Program Development Plan

Program: Human Resources
Department: Humans Services Date: 04/0608

Summary of Strengths:
1. The MSHR program exhibits leadership in a number of ways, both within the program itself and within the University,
2. Evidence of the academic rigor of the MSHR program was seen in the syllabi provided to the Program Review team; in the requirement that all students in the program successfully pass a Comprehensive exam; and in the comments from MSHR program students and alumni.
3. Based on a number of measures – student evaluations, comments from administrators interviewed by the Review Team, and comments from students themselves – it seems clear that both current and former students feel very positive about the program.
4. Although it is not a large program, the MSHR program enjoys visibility on the WCU campus.
5. The MSHR program is open to collaborating with other units within the CEAP and the University.
6. The MSHR program enjoys a positive climate in which it operates, due in no small measure to the way the program is viewed by those interviewed for this report.
7. Several of those interviewed spoke favorably about the success that the MSHR program has had in transitioning to a fully online mode.
8. Respondents said that both Dr. Sherlock and Dr. Kirk were invested in the “quality of their program.
9. The MSHR program is seen as having “great potential” for growth.

Recommendations for Improvement:

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<th>Recommendation</th>
<th>Strategic Action(s)</th>
<th>Resources needed</th>
<th>Person(s) Responsible</th>
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<td>1</td>
<td>A greater emphasis needs to be placed on marketing including: release time for Program Director, funds for increased online advertising and travel, and ads in professional magazines and journals (e.g., the Society of Human Resource Management).</td>
<td>1. PD – has current 2+2 load. For Fall ’08 reduce to 1+2 load. 2. Develop institutional Internet advertising strategy – w/ particular emphasis on online HR visibility.</td>
<td>New/Reallocation $5K</td>
<td>1. Program Director and Department Head 2. Ed Outreach/ Program Director/Graduate Dean/Public Relations</td>
<td>1. Spring ’09 2. Fall ’09</td>
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<td>Monitor the competitiveness of adjunct pay rates for online instructors, and adjust as necessary.</td>
<td>1. PD will petition for increased pay for well-qualified faculty criteria (APR 17)</td>
<td>R</td>
<td>1. Program Director, Dept. Head, &amp; Dean</td>
<td>1. Fall '08</td>
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| 3 | Increase funds for training, travel, and equipment needs for adjunct faculty. | 1. Submit special request to Dean to create fund for support of adjuncts.  
2. Add program review code to budget forms.  
3. Provost will request fund similar to Chancellor's travel fund for adjuncts  
4. Pursue “train the trainer” with Ed. Outreach staff on CC campuses. | N/R               | 1. Program Director, Dept. Head  
2. Office of the Provost (Beth & AJ)  
3. Office of the Provost (Beth)  
4. Ed Outreach/ Graduate Dean | 1. Spring '09  
2. Spring '09  
3. Spring '09  
4. Summer '08 |
| 4 | Hire one additional full-time faculty member | 1. Include request for faculty in Staffing Plan. | N                | 1. Dept. Head, Dean | 1. Summer '08    |
| 5 | Add or modify courses in the following areas:  
- A Global HR course emphasizing cross-cultural awareness and skills development;  
- A course on mergers and acquisitions, emphasizing understanding of organizational culture;  
- A course on Labor Relations and Negotiations. | 1. PD will complete a curriculum audit.  
2. Seek approval for changes through the curriculum process. | N/A              | 1. Program Director  
2. Program Director | 1. Fall '08  
2. Spring '09 |
| 6 | Revise current assessment strategies to:  
- align with SHRM standards  
- focus on summative evaluation of student learning  
- account for impact of online instruction | 1. Include in Curriculum Audit a review of comprehensive exam requirement & explore learning portfolio. | C                | 1. Program Director | 1. Fall '08    |