

Educational Outreach

2014-2015

Assessment of Progress

June 2016

Cover Page

Plan for the Division of Educational Outreach

Plan Cycle: 2014-2016

June 2, 2014

Vision:

Educational Outreach will be the partner of choice for individuals and communities to achieve their personal and professional aspirations.

Mission:

Educational Outreach extends access to education and training through innovative courses, programs, and services for individuals and communities both locally and globally.

Core Values:

Service: The Division provides customer-driven services to a broad definition of communities including residential and distance students; local community groups, local community market segments, global market segments and global communities.

Leadership: The Division takes a proactive approach to serving non-traditional/underserved populations, professionals, businesses, local communities and global communities.

Access: The Division provides high quality programs and services with an open-access attitude of service or referral.

Integrity: The Division demonstrates honesty, reliability and collegiality in its partnerships with all constituents.

Innovation and Creativity: The Division is committed to innovation and creativity in all business processes from inception to implementation and evaluation in all aspects of our work.

Content of Plan

Strategic Directions:

Strategic Direction #1: Fulfill the educational needs for adult and non-traditional learners who cannot complete a traditional residential degree program.

Strategic goals:

Goal 1.1: Deliver high-quality residential and online programs.

Initiative 1.1.1: Assist in the implementation of Quality Matters.

Progress toward Goal _____%

Initiative 1. 1.2: Develop a user-friendly orientation program which positions students to be ready to learn the first day of class in online programs.

Progress toward Goal _____%

Initiative 1.1.3: Increase distance enrollment by 20 percent by 2016.

Progress toward Goal _____%

Initiative 1.1.4: Increase Biltmore Park enrollment by 5% each year (approximately 26 additional headcount).

Transferred to BP Progress toward Goal __100____%

Initiative 1.1.5: Complete the Biltmore Park Strategic Plan with recommendations for new programs.

Progress toward Goal_100%

Initiative 1.1.6: Work with Biltmore Park directors to schedule monthly information sessions (i.e., advertise a “Learn & Earn” the first Tuesday of every month at Biltmore Park for students to learn more about the programs.

Goal- Redefined-

Thirty Events Scheduled July1, 2016-June 30, 2017

Progress toward Goal _____%

Initiative 1.1.7: Work with the Director of Marketing to develop a plan for promoting programs at Biltmore Park, Distance and Military Programs.

Progress toward Goal _____%

Goal 1.3: Ensure all programs include cross-curricular experience, applied and international/global awareness opportunities for all students.

Initiative 1.3.1: Provide opportunities for students to participate in Appalachian and Cherokee cultural activities.

Progress toward Goal _____%

Initiative 1.3.2: Provide opportunities for faculty and students to participate with international students in summer conferences and workshops.

Goal 1.4: Eliminate barriers to student access through coordinated endeavors with Birth-12 and community college partners.

Initiative 1.4.1: Identify barriers to access for distance students.

Initiative 1.4.2: Identify programs with caps and waiting lists and explore ways to allow for additional enrollment in those programs.

Initiative 1.4.3: Develop model transfer guides for distance students.

Initiative 1.4.4: Increase access to liberal studies requirements through proper planning with colleges, community colleges, advanced placement testing and ACE awareness.

Goal 1.5: Make WCU a destination for short-term educationally based programs, activities and events, including summer school, continuing education, camps, conferences and personal enrichment opportunities.

Initiative 1.5.1: Increase the number of youth camps by 50% by 2016.

Initiative 1.5.2: Work with colleges to offer short-term continuing education opportunities at Biltmore Park and on the Cullowhee campus.

Initiative 1.5.3: Expand the number and type of continuing education opportunities by developing relationships with vendors for certification testing and preparation.

Initiative 1.5.4: Create a community scholar program for individuals wishing to engage in personal enrichment.

Goal 1.6: Attain a student population that balances the University's commitment to access, its responsibilities for student success and ensures the sustainability of University funding.

Initiative 1.6.3.1: Target military-affiliated populations whose interest and expertise align with programs at WCU. These include, but are not limited to, increased recruitment of dependents, those in health related areas, and leadership.

Initiative 1.6.3.2: Align recruitment efforts with programs with growth potential.

Initiative 1.6.3.3: Secure a customer management system that aligns with admissions and can be used for automated tracking and follow-up with potential and current students.

Initiative 1.6.3.4: Use the Morganton Outreach office to more effectively recruit for both residential and distant students through improved access to information and better methods of follow-up.

Initiative 1.6.3.5: Work with graduate program directors to investigate the possibility of more weekend offerings at Biltmore Park.

Initiative 1.6.8.1: Increase the number of distance and military students who complete their degrees in 4 years.

Initiative 1.6.8.2: Develop a matrix for distance students with multiple strategies for completing liberal studies requirements.

Strategic Direction #2: Enrich the Total Student Experience.

Goal 2.1: Foster a student centered campus culture that emphasizes academic excellence, personal growth, networking opportunities and global and social awareness.

Initiative 2.1.1: Include an expectation of academic rigor and standards in distance and military recruitment material. Ensure a smooth transition and familiarity of staff to assist from intent to enroll to enrollment and beyond.

Initiative 2.1.2: Develop and formalize mentoring programs for Native American students through WCU's Cherokee Center.

Initiative 2.1.3: Strengthen the Student Veterans Association to promote mentoring of new students.

Initiative 2.1.4: Develop and formalize a mentoring program for distance students.

Initiative 2.1.5: Ensure that all students enrolled at Biltmore Park receive excellent customer service and the required student support services and provide ongoing assessment with a positive rating of 90% or better of all students.

Strategic Direction #3: Enhance Our External Partnerships.

Goal 3.1: Strengthen relationships and communication between the University and its external partners; particularly those partners Educational Outreach works with, including but not limited to, advisory committees, conference participants, business leaders and community college advisors.

Initiative 3.1.1: Utilize the Cherokee Center to increase communication and interaction with members of the Eastern Band of Cherokee Indians and business entities on the Qualla Boundary.

Initiative 3.1.2: Utilize the outreach office in Morganton to increase communications with community college partners in the Piedmont region.

Initiative 3.1.3: Develop a strategic plan for a partnership with the National Guard.

Initiative 3.1.4: Develop a non-credit certificate in nonprofit management.

Initiative 3.1.5: Sponsor either a *Leadership Asheville* or an *Asheville Chamber of Commerce* event at least annually.

Initiative 3.1.6: Participate in *Jackson County Chamber of Commerce After Hours* events. Participate in *Asheville Chamber* events.

Initiative 3.1.7: Continue to promote the Biltmore Park programs by encouraging community groups to use space at the facility.

Initiative 3.1.8: The Director of WCU Programs at Biltmore Park will join several community committees that align with our mission and promote WCU Programs at Biltmore Park and continue to build relationships with local industry, business, etc.

Initiative 3.1.9: The WPCCR Regional Coordinator will participate regularly in events and/or meetings of the Burke County Chamber of Commerce and the Catawba County Chamber of Commerce.

Strategic Direction #4: Invest in Our People.

Goal 4.1: Make support for professional development for all employees a fiscal priority at WCU.

Initiative 4.1.1: Budget funds for every EO employee to attend at least one professional development event each year.

Initiative 4.1.2: Nominate one person annually for *Leadership Asheville*.

Initiative 4.1.3: Nominate Jim Craig to participate in *Leadership Catawba*.

Strategic Direction #5: Invest in Our Core Resources.

Goal 5.1: Implement sustainable funding models to ensure fiscal stability.

Initiative 5.1.1: Flow chart business processes to assess inefficiencies. Revise flow to increase efficiency based on the assessment.

Initiative 5.1.2: Seek additional sources of revenue, specifically new testing opportunities.

Strategic Direction #6: Garner Support for our Vision.

Goal 6.1 Facilitate a shared understanding of a commitment to the institution's strategic vision among WCU faculty, staff and students.

Initiative 6.1.3.1: Through annual retreats, staff meetings and participation in campus events keep the strategic message front and center of all activities.

Initiative 6.3.3.2: Increase visibility of distance learning and seek scholarships designated for distance students.

Initiative 6.3.3.3: Work with faculty to increase the number of blended credit/non-credit offerings for the summer.

Addenda to the Plan

Educational Outreach Planning Process:

Employees of Educational Outreach reviewed the 20/20 Vision and provided suggestions and areas where Educational Outreach (EO) could help the University fully realize the 20/20 Vision. A retreat held at Biltmore Park in 2013 focused on determining the mission and vision for EO. Through an interactive process, the group determined a mission and vision which would serve the Division of Educational Outreach through 2020. Additionally, a unit committee was determined at that time to develop the strategic plan for the Division. After an initial meeting and a review of the many ways EO could support the 2020 Vision, the planning group then determined the first steps in achieving the mission. Susan Fouts and Patsy Miller met and put those ideas into goals for the Division. Soon after that time, the Provost determined the new Provost would be responsible for fostering the EO strategic plan. After the new Provost's arrival, we were charged with completing the Strategic Plan. Using our initial meeting of all staff and subsequent meetings of the Educational Outreach Planning Committee and the Director's meetings, the plan was written and sent to all employees for review and comments.

Roster of Division/Unit Planning Committee(s):

Jim Craig
Briana Ford
Susan Fouts
Patsy Miller
Tony Miller

Description of Key Source and Reference Materials:

2020 Plan
Strategic Planning Session held February 2013
Biltmore Park Planning Sessions
Conference Committee
Educational Outreach Director's Meetings and Staff meetings