

**West Virginia State Community and Technical College
Strategic Plan
2003 – 2006**

GOAL I: TO PROVIDE ACCESS TO HIGHER EDUCATION (ICMP/IAP/ADVCCN)

Objective: A

WVSCTC will enhance the role of higher education in preparing public school students for college.
(ICMP/ADVCCN)

Report Period:

_____ Quarter 1 (July – Sept.) _____ Quarter 2 (Oct. – Dec.)
_____ Quarter 3 (Jan. – March) _____ Quarter 4 (Apr. – June)

Strategies

1. The academic program directors, faculty, and community service staff will inform public school students, their parents and teachers of the academic preparation that students need to be prepared adequately to succeed in their selected fields of study and career plan. (ICMP)
2. The developmental faculty, academic program directors, and other faculty will assist in focusing instructional programs in the public schools so those students enrolling in post secondary education are adequately prepared. (ICMP)
3. Dean of Workforce Development/Continuing Education in conjunction with program directors, chairs, and faculty assistance will provide opportunities for advanced high school students to take college courses prior to graduation from high school. (ICMP/IAP)
4. Dean of Workforce Development/Continuing Education in partnership with program directors, chairs, and faculty assistance will establish a full complement of extension classes in the service area making maximum use of existing infrastructure and resources within the region (including vocational technology centers, schools, libraries, and work sites). (IAP/ICMP/ADVCCN)

Measurable Outcomes/Results

**West Virginia State Community and Technical College
Strategic Plan
2003 – 2006**

GOAL I: TO PROVIDE ACCESS TO HIGHER EDUCATION (ICMP/IAP/ADVCCN)

Objective: B

WVSCTC will improve educational and training opportunities and transferability of credit.
(ICMP/ADVCCN)

Report Period:

_____ Quarter 1 (July – Sept.) _____ Quarter 2 (Oct. – Dec.)
_____ Quarter 3 (Jan. – March) _____ Quarter 4 (Apr. – June)

Strategies

1. The Community and Technical College administrators, faculty, and staff will provide access for all West Virginians, whether traditional, non-traditional students, displaced workforce or those currently employed to post secondary educational opportunities through community and technical colleges, colleges, and universities. (ICMP/IAP)
2. Workforce and Economic Development, academic program directors, and continuing education and community service will provide greater access and capacity to delivery technical education, workforce development and other higher education services to place-bound adults. (ICMP)
3. The academic dean will set up mechanisms to improve transferability of credits and completion rates of associate or higher level degrees. (ICMP/IIIB)

Measurable Outcomes/Results

**West Virginia State Community and Technical College
Strategic Plan
2003 – 2006**

GOAL I: TO PROVIDE ACCESS TO HIGHER EDUCATION (ICMP/IAP/ADVCCN)

Objective: C

WVSCTC will inform public higher education costs and improve education at all levels. (ICMP)

Report Period:

Quarter 1 (July – Sept.) Quarter 2 (Oct. – Dec.)
 Quarter 3 (Jan. – March) Quarter 4 (Apr. – June)

Strategies

1. The Provost in conjunction with the campus wide fee committee will set tuition and fee levels in conjunction with the Administrative Affairs unit for in-state students that are competitive with those of peer institutions and set tuition and fee levels for out-of-state students at the level that at least covers full cost of instruction. (ICMP)
2. The Financial Aid Office, College 101 faculty, Disadvantaged Student Counselor, Retention Counselor, and other WVSCTC staff will provide assistance to overcome financial barriers through the student financial aid office by assisting and educating the community and technical college students eligible for and receiving financial assistance. (ICMP)
3. The Provost and WVSCTC staff will coordinate efforts with the advancement and planning units and the news service office to increase public awareness of the community college through electronic and print advertising. (IAP)

Measurable Outcomes/Results

**West Virginia State Community and Technical College
Strategic Plan
2003 – 2006**

GOAL II: TO SEEK A HIGHER STANDARD OF ACADEMIC OUTCOMES

Objective: A

WVSCTC will seek independent accreditation. (ICMP)

Report Period:

Quarter 1 (July – Sept.) Quarter 2 (Oct. – Dec.)
 Quarter 3 (Jan. – March) Quarter 4 (Apr. – June)

Strategies

1. The Provost and the entire college community in conjunction with the campus liaisons to the North Central Association will obtain independent accreditation for the West Virginia State Community and Technical College to provide and meet local educational needs. (ICMP/SB 653)
2. The provost and deans will provide or broker the services necessary to address local educational needs, making maximum use of the existing infrastructure. (ICMP)

Measurable Outcomes/Results

**West Virginia State Community and Technical College
Strategic Plan
2003 – 2006**

GOAL II: TO SEEK A HIGHER STANDARD OF ACADEMIC OUTCOMES

Objective: B

WVSCTC will enhance higher education teaching effectiveness and student learning through assessment. (ICMP)

Report Period:

____ Quarter 1 (July – Sept.) ____ Quarter 2 (Oct. – Dec.)
____ Quarter 3 (Jan. – March) ____ Quarter 4 (Apr. – June)

Strategies

1. The Academic Dean and faculty will participate in teacher education related to teaching within a subject area to improve teacher quality. (ICMP)
2. The academic dean and faculty will use admission and exit standards for students, professional staff development, program assessment and evaluation, and other incentives to improve teaching and learning. (ICMP)

Measurable Outcomes/Results

**West Virginia State Community and Technical College
Strategic Plan
2003 – 2006**

GOAL II: TO SEEK A HIGHER STANDARD OF ACADEMIC OUTCOMES

Objective: C

WVSCTC will improve overall higher education experience and qualifications of students. (ICMP) (AVCCN/IIIB)

Report Period:

Quarter 1 (July – Sept.) Quarter 2 (Oct. – Dec.)
 Quarter 3 (Jan. – March) Quarter 4 (Apr. – June)

Strategies

1. WVSCTC chairs, program directors, advisors, faculty and staff will ensure that higher education is student friendly and provide students the assistance needed to complete degrees in a timely way. (ICMP/IIIB/IAP)
2. The WVSCTC faculty will prepare college graduates to meet or exceed national and international standards for skill levels in reading, oral and written communications, mathematics, critical thinking, science and technology, research, and human relations. (ICMP) (AVCCN)
3. The WVSCTC faculty will prepare College graduates to meet or exceed national and international standards for performance in their fields through national accreditation of programs and through outcome assessment of graduates. (ICMP) (AVCCN)

Measurable Outcomes/Results

**West Virginia State Community and Technical College
Strategic Plan
2003 – 2006**

GOAL III: TO PROVIDE A COORDINATED HIGHER EDUCATION DELIVERY SYSTEM (ICMP)

Objective: A

WVSCTC will collaborate with public schools to improve education at all levels. (ICMP)

Report Period:

____ Quarter 1 (July – Sept.) ____ Quarter 2 (Oct. – Dec.)
____ Quarter 3 (Jan. – March) ____ Quarter 4 (Apr. – June)

Strategies

1. The WVSCTC Deans will collaborate, coordinate, and interact with public education on the development of seamless curriculums in technical preparation programs of study between the secondary and postsecondary levels. (ICMP)

Measurable Outcomes/Results

**West Virginia State Community and Technical College
Strategic Plan
2003 – 2006**

GOAL III: TO PROVIDE A COORDINATED HIGHER EDUCATION DELIVERY SYSTEM (ICMP)

Objective: B

WVSCTC will develop an entrepreneurial approach go program delivery. (ICMP)

Report Period:

Quarter 1 (July – Sept.) Quarter 2 (Oct. – Dec.)
 Quarter 3 (Jan. – March) Quarter 4 (Apr. – June)

Strategies

1. The Continuing Education and Community Service staff will develop entrepreneurial skills through programs such as the rural entrepreneurship through action learning (REAL) programs, which include practical experience in marketing analysis, business plan development and operations. (ICMP)
2. The Continuing Education and Community Service staff and WVSCTC faculty will use technology more effectively to reach students at a variety of geographical locations. (ICMP)

Measurable Outcomes/Results

**West Virginia State Community and Technical College
Strategic Plan
2003 – 2006**

GOAL III: TO PROVIDE A COORDINATED HIGHER EDUCATION DELIVERY SYSTEM (ICMP)

Objective: C

WVSCTC will collaborate with other institutions to eliminate unnecessary program duplication and improve coordinated geographic program. (ICMP)

Report Period:

_____ Quarter 1 (July – Sept.) _____ Quarter 2 (Oct. – Dec.)
_____ Quarter 3 (Jan. – March) _____ Quarter 4 (Apr. – June)

Strategies

1. The Provost, Academic Dean, and faculty will use program reviews to assess duplication to maintain geographic access to programs while eliminating unnecessary duplication. (ICMP)

Measurable Outcomes/Results

**West Virginia State Community and Technical College
Strategic Plan
2003 – 2006**

GOAL III: TO PROVIDE A COORDINATED HIGHER EDUCATION DELIVERY SYSTEM (ICMP)

Objective: D

WVSCTC will create a system that is more seamless and user friendly. (ICMP)

Report Period:

____ Quarter 1 (July – Sept.) ____ Quarter 2 (Oct. – Dec.)
____ Quarter 3 (Jan. – March) ____ Quarter 4 (Apr. – June)

Strategies

1. The WVSCTC program directors, academic dean, chairs, and Continuing Education and Community Service staff will enhance motivation of students to take advantage of available opportunities by making the system more seamless and user friendly. (ICMP)

Measurable Outcomes/Results

**West Virginia State Community and Technical College
Strategic Plan
2003 – 2006**

GOAL III: TO PROVIDE A COORDINATED HIGHER EDUCATION DELIVERY SYSTEM (ICMP)

Objective: E

WVSCTC will promote elements of citizenship and public service in curriculum. (ICMP)

Report Period:

Quarter 1 (July – Sept.) Quarter 2 (Oct. – Dec.)
 Quarter 3 (Jan. – March) Quarter 4 (Apr. – June)

Strategies

1. The College 101 faculty and other WVSCTC faculty will prepare students to practice good citizenship and to compete in a global economy in which good jobs require an advance level of education and skills. (ICMP)
2. The WVSCTC faculty will include elements of citizenship development across the curriculum in core areas, including practical application such as community service, civic involvement, and participation in charitable organizations and in the many opportunities of citizenship that higher education institutions provide. (ICMP)
3. The WVSCTC Dean, faculty, and staff will work with the Cooperative Education, Career Services, and Financial Aid offices to provide students opportunities for internships, externships, and work-study. (ICMP)

Measurable Outcomes/Results

**West Virginia State Community and Technical College
Strategic Plan
2003 – 2006**

GOAL III: TO PROVIDE A COORDINATED HIGHER EDUCATION DELIVERY SYSTEM (ICMP)

**West Virginia State Community and Technical College
Strategic Plan
2003 – 2006**

GOAL IV: TO MAKE CONTRIBUTIONS TO THE ECONOMIC DEVELOPMENT OF WEST VIRGINIA

Objective: A

WVSCTC will implement institutional mission focused on the creation of an improved economy and workforce. (IAP) (IC) (AVCCN)

Report Period:

_____ Quarter 1 (July – Sept.) _____ Quarter 2 (Oct. – Dec.)
_____ Quarter 3 (Jan. – March) _____ Quarter 4 (Apr. – June)

Strategies

1. The WVSCTC provost, deans, chairs, program directors, and accreditation committees will clarify the institutional mission and shift resources to programs, which meet the current and future needs of the state. (ICMP)
2. The academic dean and WVSCTC faculty will provide quality technical education and skill training. (ICMP)
3. The academic dean and WVSCTC faculty will recommend to the Provost focusing resources on programs that offer students the best opportunities to get jobs and the best opportunity to support job creation and retention in the state. (ICMP)
4. The WVSCTC provost and deans will focus resource on programs supportive of West Virginia employment opportunities and emerging high-technology industries. (ICMP)
5. The WVSCTC provost, program directors, faculty, and deans will develop close linkages between higher education institutions and businesses, labor, government, and community and economic organizations. (ICMP)

Measurable Outcomes/Results

**West Virginia State Community and Technical College
Strategic Plan
2003 – 2006**

GOAL IV: TO MAKE CONTRIBUTIONS TO THE ECONOMIC DEVELOPMENT OF WEST VIRGINIA

Objective: A (cont'd)

WVSCTC will implement institutional mission focused on the creation of an improved economy and workforce. (IAP) (IC) (AVCCN)

Report Period:

_____ Quarter 1 (July – Sept.) _____ Quarter 2 (Oct. – Dec.)
 _____ Quarter 3 (Jan. – March) _____ Quarter 4 (Apr. – June)

Strategies

6. Continuing Education and Community Service staff will incorporate Land-Grant WV Needs Assessment Project data in the creation of continuing education programs, workforce training, and new community college programs. (IAP)
7. Continuing Education and Community Service staff and the WVSCTC faculty will work directly with employers to develop workforce training programs. (IAP)
8. Continuing Education and Community Service staff and the WVSCTC faculty will incorporate new and flexible models of course delivery that can accommodate specific student and employer needs. (IAP)
9. The WVSCTC program directors and Continuing Education and Community Service staff will establish strong liaisons with local business and government leaders. (IAP)
10. The WVSCTC faculty, academic dean, and appropriate accreditation committee's will review the "Information Skills" component of the General Education curriculum for possible inclusion of a "technology literacy" requirement. (IAP)

Measurable Outcomes/Results

**West Virginia State Community and Technical College
Strategic Plan
2003 – 2006**

GOAL IV: TO MAKE CONTRIBUTIONS TO THE ECONOMIC DEVELOPMENT OF WEST VIRGINIA

Objective: B

WVSCTC will conduct basis and applied research that improves the economy. (ICMP)

Report Period:

Quarter 1 (July – Sept.) Quarter 2 (Oct. – Dec.)
 Quarter 3 (Jan. – March) Quarter 4 (Apr. – June)

Strategies

1. The department of land-grant and WVSCTC (where appropriate) will develop a capacity in higher education to conduct research that enhances West Virginia in the eyes of the larger economic and education community and to provide a basis for West Virginia improved capacity to compete in the new economy through research oriented to state needs. (ICMP)

Measurable Outcomes/Results

**West Virginia State Community and Technical College
Strategic Plan
2003 – 2006**

GOAL IV: TO MAKE CONTRIBUTIONS TO THE ECONOMIC DEVELOPMENT OF WEST VIRGINIA

<p>Objective: C <i>WVSCTC will collaborate with government agencies, employers, employers, and public schools to create a better prepared workforce. (ICMP)</i></p>	<p>Report Period: _____ Quarter 1 (July – Sept.) _____ Quarter 2 (Oct. – Dec.) _____ Quarter 3 (Jan. – March) _____ Quarter 4 (Apr. – June)</p>
<p>Strategies</p> <ol style="list-style-type: none"> 1. The WVSCTC provost, deans, and faculty will collaborate, coordinate, and interact with public education (K – 12) to improve the quality of education in public schools and to provide needed support to public school teachers to help make them more effective. (ICMP) 2. The WVSCTC provost, deans, faculty, staff, and department of Land-Grant will collaborate, coordinate, and interact with public and post-secondary education, such as the governor’s council on literacy and the state human resources investment council to promote the effective and efficient utilization or workforce investment and other funds. (ICMP) 3. Continuing Education and Community Service staff, the WVSCTC chairs, program directors, and faculty will provide greatly improved access to information and services for individuals and employers on education and training programs, financial assistance, labor markets and job placement. (ICMP) 4. Continuing Education and Community Service staff and program directors will develop certificate programs and short-term training modules in consultation with state and local businesses and government and in conjunction with WVSC’s Land-Grant Work Force Education and Preparation Program (WEEP). (IAP) 	<p>Measurable Outcomes/Results</p>

**West Virginia State Community and Technical College
Strategic Plan
2003 – 2006**

GOAL IV: TO MAKE CONTRIBUTIONS TO THE ECONOMIC DEVELOPMENT OF WEST VIRGINIA

Objective: C (cont'd)

WVSCTC will collaborate with government agencies, employers, employers, and public schools to create a better prepared workforce. (ICMP)

Report Period:

Quarter 1 (July – Sept.) Quarter 2 (Oct. – Dec.)
 Quarter 3 (Jan. – March) Quarter 4 (Apr. – June)

Strategies

5. Continuing Education and Community Service staff, with WVSCTC program directors and faculty assistance will develop new continuing education programs, which do not duplicate those offered by area vocational and technical centers. (IAP)

Measurable Outcomes/Results

**West Virginia State Community and Technical College
Strategic Plan
2003 – 2006**

GOAL IV: TO MAKE CONTRIBUTIONS TO THE ECONOMIC DEVELOPMENT OF WEST VIRGINIA

Objective: D

WVSCTC will collaborate with three Public Higher Education Institutions in the network with the Public School Systems to better deliver education and training programs. (AVCCN)

Report Period:

Quarter 1 (July – Sept.) Quarter 2 (Oct. – Dec.)
 Quarter 3 (Jan. – March) Quarter 4 (Apr. – June)

Strategies

1. The WVSCTC provost and deans will seek other public higher Education institutions to network with selected public school systems to deliver education and training programs.

Measurable Outcomes/Results

**West Virginia State Community and Technical College
Strategic Plan
2003 – 2006**

GOAL V: TO CONTRIBUTE TO THE ACHIEVEMENT OF STUDENT SUCCESS (AVCCN)

Objective: A

WVSCTC will increase the Student Success Rate in completing Community and Technical College Programs. (AVCCN)

Report Period:

Quarter 1 (July – Sept.) Quarter 2 (Oct. – Dec.)
 Quarter 3 (Jan. – March) Quarter 4 (Apr. – June)

Strategies

1. The Transfer-Retention Counselor, College 101 faculty, Director of Student Retention, and Welfare-to-Work program Director will provide training, services, college preparation courses, etc., to economically and academically disadvantaged persons through its Sex Equity and Single Parent programs through student support services. (IIB)
2. The retention coordinator, collegiate Support Services and Counseling Center, and WVSCTC counselors will access referral systems tutorial assistance, early warning systems retention activities through the Director of Retention services and counseling center. (IAP/IIIB)

Measurable Outcomes/Results

**West Virginia State Community and Technical College
Strategic Plan
2003 – 2006**

GOAL V: TO CONTRIBUTE TO THE ACHIEVEMENT OF STUDENT SUCCESS (AVCCN)

Objective: B

WVSCTC will provide tutorial, remedial, and other programs that teach skills that maximize the learning potential, academic performance, and adjustment of students. (IAP)

Report Period:

Quarter 1 (July – Sept.) Quarter 2 (Oct. – Dec.)
 Quarter 3 (Jan. – March) Quarter 4 (Apr. – June)

Strategies

1. The College 101 faculty and other WVSCTC faculty will plan and implement services and programs designed to help students build cognitive and affective skills for effective learning performance. (IAP)
2. The College 101 faculty and WVSCTC counselors will access Referral systems for programs and services offered by student academic support services programs. (IAP)

Measurable Outcomes/Results

**West Virginia State Community and Technical College
Strategic Plan
2003 – 2006**

GOAL V: TO CONTRIBUTE TO THE ACHIEVEMENT OF STUDENT SUCCESS (AVCCN)

Objective: C

WVSCTC will attract, educate, train, serve, and retain traditional and non-traditional students and special populations through associate degree, continuing education, certificate, and community or public service programs. (IIIB)

Report Period:

_____ Quarter 1 (July – Sept.) _____ Quarter 2 (Oct. – Dec.)
 _____ Quarter 3 (Jan. – March) _____ Quarter 4 (Apr. – June)

Strategies

1. The WVSCTC provost and academic dean will marshal the total staffs and programs of the Student Affairs, Retention programs, and WVSCTC to recruit and retain students. (IIIB)
2. Continuing Education and Community Service staff and Welfare-to-Work program director will focus on special audiences of minorities, single parents, displace homemakers, disability persons, and economically and academically disadvantaged persons, residents of public housing developments, displaced workers, as well as non-traditional students. (IIIB)
3. The WVSCTC faculty advisors will provide appropriate academic advising and counseling for traditional and non-traditional students in the WVSCTC through the Student Affairs Unit. (IIIB)

Measurable Outcomes/Results

**West Virginia State Community and Technical College
Strategic Plan
2003 – 2006**

GOAL V: TO CONTRIBUTE TO THE ACHIEVEMENT OF STUDENT SUCCESS (AVCCN)

Objective: D

WVSCTC will enable students to become independent and confident learners by providing activities that support the appropriate learning and affective skills in the student's formal academic environment. (IAP)

Report Period:

_____ Quarter 1 (July – Sept.) _____ Quarter 2 (Oct. – Dec.)
_____ Quarter 3 (Jan. – March) _____ Quarter 4 (Apr. – June)

Strategies

1. The Deans, Faculty, and Staff in conjunction with the institutional academic resources will provide activities that promote appropriate learning and effective skill development of WVSCTC students.

Measurable Outcomes/Results

**West Virginia State Community and Technical College
Strategic Plan
2003 – 2006**

GOAL V: TO CONTRIBUTE TO THE ACHIEVEMENT OF STUDENT SUCCESS (AVCCN)

Objective: E

WVSCTC will enable provide faculty with services and resources for improving teaching and supplementing classroom instruction. (IAP)

Report Period:

Quarter 1 (July – Sept.) Quarter 2 (Oct. – Dec.)
 Quarter 3 (Jan. – March) Quarter 4 (Apr. – June)

Strategies

1. The provost and academic dean will provide faculty, staff, and administrators for consultation and assistance in order to assist them in recognizing and understanding the learning skill needs of students. (IAP)
2. The College 101 faculty and WVSCTC program directors will become a campus resource to other members of the campus community interested in knowing and learning about the skills needs of students and how they can help them reach their learning goals. (IAP)
3. The Director of Institutional Research, Director of Student Assessment, Deans, and Program Chairs of the WVSCTC will establish a data collection system for the purpose of evaluation. (IAP)

Measurable Outcomes/Results

**West Virginia State Community and Technical College
Strategic Plan
2003 – 2006**

GOAL V: TO CONTRIBUTE TO THE ACHIEVEMENT OF STUDENT SUCCESS (AVCCN)

Objective: F

WVSCTC will develop and maintain literacy outreach programs in conjunction with land grant. (IAP)

Report Period:

____ Quarter 1 (July – Sept.) ____ Quarter 2 (Oct. – Dec.)
____ Quarter 3 (Jan. – March) ____ Quarter 4 (Apr. – June)

Strategies

1. The Adult Basic Education programs, developmental education program directors, and other WVSCTC faculty will work with the land grant Community Development Specialist to develop and maintain literacy outreach programs.

Measurable Outcomes/Results

**West Virginia State Community and Technical College
Strategic Plan
2003 – 2006**

GOAL VI: TO ENHANCE ENROLLMENT EFFORTS

Objective: A

WVSCTC will work with the Enrollment Management Program to develop comprehensive recruitment programs that attracts diverse student population to the college and increases the enrollment of Community and Technical Programs (credit and noncredit) to 3815. (IAP) (EMP)

Report Period:

_____ Quarter 1 (July – Sept.) _____ Quarter 2 (Oct. – Dec.)
 _____ Quarter 3 (Jan. – March) _____ Quarter 4 (Apr. – June)

Strategies

1. The Institutional Research office will review institutional Student demographics to determine the student profile. (IAP) (EMP)
2. The WVSCTC provost, deans, and enrollment management personnel in the student affairs will evaluate the enrollment in existing academic programs to determine strength, growth, and weakness areas. (IAP) (EMP)
3. The Enrollment Management personnel in conjunction with WVSCTC staff will identify and develop strategies to recruit Special groups to ensure a diverse student population in the WVSCTC. (IAP) (EMP)
4. The WVSCTC provost, deans in conjunction with Student Affairs staff will examine policies, practices, procedures, and Relationships among the functional areas of recruitment, Admissions, financial assistance, housing, orientation, student Activities and marketing to ensure full participation of WVSCTC students.

Measurable Outcomes/Results

**West Virginia State Community and Technical College
Strategic Plan
2003 – 2006**

GOAL VI: TO ENHANCE ENROLLMENT EFFORTS

Objective: A

WVSCTC will work with the Enrollment Management Program to develop comprehensive recruitment programs that attracts diverse student population to the college and increases the enrollment of Community and Technical Programs (credit and noncredit) to 3815. (IAP) (EMP)

Report Period:

_____ Quarter 1 (July – Sept.) _____ Quarter 2 (Oct. – Dec.)
_____ Quarter 3 (Jan. – March) _____ Quarter 4 (Apr. – June)

Strategies

5. The WVSCTC Provost in conjunction with the VP's and Provost Budget Committee will seek increased funding for an institutional marketing plan inclusive of the WVSCTC enrollment goals. (IAP) (EMP)

Measurable Outcomes/Results

**West Virginia State Community and Technical College
Strategic Plan
2003 – 2006**

GOAL VI: TO ENHANCE ENROLLMENT EFFORTS

Objective: B

WVSCTC will work with the Student Affairs Administrative Area to increase faculty and staff knowledge in the training of financial aid, retention, enrollment management, academic advising in order to effectively communicate to prospective and current students. (IAP) (EMP)

Report Period:

Quarter 1 (July – Sept.) Quarter 2 (Oct. – Dec.)
 Quarter 3 (Jan. – March) Quarter 4 (Apr. – June)

Strategies

1. The WVSCTC provost, academic dean, dean for workforce and Economic development, and the student affairs administrative Areas will develop and promote an on-going faculty and staff development training seminar in enrollment management (i.e. admissions, financial assistance, retention management, and academic advising). (IAP) (EMP)
2. The deans and director of career services will develop faculty/ staff shadowing programs in appropriate areas of student development. (IAP) (EMP)

Measurable Outcomes/Results

**West Virginia State Community and Technical College
Strategic Plan
2003 – 2006**

GOAL VI: TO ENHANCE ENROLLMENT EFFORTS

Objective: C

WVSCTC will work with the Student Affairs Administrative Area to increase resources – both human and financial -- that will enhance efforts of the recruitment program. (IAP) (EMP)

Report Period:

____ Quarter 1 (July – Sept.) ____ Quarter 2 (Oct. – Dec.)
____ Quarter 3 (Jan. – March) ____ Quarter 4 (Apr. – June)

Strategies

1. The WVSCTC provost, academic dean, and with direct input from the enrollment management personnel in student affairs will seek an increased effort among faculty, staff, students, and alumni for student recruitment. (IAP) (EMP)
2. The WVSCTC Deans and enrollment management personnel in student affairs will seek to increase and coordinate all of the financial efforts towards student recruitment and enhance college-wide recruiting efforts in the area of Community and Technical College education. (IAP) (EMP)

Measurable Outcomes/Results

**West Virginia State Community and Technical College
Strategic Plan
2003 – 2006**

GOAL VI: TO ENHANCE ENROLLMENT EFFORTS

Objective: D

WVSCTC will work with the Planning and Advancement Administrative Area to increase the public awareness of the College through electronic and print advertisement. (IAP (EMP))

Report Period:

Quarter 1 (July – Sept.) Quarter 2 (Oct. – Dec.)
 Quarter 3 (Jan. – March) Quarter 4 (Apr. – June)

Strategies

1. The WVSCTC provost in conjunction with the Vice President of Planning and Advancement will request additional Allocations for electronic and print advertisement promoting the WVSCTC. (IAP) (EMP)
2. The WVSCTC provost and academic dean will continue to increase the coordinated efforts among College departments for student recruitment print advertisements. (IAP) (EMP)
3. The WVSCTC provost, deans, program chairs, program directors, and faculty in coordination with the enrollment management personnel will provide more opportunities for campus visits by high schools, vocational-technical centers, adult education center, and community groups. (IAP) (EMP)

Measurable Outcomes/Results

