STRATEGIC PLAN (2018 – 2023) SHRI VEKATESHWARA UNIVERSITY, UP, INDIA

Shri Venkateshwara University (SVU) is a State Private University by Govt. of Uttar Pradesh Act No. 26 of 2010, passed by the Utter Pradesh legislature. The University has mandate to impart and promote the study of Science, Engineering and Technology, Bio and Medical Sciences, Pharmacy, Nursing, Management, Law and other professional and traditional academic program.

Vision

- To be a global center of academic excellence with state-of-art facilities and best educational resources for imparting innovative knowledge and learning environment.
- To be accredited center of high research by identifying and nurturing talents for knowledge generation and balancing personal and professional excellence.

Mission

- Knowledge dissemination for achievements in the international arena, facilitating the integration of multi-disciplinary approaches for enrichment and enhancement.
- Development of professionalism among students for a global vision and managerial leadership.
- To carry out forward the mission of generating quality manpower resources for addressing the emerging demands of our country

The University is located in rural area surrounded by very poor people. It strive to work discovering answers to the social problems that confound around the University and to help transform the villages so that the standard of living can improved. This Strategic Plan is our road map for the next five years as we deliver on our promises to our students, our staff and our society. The plan is built on our values of caring about the caliber and character of our graduates. They benefit as individuals and we benefit as a community when their university education has prepared them well for a technologically sophisticated knowledge economy in which they are encouraged to be creative and effective problem-solvers. Those benefits are intensified when they draw from the well of decent social values which SVU exemplifies and lives by. Our commitment to the socially disadvantaged and our determination to give everyone the chance to shine is captured by Satbhavana Project and Unnat Barat Abhyan.

. Our graduate students will be world-class and their society will receive the gift of a wonderful life-enhancing education, the single most important basic investment any society can make. Our concern for improving Irish society and enhancing the human condition will be

expressed in the many ways that our university research community tackles day to day problems and generate solutions. Our belief in this University's role as an innovator and as a bridge to enterprise and business is expressed in the remarkable campus phenomenon that is . This five-year strategy is not just a plan; it is a promise to our people and our place. I look forward to seeing it unfold and to marveling at the momentum it will generate, the talent it will harness, the discoveries it will reveal and the transformation it will effect – a university at its absolute best.

TALENT, DISCOVERY, AND TRANSFORMATION

Shri Venkateshwara University to Excellence Par-reachable

"Arise awake and stop not until the goal is achieved"

Goal 1. Academic Excellence

Shri Venkateshwara University (SVU) can achieve academic excellence through excellence in teaching and learning and excellence in scholarship (applicable to all Indian Universities)

Excellence in Teaching and Learning

At SVU, teaching remains the central function and student learning is the overriding goal. This goal will be achieved through valuing and supporting innovation in teaching and promoting faculty contributions to the national dialogue on teaching and learning. SVU will create an environment that promotes engaged, active learning with the ultimate goal of preparing students to be leaders and thinkers in the nation.

1. Create an organizational structure and provide resources to advance teaching and learning:

   a) Establish "Faculty Development Center" in order to create, organize, and sustain programs and initiatives related to teaching innovation and engaged learning. Included would be an exchange of best practices in teaching, scholarship, and service.

   b) Establish a Teaching Academy as a vehicle for faculty who are recognized by their peers as outstanding teachers to provide guidance to newer faculty.

   c) Generate a fund for teaching innovation that promotes active, engaged learning.

   d) Ensure that faculty development opportunities are made available to adjunct faculty also.

   e) Provide support to faculty for involving students in professional organizations.

   f) Use a portion of online course fees for curriculum development.

g) Strengthen learning support services such as the Center for Teaching and Learning and the Office of Technology-Enhanced Learning (OTEL).

h) Encourage and reward faculty who participate in interdisciplinary course development and team-teaching, and remove administrative and accounting barriers to inter-disciplinarily.

2. Create knowledge bases and communication mechanisms focusing on teaching and learning:

   a) Create a knowledge base/information repository for best practices related to teaching.

   b) Develop a structure for communication about effective teaching for all faculties parallel to what exists among online faculty.

   c) Across programs, establish a process for soliciting feedback from alumni about strengths and limitations of their programs' curriculum.

   d) Strengthen communication between general education, experiential learning units, and the majors for a seamless undergraduate experience.

3. Organize forums devoted to improving teaching and learning:

   a) Organize brown bag presentations on teaching and learning.
   b) Organize symposia on teaching/learning issues involving invited speakers.
   c) Organize seminars on dealing with underprepared students.

4. Improve the assessment of learning outcomes and of teaching; use aggregated information from course evaluations to inform faculty development programming:

   a) Establish and fund a program to support improvements in the assessment of learning outcomes and program review.
   b) Adopt a new course evaluation instrument.
   c) Implement a multidimensional approach to teaching evaluation.
   d) Use the data from the improved teaching evaluation approach as the basis for issues addressed in faculty development programs.

5. Engage with faculty at other universities in the national dialogue about teaching and learning:

   a) Promote and support faculty involvement in organizations that focus on improvement of teaching.

   b) Promote dialogue about the scholarship of teaching.

   c) Encourage faculty who are teaching online courses.

Performance Indicators

(a) National recognition for promotion of best practices in teaching

(b) Proportion of degree programs having active programs of assessment of learning outcomes.

(c) Performance of SVU graduates on standardized outcome measures

(d) Number of faculty with MOOC certification

(e) Alumni satisfaction and achievement

"When you are doing any work,do it as worship, as he highest worship, and devote your whole life to it for the time being."

Goal 2: Excellence in Scholarship

SVU affirms its commitment to high standards of scholarly excellence based on varied forms of scholarship expressed in the Boyer model – an approach appropriate to a premier public liberal arts institution with strong professional programs that values teaching and engagement in the nation. Consistent with our history, SVU will continue to support scholarship aimed at shaping and improving public policies and practices. Believing that active scholarship is essential to excellent teaching, SVU is committed to developing a faculty of teacher-scholars, students who collaborate with faculty on research projects, and staff who are engaged in advancing the professional practice in their fields.

6. Organize a variety of forums to support faculty scholarly skills and activities:

a) Organize to encourage research collaboration.

b) Promote discussion of achieving balance among the components of the faculty role, i.e., teaching, scholarship, and service.

c) Conduct a dialogue on the multiple forms of scholarship and creative activities and the assessment of scholarship in its various forms.

d) Conduct workshops on providing advice on the process of publishing scholarly works.

7. Create opportunities for collaborations in research and creative activities:

a) Revive and update intersession concept as an opportunity for faculty collaboration as well as student learning.

b) Develop a mechanism for matching student and faculty research interests.

8. Establish more high-visibility collaborative projects, some of which will be "Stretch Ideas" for SVU.

a) Industry designed/ associated projects

b) Center for Online Learning, Research and Service

c) Center for Swayam.gov.in Applications

d) Downstate Unnath Bharat Abhyan Project

e) Incubator and Entrepreneur Development Institute

9. Foster the scholarly activities of students:

a) Encourage and support student attendance at regional academic and professional conferences.

b) Provide formal recognition and incentives for faculty who sponsor or supervise student scholarship.

c) Find ways to support faculty/student interaction outside the classroom, like mentoring.

d) Recognize faculty's student project supervision efforts.

e) Further develop student research symposia, building on the success of the SVU Science Symposium.

f) Identify research/scholarship space needs and include those needs in space planning.

g) Regularly distribute information to students and faculty about institutional support for scholarship.

h) Increase funding, non-instructional assignment availability, and joint appointments for pursuit of faculty scholarly and creative activities

i) Increase funding for staff professional development and scholarly activities.

j) Invest in online Library and Educational Technology.

k) Create and maintain standards for scholarly excellence in each college/program.

l) Develop faculty skills for securing grants through seminars and workshops.

10. Performance Indicators for Excellence in Scholarship

a) Annual number of scholarly publications, presentations, juried exhibitions, and performances
b) Annual number of grant applications, grant awards, and grants and contracts
c) Annual number of student presentations at campus, regional, and national scholarly and professional conferences
d) Number and proportion of faculty who are fellows of their professional societies or hold comparable formal peer recognition
e) Citations of SVU faculty scholarship
f) Quality of scholarship, with benchmarks varying by disciplines, journals, conferences, etc. These must be defined further at the college level.
g) Number of students inducted into academic or professional honor societies

"Stand up, be bold, and take the blame on your own shoulders. Do not go about throwing mud at other; for all the faults you suffer from, you are the sole and only cause."

Goal 3: Making a Difference in the Nation – Local, State, National and Global

a) With its location in the rural area, SVU has always had a special emphasis on public affairs, citizen engagement, and effecting societal change.
b) Our third goal echoes and updates those traditions. Making a Difference in the Nation is conceptualized as a series of activities related to reflection, dialogue, and action on public policy and civic culture, resulting in engagement with the nation outside of the university. The focus includes local, state, national, and global concerns. All undergraduates will participate in engagement or applied study activities, and graduate students will continue to have numerous opportunities for hands-on learning and research. The campus will continue to build on its solid record of accomplishment in public affairs, applied research, and training activities – paying special attention to public policy and the civic culture through NSS activities.
c) Faculty, staff, students, and alumni from every part of SVU engage in activities that make a difference in the nation. Each individual and discipline provides a unique contribution: education, business, professional programs, natural sciences, social sciences, and humanities. In other words, Making a Difference in the Nation is a shared responsibility.
d) Whereas the goal of Enriching Individual Lives focuses on the way a SVU education will lead to the growth of the individual, the goal of Making a Difference in the Nation points to the way that SVU looks outward toward the betterment of society. The challenge is to build on our traditions of engagement in ways that resonate with and reinforce what we are becoming while retaining the strengths and the values that have served the university so well.
e) The adoption of villages around SVU to incorporate Small Village concept. One of the signature qualities of SVU graduates will be an ability to engage the society in which the distance between rural and urban communities grows continuously closer.
f) SVU will meet the second part of the challenge of engagement by continuing and expanding our commitment to making a difference in the Society through a broad range of activities that result in reflection, dialogue, and action on public policy and civic culture.
g) Public Policy – How a society responds to issues such as access to higher education, content of the high school curriculum, gender or racial tolerance, care of the elderly, environmental responsibility, political corruption, or transparency and access to the financial transactions of corporations is shaped by the formulation of public policies and the implementation of those policies.
h) Civic Culture – The responses of society to issues such as these also shape civic culture in terms of the attitudes, opinions, and beliefs of citizens about issues and the impact of social institutions on the behavior of individuals. Civic culture exists at the intersection of the social, economic, governmental, religious, and private spheres of society.

"Learn everything that is good from others, but bring it in, and in your own way adsorb it; do not become others."

Goal 4: Reflection and Image of SVU

a) Making a Difference will be achieved through REFLECTION and image. Reflection is a learning process of fostering awareness and understanding of issues, mastering skills, and acquiring the experiences that facilitate effective engagement. We should actively participate in Swatch Bharat, Unnat Bharat Abhyan and Skill development programs of the Government organisation
b) Process 1: Implement the NSS activities to undergraduate courses.
c) Process 2: Develop new noncredit courses like public speaking, Technical paper publication
d) Process 3: Increase support faculty research and non-instructional assignments.

Performance Indicators

a) Number of courses taught
b) Number of experiential learning placements – graduate and undergraduate
c) Number of scholarly publications
d) Number of non-instructional assignments, research appointments
e) Number of faculty and student exchanges
f) Number and amount of grants
g) Entrance and exit assessment results
h) Number of faculty who participate in teaching the SVU general education curriculum

Goal 5: Making a difference through Dialogue/ Lectures

a) Making a Difference in the Nation will be achieved through DIALOGUE/LECTURES on public policy, awareness and initiatives. This is a process of intellectual and experiential engagement that exposes participants to a wide range of information, opinions, values, experiences, and perspectives that will broaden and enrich engagement. Discussion, interaction, and experience will help develop the understanding and knowledge necessary to promote informed action on public policy and civic culture. Students, faculty, the SVU community, alumni, and outside constituents will have the opportunity to develop and participate in these activities.
b) Develop public affairs events and forums, speakers' series, and academic and policy conferences.
c) Promote and facilitate faculty presentations and service activities to community, business, professional, and advocacy groups.
d) Increase support for faculty to participate in conferences and workshops, including travel money.
e) Contribute to and develop community organizations that focus on engagement issues, such as the NSS and NCC

Performance Indicators for Dialogue/lecture

f) Number of events, forums, and lectures
g) Student and participant evaluations of events, forums, and lectures
h) Number of conferences held on campus
i) Number of campus research/scholarship forums
j) Number of faculty presentations, scholarly and applied

k) Number of participants at events, forums, lectures, conferences, and faculty presentations
l) Level of support for faculty travel
m) Number of partnerships with external groups
n) Number of service activities led by faculty
o) Level of alumni involvement
p)

"***Throw away all weakness. tell your body that it is strong. Tell your mind that it is strong and have unbound faith and hope in yourself."***

5: Making a difference through Action

a) Making a Difference in the Nation will be achieved through ACTION on public activity and service that results in engagement in the nation outside the university. The SVU community will have the opportunity to transform society around as a result of these activities and programs.
b) Increase public recognition of SVU activities and accomplishments.
c) Develop leadership skills in students by expanding the number of student organizations and increasing participation in student government.
d) Create an Advocacy Academy in the Center for State Policy and Leadership to provide training and develop leadership skills in individuals and not-for-profit organizations.
e) Increase support for applied research and program evaluation.
f) Encourage faculty to become involved in policy development and to improve policy processes through the application of professional expertise and research findings and participation in private associations, nonprofit groups, and public organizations.
g) Reaffirm the importance of faculty service; honor service in the personnel process – both professional service and engagement.
h) Take the university to the community through outreach to civic organizations, businesses, governments, and schools.
i) Increase SVU support of the Center for Entrepreneurship in the College of Business and Management

Performance Indicators of Action

a) Number of experiential learning placements
b) Number of student organizations and number of participants
c) Creation of Advocacy Academy
d) Number of scholarly and applied publications
e) Amount of policy development activity by faculty
f) Amount of service by faculty members
g) Number of community outreach activities
h) Number of advocacy workshops and training programs
i) Participation by all undergraduate students in engagement activities as part of their undergraduate experience. These activities will be supported by a broad cross section of the faculty from Performance Indicators for all three strategic thrusts.
j) Opportunities for graduate students, faculty members, programs, colleges, campus units, alumni, the SVU community, and citizens to develop, deliver, and participate in engagement activities.

Goal 6: Making a difference through Strengthen Campus Culture

SVU will be known for its high level of responsiveness to students and as an institution where respect and civility prevail in all interactions.

Create Identity

Create an identity that is clear to all SVU faculty, staff, students, alumni, and to the external community. SVU will have comprehensive, ongoing orientation and internal communication procedures in place to keep everyone informed and involved in implementing the SVU brand and vision.

a) SVU will complete its branding process and include its message continuously in the orientation and communications plans.
b) A mandatory orientation program will be approved for all new SVU staff. The program will include information about the heritage, values, mission, vision, and strategic plan of SVU. It will also describe and promote the distinct contribution of SVU in the Venkateshwara Group. All new SVU staff will receive this orientation within their first month of employment.
c) All current SVU staff will participate in unit-level orientation to the SVU Strategic Plan within three months of its approval. Then, there will be periodic and ongoing review of the strategic plan at the same unit level. The initial orientation will include information about the heritage, values, mission, vision, and strategic plan of SVU. It will also describe and promote the distinct contribution of SVU in the University of Illinois system. Vice chancellor will be responsible for implementation. All SVU staff and faculty have tasks and responsibilities connected to the SVU vision.
d) SVU will create an internal communications plan and will notify the SVU community and alumni about this plan. The internal plan will include ways that all SVU staff and faculty can stay informed about what is happening at SVU (policies, activities, events, etc.). A major purpose of this plan should be to promote the identity and vision statement of SVU.
e) Expand the Office of Web Services to align its staff and technical resources with the growing need of faculty, staff, and students to use web sites as a major source of information and communication.
f) Create and sustain both short- and long-term marketing programs that promote a coherent identity for SVU.

Performance Indicators for Create Identity

a) Brand identified
b) Orientation programs in place for current and new staff
c) Internal communications plan implemented and well-known to all staff and faculty
d) Marketing program in alignment with curricular, co-curricular, brand, recruitment, and development efforts

Responsiveness

a) SVU must be a place where there is an expectation of extraordinary customer service for students, faculty, staff, alumni, and visitors.
b) SVU will launch a campus-wide Customer Service Program. Special emphasis will be placed on the business services that benefit students, staff, faculty, and visitors.

c) The commitment to good service will include specific ways to obtain continuous feedback – sometimes “instant feedback” – from staff, students, and visitors in response to programs, events, training, or service. Methods of feedback might include surveys, online surveys, and customer and staff satisfaction surveys.
d) Create a one-stop shop for students to receive as many services as possible .

Performance Indicators for Responsiveness

a) Implementation of a customer service campaign
b) Processes in place for obtaining continuous feedback

Goal 7: Making a difference through Build Community

SVU will pay special attention to building a community where all students, staff, faculty, alumni, and visitors feel welcome and treat each other with civility and respect; understand the traditions, values, and vision of SVU; and work together to implement the strategic plan and achieve the university’s goals.

c) Develop a list and description of “SVU Traditions.” Dissemination of this list will occur during the orientation process for all students, staff, and faculty. The objective is to make sure that all understand the history and traditions of SVU.
d) Relationships with alumni will be strengthened by increased communication with them, by their involvement in more planning and activities and events, and by additional networking with the Alumni Association.
e) Re-establish community-oriented Continuing Education opportunities with a variety of short courses responding to community needs and interests, especially for nonprofit organizations and for lifelong and non-degree-seeking learners.
f) SVU will launch a “Civility Campaign” that will include the preparation of a new document, “The SVU Commitment to Service and Respect.” All current SVU faculty, staff, and students will receive the statement.

Performance Indicators for Build Community

a) List of SVU traditions developed formally
b) Re-establish Continuing Education program
c) Implement Civility Campaign

Goal 7: Making a difference through Enhance the Physical Environment

To help create the kind of culture that we desire and to build community, SVU will take the necessary steps to alter its physical environment.

d) SVU will designate responsibility for all campus signage.
e) Develop a plan and process for continuously reviewing and improving all signage to make it more user friendly.
f) Create a plan for more inside and outside gathering spaces, including such “third spaces” as coffee shops, lounges, and the bike paths and walkways that direct people to such places.
g) Design and build “stow and go” spaces for commuter students who take coursework throughout the day and evening.

h) Create a long-range plan for statues, monuments, and a sculpture garden. Involve members of the community and potential donors in the process.
i) Promote and publicize the need for development of a Campus Town, possibly including a residential retirement center.

Performance Indicators for Enhance the Physical Environment

a) Implementation of process to improve all signage and keep it up to date
b) Long-range plans created for gathering spaces, walkways, monuments, statues, and a sculpture garden
c) Promotion and public discussion of a Campus Town and possibly a residential retirement center

Goal 8: Making a difference through Promote Environmental Sustainability

SVU will be a role model in promoting campus environmental sustainability. SVU recognizes that we are part of a global community with limited resources and that our choices can positively affect that community and campus life.

a) Expand, implement, and maintain an effective recycling program on all campus facilities.
b) Design new university buildings complying with Leadership in Energy and Environmental Design (LEED) standards and consider LEED standards in remodeling of existing buildings.
c) Raise campus awareness regarding our impact on the environment by developing environmental education programs and participating in public dialogue on environmental issues within and beyond the campus community.
d) Consider landscaping, nonconventional energy use, building maintenance, purchasing, food service, and transportation as specific areas in which environmentally friendly practices are possible and desirable; implement such practices to the extent possible.

Performance Indicators

a) Level of participation in Recycling Program
b) Achievement of LEEDS standards in new construction and renovations
c) Level of participation in public dialogue on environmental issues
d) Focus on environmental preservation and sustainability in campus planning

You should work like a master and not as a slave; work incessantly, but do not do a slave's work."