

Wytheville Community College

WCC'S GOALS IN SUPPORT OF THE CHANCELLOR'S ACHIEVE 2015 - TAKE TWO GOALS FOR JULY 2013 TO JUNE 2014

GOAL: ACCESS		
Increase the number of individuals who are educated and trained by Virginia's Community Colleges by 50,000 to an annual total of 423,000, with emphasis on increasing the number from underserved populations by at least 85,000 individuals.		
	Chancellor's Goals	WCC's Goals
1	<p>Increase Enrollment from Underserved Populations Increase enrollment from underserved populations by 3% over 2012-13.</p>	<p>Increase enrollment from underserved populations by 3% over 2012-13.</p> <p>Continue to improve the pathways for area high school students from underserved populations to enroll in dual credit courses and earn an associate's degree and/or a certificate.</p> <p>Revise and enhance the WCC Marketing Plan.</p> <p>Promote available programs and services to underserved populations via website promotions and also through targeted online advertising.</p>
2	<p>Educational Programs Annually develop 10 new academic programs (degree, certificate, or career studies certificate) that respond to emerging, critical workforce needs, particularly in STEM-related areas (science, technology, engineering, and mathematics).</p>	<p>WCC is assessing the need for the following possible academic programs:</p> <ul style="list-style-type: none"> • Veterinarian Technician program • Specialization in Public Health within the Science degree • AAS degree that focuses on Human Services to offer a pathway for the Department of Behavioral Health employees who have earned Career Studies Certificates from WCC to continue their education goals. • Water/Wastewater Operator Career Studies Certificate • Auto Service Technology, Culinary Arts, and Cosmetology Career Studies Certificates at Carroll County High School (Night programs) <p>WCC Administrators will continue working as part of a dual county (Wythe and Bland) STEM-H Coalition to assess the need for additional programs and the need for a dual credit STEM Academy.</p> <p>Incorporate promotion of all new programs in WCC's Marketing Plan.</p>

Continued - GOAL: ACCESS		
	Chancellor's Goals	WCC's Goals
3	<p>Virginia Education Wizard Increase the total number of profiles created in the Virginia Education Wizard by 70,000, to include 45,000 profiles created by Virginia students in grades 7 through 12 and 12,000 profiles by Virginia community college students. Achieve 15,000 Career and Course Plans by community college students.</p>	<p>Continue to have all Dual Enrollment and SDV 100 students create a profile in the Virginia Education Wizard (VEW) and complete the Career and Course Plan.</p> <p>Market Transfer Programs through the VEW.</p> <p>Market WCC Scholarships through the VEW.</p> <p>Maintain high-profile VEW link on home page of WCC website, and integrate VEW prominently into all appropriate parts of the new website (i.e., parents page, Veterans page, and new student information page).</p> <p>Include information about VEW and transfer opportunities in at least three "Access WCC" radio programs during the year.</p> <p>Include VEW website address on all transfer program brochures as they are revised.</p>
4	<p>Implement Student Level Tracking Of Career Coach Services Establish access to student data at the division level for career coaches via agreements with division superintendents or school principals.</p>	<p>Establish access to student data at the division level for career coaches via agreements with division superintendents or school principals.</p>
5	<p>Expand Great Expectations Enrollments Adopt and implement a strategic plan for the program identifying goals and outcome measures that align with <i>Achieve 2015-Take Two</i> and other VCCS system-wide measures of student success. Increase by 10% the number of GE students who successfully earn at least 16 hours of credit per year.</p>	<p>Increase to 20 the number of Great Expectations students who successfully earn at least 16 hours of credit per year.</p> <p>Highlight Great Expectations students & graduates in college publications and via the college's website.</p>
6	<p>Expand Shared Distance Learning Model Expand participation in shared distance learning model to all remaining colleges. Explore the feasibility of adding more course originating colleges to the model.</p>	<p>Establish WCC participation in shared distance learning model with sister SW Virginia community colleges (MECC, SWCC, and VHCC).</p>

GOAL: AFFORDABILITY

Maintain tuition and fees at less than half of the comparable cost of attending Virginia’s public four-year institutions, and increase the annual number of students who receive financial assistance and scholarships by 36,000.

	Chancellor’s Goals	WCC’s Goals
7	Increase Financial Aid Recipients Increase the number of students receiving financial aid by 5% over 2012-13 with special focus on middle class students.	Increase the number of students receiving financial aid by 5% over 2012-13 with special focus on middle class students. Provide a minimum of 650 scholarships to qualified WCC students during 2013-2014. Seek at least 2 grants or external funding on behalf of all students, including middle class students. Continue to promote the affordability of community college education in advertising, news releases, the WCC radio show, and publications, with a minimum of three such ads, releases, or radio show mentions per semester. Continue to explore opportunities to link financial aid and scholarship opportunities to public school websites in the college’s service region. Continue pursuing opportunities to advertise in high school publications such as athletic programs.
8	Benchmarks for Financial Aid Shared Services Model Implement and monitor the performance benchmarks of the Financial Aid Shared Services model.	Continue to monitor WCC Financial Aid performance and compare to the benchmarks of the Financial Aid Shared Services Model.

GOAL: STUDENT SUCCESS

Triple the number of students graduating, transferring, or completing a workforce credential to 91,173, including tripling the success of students from underserved populations to 39,393.

	Chancellor's Goals	WCC's Goals
9	<p>Enhance Veterans Services All colleges will develop plans to expand and enhance services for veterans and active duty military personnel with attention to prior learning. Plans will be submitted to the Chancellor by October 1, 2013.</p>	<p>Develop plans to expand and enhance services for veterans and active duty military personnel with attention to prior learning. Plans will be submitted to the Chancellor by October 1, 2013.</p> <p>Develop a Veterans & Active Military personnel web portal to promote available services and programs.</p> <p>Revise and update the Veterans brochure for distribution to prospective Veterans.</p>
10	<p>Encourage College Readiness All colleges will develop plans to strengthen college readiness initiatives between colleges and K-12 partners. Plans may be sequenced over several years. Plans will be submitted to the Chancellor by November 1, 2013.</p>	<p>The WCC Dean of Humanities, Social Sciences, and Business is actively participating in the VCCS College Readiness Workgroup. This workgroup is working to submit a comprehensive plan for all community colleges to the VCCS by November 1, 2013.</p>
11	<p>Develop Student Services Initiatives Implement an automated early alert system (eWISE) to strengthen persistence.</p>	<p>Implement the Starfish Early Alert System and Starfish Connect by Fall Semester 2013.</p>
12	<p>Evaluate Developmental Education Redesign Evaluate effectiveness of developmental mathematics and developmental English redesign.</p>	<p>WCC will continue to closely monitor both developmental mathematics and developmental English successes and failures, and to implement corrective measures whenever necessary.</p>
13	<p>Explore Emerging Learning Technologies Develop new and evolving learning technologies and promote those that offer the greatest promise for effective teaching and learning and improved student success.</p>	<p>WCC will finalize implementation of Panopto (lecture-capture system), Smarter Measures (assessment for online preparations), and Starfish Early Alert System.</p>
14	<p>Develop Digital Textbooks for High Volume Courses Continue development and promotion of the adoption of openly licensed digital textbooks for high volume VCCS courses.</p>	<p>A WCC Math Instructor has been awarded the Chancellor's Open Education Resources Adoption Grant and is activity working to successfully implement the use of open resources in MTH 163.</p> <p>WCC will participate in leveraged bookstore/learning materials contract with nine sister colleges to expand the availability of learning resources. WCC will encourage faculty to be mindful of digital textbook offerings when selecting texts for their classes.</p>

Continued - GOAL: STUDENT SUCCESS		
	Chancellor's Goals	WCC's Goals
15	<p>Increase Employment Attainment By Students Served By On Ramp And Adult Career Coaches Meet individual college targets established for job placement of individuals served by On Ramp and the Adult Career Coach Program's Experiential Learning/Job Placement Coordinators.</p>	<p>WCC will meet individual college targets established by TAACCCT Grant for job placement of individuals served by On Ramp and the Adult Career Coach Program's Experiential Learning/Job Placement Coordinators.</p> <p>WCC will add a non-credit section of Truck Driver Training to meet the 50% non-credit funding requirement of On-Ramp.</p>
16	<p>Support Credit And Noncredit Credential Attainment By Dislocated Workers And Middle College Participants Increase the number of credentials earned by individuals served through On Ramp, Middle College, and Adult Career Coaches.</p>	<p>WCC will increase the number of credentials earned by individuals served through On Ramp and Adult Career Coaches.</p> <p>WCC will become a Pearson Vue Testing Center. This may increase credentials attained by dislocated workers in our service area.</p> <p>Dislocated workers served by On Ramp will receive CDL credentials, CNA credentials, and GED if applicable.</p> <p>WCC will add NABCEP (alternative energy) credential testing to Construction Tech Programs.</p>
17	<p>Increase the Number of Students Completing and Businesses Recognizing Career Readiness Certificates Meet individual college targets established for number of individuals receiving and businesses recognizing the CRC.</p>	<p>CRC Awards will exceed 2013 results by +20%.</p> <p>Five additional employers will be identified as organizations recognizing the CRC in employment recruiting.</p>
18	<p>Student Success Reporting Provide comprehensive reporting on a variety of student success measures aligned with <i>Achieve 2015-Take Two</i> and the Reengineering Task Force recommendations.</p>	<p>WCC Director of Institutional Research, Planning & Effectiveness will assist with the completion of all VCCS reporting requirements associated with <i>Achieve 2015-Take Two</i> and the Reengineering Task Force recommendations.</p>
19	<p>Dual Enrollment Success Monitor college dual enrollment efforts and assist colleges in implementing HB 1184.</p>	<p>WCC will continue to work closely with each school division in our service region to provide successful pathways for area high school students to earn a certificate and/or an associate degree while still in high school.</p>

GOAL: WORKFORCE

Increase the number of employers provided training and services to 13,000, with a particular focus on high-demand occupational fields.

	Chancellor's Goals	WCC's Goals
20	Serve Employers Through College Courses, Programs, And Outreach Increase the number of employers served through college credit and noncredit courses, customized training, layoff aversion, and other outreach efforts by 6% and report annually all their employer activities.	WCC WFD will exceed the number of employers served in 2013 by 6%.
21	Implement Workforce Enterprise System Monitor and report on the multi-year implementation of a workforce enterprise system.	WCC WFD will follow VCCS WDS guidelines and procedures for the implementation of the Workforce Enterprise System.

GOAL: RESOURCES**Raise at least \$550 million in cumulative gifts and grants to support the mission of Virginia's Community Colleges.**

	Chancellor's Goals	WCC's Goals
22	Leverage Support From The Virginia Workforce System Leverage funding and in-kind contributions from workforce partners and workforce funding streams.	WCC WFD will leverage funding for Nurse Aid students from People, Inc. WCC WFD will leverage funding for PluggedIn VA students from Mt. Rogers Regional Adult Education and the Workforce Investment Board.
23	Leverage VCCS Purchasing Volume Obtain Level II delegated authority for procurement for the system.	WCC will support all efforts to obtain Level II delegated authority for procurement for the VCCS including: providing training to procurement staff and working collaboratively with other colleges. WCC will make elected officials from our service region aware of this effort and seek their support in obtaining this authority.
24	Increase VFCCE Fundraising Increase the Virginia Foundation for Community College Education fundraising totals by 10% from 2012-13.	Through the WCC Educational Foundation, the WCC Scholarship Foundation, and through grants, secure at least \$2.3 million in private support during 2013-2014. Continue to pursue a wider range of funding opportunities, submitting at least three grant proposals during 2013-2014.
25	Increase Online Donations Increase the number of online donations to the VFCCE by 20% over 2012-13.	Increase the number of online donations to the WCC Educational Foundation by 20% over 2012-13.
26	Launch Rural Virginia Horseshoe Initiative Launch Rural Virginia Horseshoe Initiative pilot across the seven community colleges within the rural horseshoe region.	Work cooperatively with the VFCCE to launch the Rural Virginia Horseshoe Initiative.
27	Increase Revenues Generated By Workforce Development Services Meet individual college targets established for revenues generated in excess of covering the direct costs in delivering workforce development services.	The Workforce Development Office and Business Office will work collaboratively to track revenue targets in accordance with the new cost recovery model approved in May 2013.

MANAGEMENT GOALS

In order to accomplish the goals set forth in *Achieve 2015- Take Two* and these Chancellor’s Goals, various management goals are necessary.

	Chancellor’s Goals	WCC’s Goals
28	<p>Expand Data In Decision Support System Complete implementation of the financial aid and human resources modules and plan for adding new data to Quinn.</p>	<p>WCC will continue to actively participate in implementing financial aid and HR modules, as well as additional modules of the QUINN decision support system to include data population as required, set ups, attending training sessions and any other tasks required to make the system operational.</p>
29	<p>Monitor <i>Achieve 2015-Take Two</i> Monitor implementation of <i>Achieve 2015-Take Two</i>.</p>	<p>WCC will review and monitor implementation of <i>Achieve 2015-Take Two</i> goals.</p>
30	<p>Meet Management Standards Meet specified academic, administrative, and financial Performance Standards required to receive incentives provided for in the Higher Education Restructuring Act.</p>	<p>WCC will support and meet standards required by the Higher Education Restructuring Act by ensuring that processes are in place to meet the academic, administrative, and financial performance standards.</p>
31	<p>Improve Efficiencies In Administrative Services Identify best opportunities to improve efficiencies in administrative services across the system and begin implementation.</p>	<p>WCC will participate in efforts to identify administrative efficiencies and embrace those activities that will enhance efficiencies for the College. The V.P. of Finance will continue to serve on the Administrative Shared Services Group of the Re-Engineering Task Force II.</p>
32	<p>Continue Emergency Preparedness Host or sponsor a series of threat assessment team training programs and functional exercises throughout the VCCS.</p>	<p>WCC will continue to send faculty and staff to VCCS and VDEM sponsored threat assessment training programs.</p> <p>WCC will work collaboratively with other colleges in the region to enhance emergency preparedness through joint exercises.</p> <p>WCC will conduct a tabletop exercise in Fall of 2013 and emergency exercise with first responders in Spring of 2014.</p>
33	<p>Project Management By March 1, 2014, colleges will submit reports on the current status for implementation of the technology project management standards and guidelines relative to Level 2.</p>	<p>WCC will submit a report detailing the College’s compliance efforts with the Level II project management guidelines for information technology by March 1, 2014.</p>

Continued - MANAGEMENT GOALS		
	Chancellor's Goals	WCC's Goals
34	Implement Revised Faculty Evaluation System Complete implementation of a revised faculty evaluation system.	WCC will implement either the VCCS Model Plan or an approved WCC College Plan effective January 2014. Any new faculty members hired for Fall 2013 Semester will be evaluated under the VCCS Model Plan unless a WCC College Plan is approved prior to August 16, 2013.
35	Develop VCCS Leadership Offer opportunities to develop promising VCCS leaders for senior roles.	WCC Deans and faculty will be encouraged to participate in leadership development opportunities. WCC will develop professional development plans for each administrator and department head to enhance their leadership and management skills.
36	Complete Internal Audit Plan Complete the FY 2014 Internal Audit Plan.	WCC provided feedback to VCCS Internal Audit Department via the risk assessment survey. The College will participate in any audits specified for the annual cycle and continue efforts to be compliant with regulatory requirements.
37	Create Diversity Taskforce Create a diversity taskforce to define VCCS policies and practices for recruiting and retaining a diverse workforce and leadership. A VCCS president should serve as chair and a State Board member should serve as co-chair.	WCC will support the efforts of the diversity task force to enhance recruitment and hiring of a more diverse group of faculty and staff.