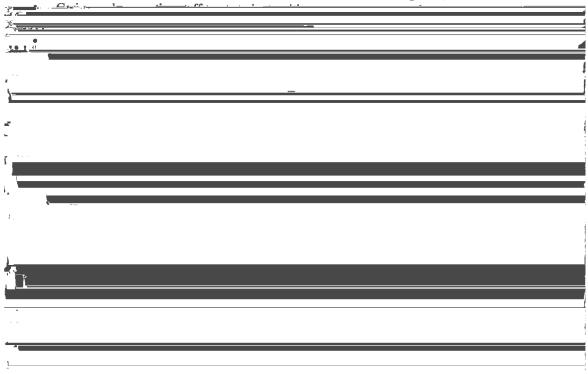# 2020 EDUCATIONAL MASTER PLAN GOALS

Goal #1: Branding

Develop an innovative, comprehensive branding campaign to market the College as a distinctive institution (e.g., establishing signature programs, creating a capital campaign, leveraging athletics).

I. Define our brand: What sets us apart from other CCs?

- Developing a well rounded student – we go beyond the factory method of education (quick degree or transfer).
    - Cilker School of Art and Design - we are emphasizing right brain creativity development. Putting the Arts in STEM to create STEAM.
    - Che School of Professional Studies – Career Programs emphasis, collaboration
- Beautiful campus (nature, sustainability, creek restoration, relaxing, safe)
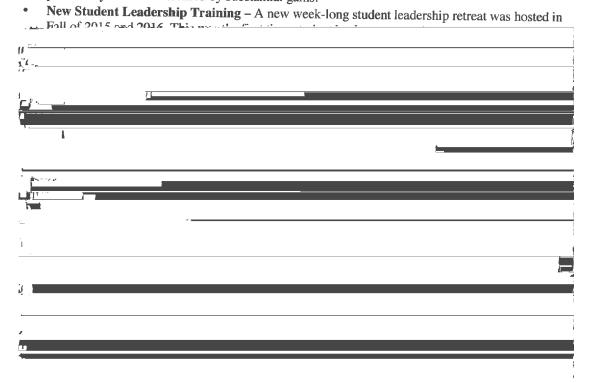
2020 EDUCATIONAL MASTER PLAN GOALS

Goal #2: Campus Environment

Create a vibrant and engaging campus community.

Objectives:

- Engage the campus community in a research project that aims to understand the student

  - o Timeline:

    Data Analysis – September 2016- January 2017

  - o Timeline:

    Data-Driven Changes – June 2017 – August 2018

2020 EDUCATIONAL MASTER PLAN GOALS

Re-organize Cafeteria/Event Center – The Campus Center Cafeteria/ Event Center has rolled out a semi-permanent stage and new layout that holds 50% more students. The space will undergo another major redesign with new furniture in Fall 2016, which will accommodate even more students.

- **Increase traffic in Campus Center** – Sales for Drip Coffee and the WM Café have both seen year over year sales increased by substantial gains.
- **New Student Leadership Training** – A new week-long student leadership retreat was hosted in Fall of 2015 and 2016. This was the first time student leaders were

2020 EDUCATIONAL MASTER PLAN GOALS

Goal #3: Career Programs

Align career courses and programs with labor market opportunities.

Sub goals (2016/2017)

I. **Develop and align new non credit CTE courses with the CTE credit programs**

    a. Work has begun with the water grant
    b. New courses in business and court reporting already in the curriculum process.
    c. Develop courses in job readiness and soft skills.
    d. Expand our operations by creating a new management position to over see all non credit
        i. Funded through the Strong Workforce Program

II. **Create a job placement specialist position to assist graduates with entry-level positions or internships.**

    a. Use Strong Workforce funding
    b. This person will also collect completion and employment data on our students (information that is being asked for by many different agencies)

III. **Align our efforts with industry through our advisory boards**

    a. Organize an annual joint meeting of all our advisory boards

IV. **Develop and broadly publicize industry-informed pathways that prepare students for jobs within our region.**

    a. Use Strong Workforce funding for development
    b. Use Data Unlocked funding/technical assistance to determine which pathways to pursue in our region
    c. Examples include
        i. Cyber-security
        ii. Green/sustainable design
        iii. Health related fields
            1. Medical equipment repairs
            2. Medical records technicians and transcriptionists.

[Handwritten notes:]

other

V. Coordination of CTE Resources w/ ^college funding resources to optimize - and avoid redudency

- timelines
- adding students.
- III: add discussion
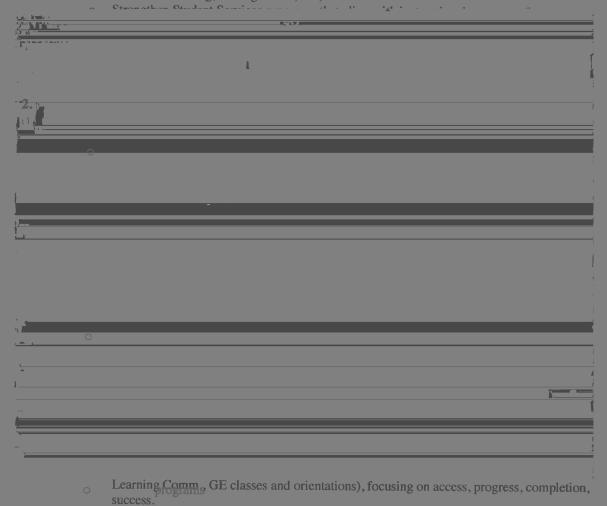
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restructuring advisory boards to incorporate

more diverse social science Diversity.

DRAFT 10/13/16

Goal #4: Course Offerings

Explore and shift course offerings depending on evolving student and community needs (e.g., distance learning, noncredit, weekends, evenings, compressed courses and community education).

1. **Course and program priorities will be identified per School and Divisions based on student demand, labor market and job availability data, and success, completion, and persistent**

- o Offer courses that support the completion of CTE - ADT – Transfer programs
- o Offer programs or develop new programs that are supported by labor market information and high job attainment rate
- o Launch programs that are supported by the entrepreneurial mind set
- o Strengthen and grow supplemental instruction that support student success (acceleration, embedded tutoring, writing center, etc.)

2.

- o Learning Comm., GE classes and orientations), focusing on access, progress, completion, success.

- o Develop programs that support international experience
- o Develop programs that are supported by the labor market and job attainment rate
- o New Full-time faculty hiring

Goal #5: Diversity and Equity

Commit to developing and supporting and

Sub goals:

- Utilizing research-based best practices, develop healthy discussions on race and ethnicity across the campus including but not limited to faculty inquiry groups and courageous conversations, and provide appropriate facilitators/presenters from a wide range of expertise.
  - Timeline:
    Implementation beginning August 2015 – May 2017
    Data collection beginning August 2015 through June 2017

    Data collection: Mid Sept. 2016 – Nov 16, 2016 (annually)
    Data analysis and dissemination: Jan 2017 – April 2017 (annually)

- Identify appropriate methods to collect disaggregated student equity data and distribute to non-instructional programs, including Student Services so each program can assess their progress with target groups and include in their non-instructional Program Review.
  - Timeline:
    Data collection   January 2017 – Sept. 2017
    Data analysis and dissemination   Nov. 2017

Goal #7: Professional Development

Plan and implement a needs-based program of professional development for the entire campus community.

Subgoals: (2016-2017)

I. Create and implement a method of assessing professional development needs and best practices
    a. Include best practices research at other colleges and consultation with key WVC campus committees and stakeholders
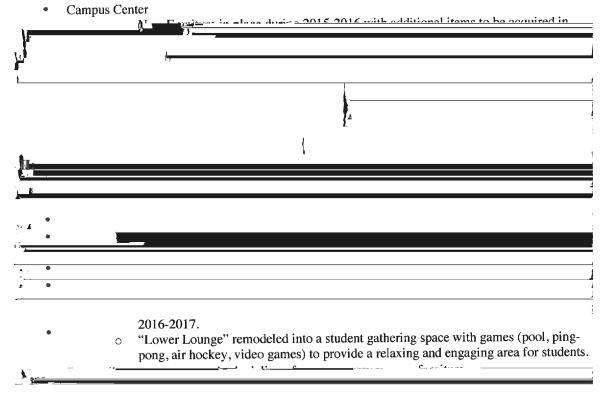
Goal #8: Resources

Align campus and personnel resources to priorities supported by data. Provide robust academic support services.

Subgoals

I: Physical Resources:
Through the use of Community Support Funds, Bond Funds, Land Corp Funds, donations, and State Scheduled Maintenance Funds, multiple projects have been completed or are underway.

- Cilker School of Art and Design
- Athletics,
    - Baseball scoreboard
    - Fencing around baseball and soccer with WVC logos and sports images
    - Fully refinished gym floor
- A&R, Counseling, and Business/AJ renovation
    - Starting Fall 2016 with scheduled completion by Spring 2018; occupancy Fall 2018.
- Library
    - New furniture ordered, in place Spring 2016 and continuing through Fall 2016. As funds permit, additional furniture & fixture upgrades will occur.
    - New collaborative spaces to be ordered Fall 2016, installed Spring 2017. These spaces are innovative designs with technological enhancements.
- Campus Center

    2016-2017.
    - "Lower Lounge" remodeled into a student gathering space with games (pool, ping-pong, air hockey, video games) to provide a relaxing and engaging area for students.

III: Technological Innovation:

To meet the ever-evolving technology needs of the 21