WILLISTON STATE COLLEGE

STRATEGIC PLAN

2020-2025

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WILLISTON
STATE COLLEGE

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ACCREDIATION TEAM 1: ACADEMIC INTEGRITY

INITIATIVE ONE
Improve strategic outreach communication

GOAL ONE: Develop E-Portfolio Training for Adjuncts/DC Instructors
Data used: e-portfolio document summary,
Criteria Met: 3B3

AY1: creating the video
AY2: assessment with the video for instructors, track views

INITIATIVE TWO
Create Efficiency in Processes

GOAL ONE: 2. Editing of Program Review Template (In progress)
Data used: leaders will document that the rubric and data collection matches
Criteria Met: 1A.2

AY1: Review and edit program review template
AY2: analyze the program review template and make sure it is working

INITIATIVE THREE
Fostering career/transfer ready skills

GOAL ONE: Redesign and distribute the graduation survey
Data used: number of students who take the survey
Criteria Met:4A 6

AY1: Propose changes and revise survey, find a way to get more students to complete the survey
AY2: analyze the data and make revisions to the graduation survey

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ACCREDIATION TEAM 2: Enrollment Management

INITIATIVE ONE
Improve strategic outreach communication

GOAL ONE: Develop virtual visits, program videos and virtual tours
Data used: Enrollment numbers, what schools are using virtual, "view video" number trends
Criteria Met: 1.A.2, 1.A.3, 2.A.4, 2.B.1,

AY1: Videos completed, increase in enrollment to 1,000
AY2: Increase in enrollment 2-3%, more of a recruitment tool program specific

GOAL TWO: Create a marketing campaign - Survey "How'd you hear about WSC?" in College Strategies
Data used: Analytics
Criteria Met: 2.B.1, 5.C.4

AY1: Increase enrollment 2-3%
AY2: Find what works better than the other to reach students

INITIATIVE TWO
Create Efficiency in Processes

GOAL ONE: Creation of E-Forms
Data used: Survey to see what forms can be made into e-forms
Criteria Met: 2.E.3

AY1: Make easily accessible
AY2: Current usage of forms and data retrieved

GOAL TWO: Review advisement and in-service sessions
Data used: First term advising survey, review "need-to-know" as advisor
Criteria Met: 3.D.1, 3.D.2, 3.D.3, 4.C.1, 4.C.2, 4.C.3, 4.C.4

AY1: Review processes and clarify verbiage,
AY2: First year advising review, including handbook

INITIATIVE THREE
Fostering career/transfer ready skills

GOAL ONE: Create a career board for community jobs
Data used: See average of how many students in COOP

Criteria Met: 1.C.1, 1.C.2, 5.C.3

AY1: More COOP opportunities
AY2: Expand opportunities for other programs for students to gain experience

GOAL TWO: Development of orientation days
Data used: WoW attendance, surveys for prizes
Criteria Met: 2.B, 2.B.1

AY1: Review student orientation and implement possibly multiple days and virtual options (Parent weekend – according to handbook)
AY2: More inclusive for better understanding

ACCREDIATION TEAM 3: Student Success

INITIATIVE ONE
Improve strategic outreach communication

GOAL ONE: Create multiple student touchpoints to assist students with 'typical' obstacles faced throughout the academic year**.**
Data used: Student participation and engagement at Tune Ups.
Criteria Met: 3.D.1; 4.B.4

AY1: Publish Weekly "Teton Tune Ups" and host 2 Tune Up per semester with relevant topics to the academic calendar and student success. Survey students on events and usefulness.
AY2: Expand/revise based on feedback.

INITIATIVE TWO
Create Efficiency in Processes

GOAL ONE: Improve academic advising/management outcomes for student athletes.
Data used: Enrollment #, retention, graduation transferability
Criteria Met: 3.C.6; 3.D.1; 4.C.1; 4.C.2; 4.C.3:

AY1: Research and assess past athletic academic advising and monitoring solutions.
AY2: Present solutions to potential needs.

GOAL TWO: Implement a retention software.
Data used: Is software implemented? Retention numbers.
Criteria Met: 4.B.3; 4.B.4; 4.C.1: 4.C.2; 4.C.3; 4.C.4

AY1: Explore retention software needs and possibilities.
AY2: Implement retention software.

INITIATIVE THREE
Fostering career/transfer ready skills

GOAL ONE: Create a Student Auditing Program.
Data used: Number of participants. Frequency of feedback and engagement.
Criteria Met: 3.E.2; 3.C.6; 4.C.3; 4.C.4

AY1: Create a sustainable student database. Create and test a pilot group.
AY2: Analyze pilot group. Expand/revise based on feedback.

GOAL TWO: Create opportunities for Community in the Classroom where students can utilize classwork to assist in 'real world' tasks.
Data used: Survey embedded in course.
Criteria Met: 3.B.4; 3.E.2;

AY1: Identify potential community partnerships. Create database of resources.
AY2: Expand/revise based on feedback.

ACCREDIATION TEAM 4: Workforce & Career Readiness

INITIATIVE ONE
Fostering career/transfer ready skills

GOAL ONE:
Ensure WSC programs and course offerings match the regional and state workforce needs.

Data used:
Job Service / Bureau of Labor Statistics; North Dakota Career Builders; Burning Glass analytics; Western Builders Association; Chamber of Commerce

Criteria Met:
1B3, 3A1, 5A2, 5C3, 5C5

AY1:
Implement annual process to:
1. Compile and summarize the data from the above sources.
2. Assess the data and identify gaps in program or course offerings.
3. Select top gaps to target, then perform feasibility studies across functional areas for WSC (faculty, staff, space, course supplies, accreditation, funding, etc).

AY2:
Implement top (2) program or course offerings found to be absent, in demand & feasible.

GOAL TWO:
Ensure quality & effective workforce offerings at WSC, by ensuring courses provided are successfully teaching the correct skillsets to meet current market needs.

Data used:
Surveys to Students, Alumni, Community Partners, and Industry; WSC Advisory Boards; Chamber of Commerce; LEAP Categories

Criteria Met:
1B3, 3A1, 4A1, 4A2, 4A5, 4A6, 4B2, 5C3, 5C5

AY1:
Implement, or streamline when present, annual data gathering procedures from the above data sources, and identify gaps where new skills or new methods need to be targeted.

AY2:
Implement improvement plan for skillsets identified more attention, and/or adjustments to delivery methods for existing skillsets being taught.

ACCREDIATION TEAM 5: Institutional Leadership

INITIATIVE ONE
GOAL ONE: Create a more inclusive online presence
Data used: Student and parent survey data, including search patterns/frequency and feedback, provided in conjunction with the marketing vendor for the college, Engage to Inspire.
Criteria Met: 2.b.1, 3.b.1, 5.a.2, 5.b.2, 5.c.1, 5.c.3, 5.c.4, and 5.c.5.

AY1: Virtual Tours, Chatbot, and integrate into new website.
AY2: Continue marketing campaign that will begin in AY1.

GOAL TWO: Development of a marketing strategy to target students in and out of region.
Data used: Enrollment goal attainment metrics and enrollment trends over time provided by the marketing vendor for the college, Engage to Inspire, as well as through census data from the Registrar.
Criteria Met: 5.a.2, 5.c.1, 5.c.3, 5.c.4, and 5.c.5.

AY1: Establish marketing committee and establish marketing campaign to highlight scholarship overlay.
AY2: Analyze market strategy and create smaller marketing campaigns.

INITIATIVE TWO
Create Efficiency in Processes

GOAL ONE: Creation of Electronic Processes and elimination of paper documents.
Data used: Useability survey that targets student reactions to the general application process for admission and housing.
Criteria Met: 2.b.1, 3.d.4, 4.c.1, 4.c.2, 4.c.3, 5.c.3, and 5.c.5.

AY1: Review current processes for Students, Staff, and Faculty to determine where efficiencies could be made through e-forms, consolidation of processes, or elimination of processes.
AY2: Implement the processes recommended in AY1.

GOAL TWO: Improve the 1st Year student experience at WSC.
Data used: Useability survey that targets student reactions to the general application process for admission and housing and identifies any barriers to the general application process identified by students.
Criteria Met: 4.c.1, 4.c.2, 4.c.3, 4.c.4, 5.c.1, and 5.c.2.

AY1: Evaluate the orientation, 1st term advising, and admissions process for 1st Year Students.
AY2: Implement recommendations of AY1 and ensure compliance with implementation.

ACCREDIATION TEAM 6: Community & Stakeholder Partnerships

INITIATIVE ONE
GOAL ONE: Expand community representation at annual strategic planning meetings.

Data used: Data comparing last year attendance to future year's
Criteria Met: 1.B.3, 1.C.2

AY1:   Ask each accreditation group to identify members of community to participate in strategic planning
Develop standardized communication for inviting and informing the community members to participate
Develop a commitment process for community members to attend and actively participate throughout the year and year-to-year
AY2:   Follow up with community members throughout year and each subsequent year (sustain)

GOAL TWO: Create and implement a standardized follow up process with advisory boards to communicate how advice/input from boards is being considered or implemented into CTE programs.

Data used: Past communication processes, Report from CTE director summarizing how programs are following process, state of the college discuss this area with stakeholders
Criteria Met: 1.B.3

AY1:   Review what is currently being done to follow up with advisory boards
Establish who will be directing CTE programs
AY2:   Implement new process
Evaluate effectiveness of process

INITIATIVE THREE
Fostering career/transfer ready skills

GOAL ONE: Create a partnership between Student Life, Work Force Training and possibly Job Service to host an annual Job/Career Fair and/or Virtual Trade Show

Data used: Attendance and options available at related events shooting for 10% growth each year.
Criteria Met: 1.C.1

AY1:   Identify what we did before (conference services or equivalent)
Start discussion between student life, work force training, and job service
Identify costs and challenges to virtual vs face-to-face
AY2:   Host 1st event

GOAL TWO: Create focus groups with representatives during the community strategic planning meeting to determine what skills students need to be successful in the workforce community and use this information to create a campus wide plan on how the college can address and improve those skills. (1.B.3, 1.C.1)

Data used: Identification of skills and assessment of skills in exit course.
Criteria Met: 1.B.3, 1.C.1

AY1: Establish focus groups
       Identify skills
       Educate WSC faculty and staff what the skills identified are
       Feasibility of unique college strategies classes to allow for specialization of skills
AY2: Create process to integrate skills into WSC classroom settings
       Discussing possibility of exit course or project that reviews skills
       Continue regular dialogue with stakeholders to engage and continue input