

WCC Strategic Plan Updates

Updated November 28, 2018

General

- Strategic Plan Updates Sheet
 - To be prepared and shared following each Administrative Council meeting
 - Will be shared with WCC employees via iNSider site
 - Will be shared with general public via WCC website on Strategic Planning page
- Strategic Planning Website
 - Visit www.wilkescc.edu/strategicplanning
 - Updates and information will be posted here related to our 5-Year Strategic Plan
 - A few current posts include:
 - 5-Year Strategic Plan
 - 2018-2019 Annual Implementation Plan
 - Strategic Planning: Motivation & Approach
 - Curated Research & Benchmarking
 - Strategic Planning Taskforce and Working Group Rosters
- Annual Touchpoints Calendar
 - The AC is finalizing an annual calendar for planning touchpoints related to the 5-Year Strategic Plan
 - The Annual Strategic Plan Touchpoints Calendar will be posted to the website when final
 - The first “Mid-Year Progress Presentation” will occur on the morning of 1/22 prior to Professional Development sessions scheduled for that day
- Strategic Planning OneDrive Folder Structure
 - A comprehensive shared folder structure has been created in OneDrive
 - Implementation Teams and Working Groups can save and access resources, meeting notes, planning documents, etc. all within this folder structure
- SMART Strategy Implementation Teams
 - 20 Implementation Teams have been meeting at least once per month – and working in between – to execute the SMART Strategies assigned to them in pursuit of our 5-Year Strategic Plan
 - Highlights from each SMART Strategy Implementation Team are listed below

SMART Strategy Implementation Teams

1. Data-Driven Analyses & Decision-Making
 - Newly hired Data Analyst Adam Parsons began 11/1
 - Next Step: The first Implementation Team meeting will be held 11/29 in the John V Idol Board Room

2. Embedded Tutoring & Support System

- Embedded Tutors continue to operate in Developmental Math, Developmental Reading/English, Accounting 120, and Computer Technology Integration; Workshop-based tutoring is in place for English 111; Skype-based tutoring continues in Computer Information Systems 110
- Next Steps: several focus groups and surveys for instructors and students will be conducted prior to mid-December; followed by an action plan completed by mid-January addressing types of support beyond embedded tutors, related professional development for faculty, marketing and promotion of academic support, and related tools and platforms

3. Enrichment Offerings for Aging Adults

- Ashe County was selected as the pilot county; two meetings have been held
- The pilot group is currently evaluating models for collaboration across agencies who serve aging adults work together to expand offerings, awareness, and utilization among an increasingly diverse aging adult population
- Next Step: The next pilot group meeting will be held 12/18 at Ashe Services for Aging

4. Enrichment Programs for Youth

- Three programs were identified for exploration: 1. Rising 6-8th Grade: Academy; 2. Rising 9th Grade: Career Exploration; 3. Rising 10th-12th Grade: Academics & Leadership
- WCDE will be responsible for #1; ISSS will be responsible for #2 & #3
- WDCE will officially take the lead on developing and managing these programs in partnership with curriculum and community stakeholders
- Next Steps: 1. Two sub-committees will work out program details of each category listed above; 2. Chris Robinson will begin assessing funding opportunities to support programs

5. Expanded 4-Year Institution Presence

- A new University Transfer Office has been established on Wilkes Main Campus, Hayes Hall, Room 314
- APPState is staffing the office Thursdays 11:00 a.m.-3:00 p.m. September through November
- Planning is underway for innovative marketing and promotion of the office for transfer students
- WCC Deans and VPs met with the new Provost at Winston-Salem State University, Dr. Anthony Graham, to discuss strategies to improve transfer rates and student success between WCC and WSSU

6. Expanded Online Offerings

- On hold

7. Financial Aid & Development Personnel Expansion & Restructure

- Completed!
- Kelly Huffman transitioned to fulltime Financial Aid Coordinator supporting financial aid functions
- Stacey Whitley hired fulltime as Administrative Assistant for Office of Institutional Advancement to support scholarship initiatives and development efforts

8. Financial Aid & Scholarship Management Software

- All institutional scholarships have been entered into Blackbaud Award Management (BAM) platform
- Implementation Team is receiving phased training from BAM onboarding point-person
- Implementation Team to pilot BAM's built-in communication tool with Grants Committee

- Kudos to Randy Miller, of WCC’s Information Technology Services, for creating ALL recommended reports in BAM; a feat which no other community college we’re aware of has achieved, given the complexity of report setup
- Next Step: Implementation Team meeting on 12/4

9. Full Cost of Education Assessment

- Full “Cost of Attendance” calculated and customizable per individual student circumstances (e.g., with or without child care, near or distant commute to campus, etc.)
- An inventory is being prepared of county-specific community resources corresponding to “costs” beyond the scope of scholarships, financial aid, and emergency funds provided by Wilkes Community College
- A communication campaign “Together We Can” being developed to encourage students with these indirect costs and needs to reach out to staff and faculty for direction on navigating available community resources
- A “quick guide” being prepared for all staff and faculty to ensure any college employee can knowledgeably point students toward relevant community resources they may be able to access
- Next Step: Implementation Team meeting on 12/4

10. Guided Pathways to Success Program

- WCC participated in two Guided Pathways to Success Institutes for pilot colleges, organized by the NC Community College System office
- Next Steps: Mapping Program Pathways, which includes organizing programs into career-focused meta-majors and backward mapping all programs to jobs and transfer opportunities; the target completion date is the end of Spring semester

11. High School Career Coach Program

- All Career Coaches have been hired and onboarded
- 13 employer/business visits completed over the summer
- 105 classroom or group presentations completed reaching approximately 3,179 students and parents
- 147 individual student meetings completed and recorded
- Note: Career Coaches have a seasonal focus -- Summer-employers; Aug-Sept-group presentations/awareness of coaches; Oct-ongoing-individual student meetings
- WCC Press Release just published 11/26 announcing \$1.1 million donation from the Robert L. Strickland family to support the “Robert L. Strickland Career Coach Program” over the next four years.

12. Labor Market Alignment System

- Annual Program Advisory Committee meeting was held on 10/24 and had record attendance (200+)
- Adam Parsons was hired 11/1 as fulltime Data Analyst for WCC, which will support the development of data-driven input regarding labor market alignment
- Next Step: Implementation Team will kick off in late November

13. Scholarship & Fund Portfolio Analysis

- 46 scholarships identified that fall under \$10,000 endowment amounts
- Next Step: Design of general scholarship fund and outreach to donors
- Next Step: Implementation Team meeting on 12/4

14. Soft Skills Training, Modeling, & Messaging

- Next Step: Pre-kickoff meeting on 12/4; full Implementation Team kickoff meeting to follow

15. Staff & Faculty Professional Development Program

- New Director of Professional Development Jon Howle started 11/5
- Next Steps: Preparations for Professional Development Day on 1/22; evaluation of unique needs of faculty versus staff professional development; buildout of professional development calendar for 2018-2019

16. Student & Alumni Feedback System

- Adam Parsons was hired 11/1 as fulltime Data Analyst for WCC
- A series of student focus groups with ACA 115 and 122 classes, as well as non-completers, are taking place over coming 6 weeks
- Implementation Team kickoff meeting was held 11/20
- Next Step: Implementation Team meeting on 12/6

17. Student Computer Access / Bring Your Own Device Initiative

- Quality Dell laptops with 2-3-year pro support available for purchase online and in WCC Absher bookstore
- Laptops can be purchased with cash, credit card, and financial aid
- Adam Parsons and Roberta Harless have identified financial aid metrics and related data sets and charts to complete the Affordable Access proposal
- Next Step: Implementation Team to review draft proposal next week

18. Targeted Outreach & Communications

- New WCC branding rolled out
- Branded document templates being developed
- Marketing planning sheet related to Strategic Plan initiatives created and circulated; marketing materials being developed based on input
- Video shoot completed with Dr. Cox for a variety of targeted video communications
- Wilkesboro Pole Banners completed featuring new brand and more specific messaging
- Web Ads underway with geotargeting and geofencing of service area
- Commercial for TV and Movie Theaters featuring GED student Joshua Knapp soon-to-be rolled out
- Marketing material for Customized Business & Industry Training Program in development

19. WCC Community & Civic Engagement Policy

- Policy being drafted to support employee leave for community service
- Next Step: Policy will be shared in April 2019 with Trustees

20. Work-Based Learning

- Initial inventory of work-based learning has been assembled and discussed
- Next Step: Convene internal and external stakeholders to assess current WBL experiences and best practices, as well as scalability