Learning

QUALITY ADVOCATES' NETWORK MEETINGS

The Quality Advocates' Network is a bi-monthly gathering of those at Penn State interested in improvement and change. The Network provides an informal opportunity to exchange information and experiences. All Penn State faculty, staff and administrators are welcome. Campus colleges interested in participation via PicTel should contact the Office of Planning and Institutional Assessment.

When identifying strategies for long-term excellence it is common practice to consider the potential impact of external issues and trends. As Penn State budget units plan strategically for the period 2005/06 through 2007/08, many are conducting environmental scans to identify external issues that may impact their plans. Coming Quality Advocates' sessions will focus on several of these external issues.

Access and Affordability

Friday, September 24, 2004
8:30–10:00 a.m.
404 Old Main, University Park

Two important issues that impact planning at Penn State and across the nation are the access and affordability of postsecondary education. A variety of factors impact access and affordability, including tuition increases and changes in state and federal

student aid policies. How will these factors impact student recruitment and retention at Penn State? Three Penn State experts on access and affordability will share information on current research and practice. Panelists will include:

- Anna Griswold, Assistant Vice Provost for Enrollment Management and Student Aid
- Donald E. Heller, Associate Professor of Education and Senior Research Associate, Center for the Study of Higher Education
- Terrell Jones, Vice Provost for Educational Equity

Attracting and Retaining Undergraduates

Friday, November 19, 2004
8:30–10:00 a.m.
404 Old Main, University Park

Vibrant and robust undergraduate programs are central to Penn State's future success, and recruitment and retention of undergraduates are important considerations in planning. Three Penn State experts will share information on current research and practice related to undergraduate recruitment and retention. Who are today's students and how do we reach

them? What does our research tell us about student satisfaction at Penn State? What are some of the successful strategies for marketing, enrollment, admission, and retention at Penn State? Panelists will include:

- Randy Deike, Assistant Vice Provost for Enrollment Management and Director of Undergraduate Admissions
- Andrea Dowhower, Senior Analyst and Director for Student Affairs Research & Assessment
- Cindy Hall, Director, Department of University Marketing

If you would like to attend one or more of these events, please call the Office of Planning and Institutional Assessment at 814-863-8721 or e-mail psupia@psu.edu.

NEW PROGRAMS IN PLANNING, IMPROVEMENT, AND ASSESSMENT

Two new programs in unit planning, improvement, and assessment are being offered.

Continued on back.

How To Begin The Planning Process In Your Unit

PIA 060

October 12, 2004 2:00–4:00 p.m. or

March 2, 2005 2:00–4:00 p.m.

Are you or your group responsible for developing and implementing a strategic direction for your unit? Are you uncertain about how and where to begin? This workshop introduces you to a five-step model for integrating the planning process with improvement and assessment. This program will help you to take the first steps in developing a long-range plan and integrating improvement into your strategic plan. Topics will include principles that guide strategic planning, steps involved in developing a planning initiative, and development of performance measures.

The Knowing-Doing Gap: How Smart Companies Turn Knowledge Into Action

PIA 071

October 15, 2004

8:30–10:30 a.m.

(Please register by September 23.)

In *The Knowing-Doing Gap*, Jeffrey Pfeffer and Robert I. Sutton explore the gap between knowing what an organization needs to do, and actually taking action. In many cases, plans are developed, but not implemented; best practices are known, but not used; decisions are made, but not carried out. In this book-based seminar you will read a brief summary of the book

prior to the session, and then participate in a facilitated discussion led by Barbara Sherlock. This discussion will help you to:

- Identify five causes of the knowing-doing gap
- Explore how they apply in higher education
- Select and apply strategies in your unit to close the knowing-doing gap

Other programs offered in 2004-2005 include Strategies for Cost Savings, Using Unit-Level Assessment to Enhance Organizational Performance, Applying Quality Principles in Daily Work, An Overview of Continuous Quality Improvement, Team Facilitation, and Using Improvement and Innovation Tools.

To find out more, or register for any of these programs, visit the Human Resource Development Center web site at http://www.ohr.psu.edu/hrdc/catalog/HRDC_Catalog.cfm

An Introduction to Continuous Quality Improvement: A Web-Based Learning Opportunity, is available at: <http://www.psu.edu/president/pia/overview>.

SUPPORT FOR PLANNING, IMPROVEMENT, AND ASSESSMENT IN YOUR UNIT

The Office of Planning and Institutional Assessment is available to consult with units and facilitate the implementation of Penn State's strategic priorities. It is the Office's mission to support the University's efforts to plan, assess, and improve programs and services, and there is no charge for the Office's consultation services. The Office uses organizational change tools to help units assess their needs, develop strategic plans, improve key processes, and develop collaborative team environments. If you would like to discuss the planning, quality, or assessment needs of your unit with one of our consultants, please contact the Office at 814-863-8721 or e-mail les1@psu.edu.

Coming in the October issue:
Benchmarking Best Practices