2009-2010 Goals
Wytheville Community College

ENROLLMENT - Increase system-wide enrollment such that the VCCS will be serving at least 16,000 new students by 2009.

In FY 10, Wytheville Community College will:

- Support Veterans
  - WCC will provide additional services to veterans at the Wytheville One-Stop Center.

  **RESULTS:** In Process: The opening of the Wytheville One-Stop Center has been delayed. WCC continues to be involved on the planning committee of the One-Stop Center. The anticipated opening date is October 2010.

  - WCC will expand its on campus services to work with veterans by employing one additional full-time staff member.

  **RESULTS:** Accomplished: WCC employed a full-time staff member to work with veterans on campus.

- Enhance Online Technology
  - WCC will hire a distance and distributive learning coordinator.

  **RESULTS:** Accomplished: WCC employed a full-time distributive learning coordinator to work with faculty and improve quality of course offerings and increase number of classes offered.

  - WCC will increase online offerings by 2%.

  **RESULTS:** Accomplished: The number of online courses offered increased from 84 during fall 2008 to 120 during fall 2009, an increase of 42.9%. For spring semester the number of online courses offered increased from 92 during Spring 2009 to 139 during Spring 2010, an increase of 51.2%.
- WCC will pilot 12 classes using i-podcasting.

**RESULTS:** Accomplished: **WCC piloted 13 classes (13 individual faculty) used i-Pod casting in the fall semester of 2009. Twelve of these classes/faculty members continued use into spring semester 2010.**

- Increase Library Services
  - WCC will provide a writing lab in the library to expand student access and increase student success.

**RESULTS:** Accomplished: **WCC expanded services to provide a writing lab in fall semester of 2009 and has seen increased use into the spring semester of 2010. Plans are to move the lab to the Academic Resource Center (ARC) near the new math lab in fall of 2010.**

- Implement New Programs
  - An HVAC program at Crossroads Institute.

**RESULTS:** Accomplished: **The HVAC program began in fall 2009. The introductory class had an enrollment of 62 students.**

  - A Human Services program at main campus.

**RESULTS:** Accomplished: **WCC began a Human Services program in the fall of 2009 and has expanded the online offerings in the curriculum.**

  - An Environmental Science program.

**RESULTS:** In Process: **This program has been developed and will be implemented in fall 2010.**

  - A Specialization program in Engineering in the A&S in Science degree.

**RESULTS:** Accomplished: **WCC began the A&S Engineering program in cooperation with Virginia Highlands Community College and the first cohort will complete the first year in spring 2010.**
o A Career Studies Certificate in Cosmetology and Health Sciences.

RESULTS: Accomplished: The Health Science and Cosmetology Career Studies Certificates have been implemented and 90 certificates were awarded at the spring semester 2010 graduation.

o A math lab to promote student retention.

RESULTS: Accomplished: WCC instituted a math lab in the Academic Resource Center of fall 2009 and has been very successful.

• Increase full-time equivalent enrollment and head count by 3%

RESULTS: Accomplished: For the fall semester, full-time equivalent enrollment increased from 1,827 FTEs in fall 2008 to 2,165 FTEs in fall 2009, an increase of 18.5%. Headcount increased from 3,363 students in fall 2008 to 3,783 students in fall 2009, an increase of 12.5%. For the spring semester, full-time equivalent enrollment increased from 1,740 FTEs in spring 2009 to 2,052 FTEs in spring 2010, an increase of 17.9%. Headcount increased from 3,060 students in spring 2009 to 3,659 students in spring 2010, an increase of 19.6%. Annualized FTEs increased from 2,018 during the 2008-2009 academic year to 2,449 during the 2009-2010 academic year, an increase of 21.4%.

WORKFORCE - The VCCS will increase annual participation in workforce programs and services from 125,000 to 225,000 individuals—expanding its reach by 80%.

In FY 10, Wytheville Community College will:

• Report on funds received from local workforce investment board ARRA funds.

RESULTS: Accomplished: WCC utilized $27,633.90 in ARRA funds from the local Workforce Investment Board to assist 19 students with tuition, fees and books. The report of funds was sent to the Systems Office on March 24, 2010.
• Increase Customized Workforce Training by 5%.

RESULTS: Accomplished: WCC's customized workforce training increased by 19%.

• Increase Revenue
  o WCC will increase, by 3%, the revenue received from customized training.

RESULTS: Accomplished: WCC's revenue from customized training increased by 11.2%.

  o WCC will increase opportunities to offer health professions continuing education offerings and examination/certification preparation courses.

RESULTS: Accomplished: WCC offered test prep courses for 33 students in LPN and for 40 in PTA.

• Increase the number of students from under-represented populations enrolling in VCCS career and technical programs by 5%.

RESULTS: Accomplished: WCC increased the number of students from under-represented populations in VCCS career and technical programs by 19.3%.

GRADUATION, RETENTION, JOB PLACEMENT RATES - Expand capacity and provide greater economic opportunity so that, by 2009, the VCCS will rank in the top ten percent in the nation.

In FY 10, Wytheville Community College will:

• Plan for the New Strategic Plan: Student Success
  o WCC will work with the VCCS to build success measures based on research and strategic planning.

RESULTS: Accomplished: WCC works with VCCS members to use data and research to improve student success measures (retention & graduation). WCC has been monitoring the success of distance learning students
compared to face-to-face student success. Particular attention has been
given to classes with the highest differential between face-to-face and
distance students.

- Support the Teaching Excellence Academy
  o WCC will participate in the VCCS development of a TEA, as appropriate.

RESULTS: Accomplished: WCC has continued to support faculty and staff through
VCCS leadership seminars, peer group meetings, new faculty seminar,
Over 40 faculty and staff have participated in these educational
opportunities during this past year.

  o WCC will support faculty continuing education and development of
teaching excellence.

RESULTS: Accomplished: In addition to other professional development activities,
WCC supported 15 faculty to attend the New Horizons Conference and
assisted six faculty members in continuing education at the graduate
level.

- Utilize Institutional Effectiveness
  o WCC will use data research to modify and update its strategic plan during
the 2010 year.

RESULTS: Accomplished: While modifying and updating our strategic plan WCC
considered and used research data from a number of survey and
assessment instruments, including: 1) current student surveys, 2)
graduation surveys, 3) recent graduate surveys, 4) former student
surveys, 5) employer surveys, and 6) functional area evaluations.

- Report on Certifications and Licenses
  o WCC will collect and report data on student attainment for certification
and licensures and meet accreditation standards for graduation rates.

RESULTS: Accomplished: WCC continues to collect data on certification and
licensure pass rate for program enrolled students. During 2009-2010 all
programs have met the accreditation bench marks.
• Increase retention rate by 3%.

RESULTS: Partially accomplished: The retention rate (fall to fall) increased from 43.9% (fall 2007 – fall 2008) to 44.4% (fall 2008 – fall 2009), an increase of 0.5%. The retention rate (fall to spring) increased from 68.7% (fall 2007 – spring 2008) to 70.0% (fall 2008 – spring 2009), an increase of 1.3%.

TRANSFER TO 4-YEAR COLLEGES AND UNIVERSITIES - The VCCS will triple the number of graduates who successfully transfer to four-year institutions.

In FY 10, Wytheville Community College will:

• Market Transfer Programs Through the Virginia Education Wizard
  o Market and utilize the Virginia Education Wizard.

RESULTS: Accomplished. WCC has marketed the use of the VEW to local school divisions and conducted training for career coaches in the use of this technology. In addition, Craig Herndon, from the VCCS, held a meeting at the Wytheville Meeting Center to promote the VEW to all public school students in the service region.

  o Incorporate student orientation to the Wizard in the SDV 100 class.

RESULTS: Accomplished. WCC has incorporated the VEW into all SDV 100 classes.

  o Maintain high-profile VEW link on home page of WCC website.

RESULTS: Accomplished. A VEW link is prominently displayed on the home page of the WCC website for easy access and viewing.

  o Include information about VEW and transfer opportunities in at least three “Access WCC” radio programs during the year.

RESULTS: Partially Accomplished: VEW and transfer opportunities were highlighted during the November 2009 “Access WCC” radio program.
Information has also been scripted for inclusion of the May and June programs to coincide with summer and fall registration periods.

- Highlight transfer programs and VEW in one news release per semester.

**RESULTS:** Accomplished: One press release during fall semester highlighted transfer programs. A second release featuring transfer programs and VEW was published in April 2010, and another is slated for June 2010.

- Include VEW website address on all transfer program brochures as they are revised.

**RESULTS:** Accomplished: WCC Public Information Officer has added the VEW website address to all transfer program brochures.

AFFORDABLE TUITION - VCCS tuition will not exceed half of the average cost of attending a public four-year institution in the Commonwealth.

In FY 10, Wytheville Community College will:

- **Pursue Executive and Legislative Support**
  - WCC will contact legislators at least twice annually (besides during the regular session) to make them aware of operating and capital outlay needs.

**RESULTS:** Accomplished: WCC President Charlie White met or talked with legislators throughout the year. In August, he attended the Twin County Regional Chamber of Commerce’s legislative event that was held during the annual Galax Fiddler’s Convention where he met with current regional legislators, as well as candidates for state-wide office. Also during August, he attended a meeting of the Virginia Tobacco Commission to seek funding for scholarships and program support. In October, as part of the VCCS’ “Great Expectations Program,” he attended two events in Richmond during which he had an opportunity to meet with state leaders and legislators. During November and December, he met with Delegate Anne B. Crockett-Stark regarding the proposed VCCS Scholarship Match Legislation and enlisted Crockett-Stark as a patron of the legislation. Wytheville Community College also participated in “Every Day is Community College Day.” Five WCC students, two College Board members, and three WCC administrators met with state legislators, including Senators Phillip Puckett, Roscoe
Reynolds, William Wampler, and John Edwards, and Delegates Ward Armstrong, William “Bill” Carrico, and Anne B. Crockett-Stark. The WCC team discussed college needs with legislators and asked for continued support of community colleges.

- In fiscal year 2010, WCC will: provide information on available scholarships to students and publish the link to the VCCS database and cost calculator.

**RESULTS:** Accomplished: The WCC Educational Foundation Office provided available scholarship information to students via the college’s website, as well as through the VCCS’s VEW database and cost calculator. Scholarship information was also presented to students during student orientation classes and through student e-mails sent directly to students throughout the year.

- Actively work with legislators and community leaders to pursue additional, sustainable physical resources in support of operating budget and capital outlay needs. Such work may include one-on-one meetings with legislators; hosting group meetings; and preparing and promoting case statements.

**RESULTS:** Accomplished: WCC President Charlie White met with Delegate Anne B. Crockett-Stark and other workforce development leaders to discuss a project in Grayson County that is being spearheaded by John Largen. Additionally, WCC administrators and staff regularly attend the monthly Wythe-Bland Community Foundation “Area Non-Profit Meetings” to maintain a strong relationship with community leaders. The Wythe-Bland Community Foundation provides the “Wythe-Bland Community Foundation Scholarship Program” that guarantees five semesters of free tuition and fees to all eligible Wythe and Bland County high school graduates. Since its implementation in 2007, the program has provided over $720,000 in tuition revenue for WCC. The Foundation has also provided $1,543,600 in support of WCC programs and projects. This funding included purchase of state-of-the-art health simulation equipment and resources to build a bike and walking trail. Administrators also attended two workshops this year hosted by the Wythe-Bland Community Foundation. In recognition of the extraordinary support of the Wythe-Bland Community Foundation, WCC hosted a special luncheon, honoring Board members.
Approximately 90 students who received scholarships were in attendance to express their appreciation for the scholarship program.

DUAL ENROLLMENT WITH HIGH SCHOOLS - The VCCS will triple the number of high school students who take college courses and receive college credits, raising the number from 14,000 to 45,000.

In FY 10, Wytheville Community College will:

- Increase the number of dual-enrolled CTE students by 5% in 2009-2010 academic year.

RESULTS: Accomplished: The number of dual-enrolled CTE students increased from 1,130 students in 2008-2009 to 1,209 students in 2009-2010, an increase of 7.0%.

- Examine the impact of dual enrollment on our college’s enrollment, including at the divisional and program levels, to determine where the greatest participation levels are occurring, as well as where there is a possibility for increased participation.

RESULTS: Accomplished: WCC has examined the dramatic impact that dual enrollment has had on the college enrollment. Since 2000 there has been an increase of 300% in dual enrollment. WCC has given much attention to this impact and has conducted summits for dual credit faculty, developed a new clear and concise manual for faculty use, and is currently creating a web page for dual credit faculty to house relevant information along with course syllabi for review and discussion.

PRIVATE FUNDING - The VCCS will become more proactive in securing private support to insure its capacity to respond to the needs of the Commonwealth. Collectively, the VCCS foundations will double their holdings from $75 million to $150 million.

In FY 10, Wytheville Community College will:

- Participate in the pilot project for Great Expectations through the Virginia Tobacco Commission if the project is funded.

RESULTS: Accomplished: The Great Expectations (GE) Program at Wytheville Community College (WCC) began on May 1, 2010 with a grant from the
Virginia Tobacco Commission. Enrollment forms, brochures, and business cards have been designed and printed. A current WCC employee has been selected as WCC’s GE Coordinator/Coach. Contacts and meetings are scheduled with local Social Service Agencies, two regional Independent Living Committees and one local Independent Living Group Home. There has been three potential program participants referred to the GE Program.

- The WCC Educational Foundation and WCC Scholarship Foundation will secure at least $750,000 in private support during 2009-2010.

RESULTS: Accomplished: As of April 26, 2010, WCC has secured $1,320,920 in private and grant funds. This amount includes the following:

- $265,218 in private donations has been secured by the WCC Educational Foundation and the WCC Scholarship Foundation
- $255,347 in support from the Wythe-Bland Community Foundation Scholarship Program
- $150,000 from the Virginia Tobacco Commission for the “WCC Forging Futures Scholarship Program”
- $25,000 from the VCCS “Tuition Differential Grant”
- $28,000 from a VCCS Chancellor’s E-Learning Enhancement Development (CEED) grant for “DBHDS Direct Support Professional On-line Career Studies Certificates”
- $25,000 from a VCCS Chancellor’s E-Learning Enhancement Development (CEED)grant for “MODEL: Multimedia for On-line, Distance & E-Learning”
- $74,925 in support of the “Great Expectations” program for foster care youth ($50,000 through the Virginia Foundation for Community College Education from the Virginia Tobacco Commission and $24,925 from the Appalachian Regional Commission)
- $400,130 from the Department of Labor for the “Recovery Act: Energy Training Partnership Grant” in partnership with Virginia Tech, New River Community College & Virginia Western Community College
- $93,000 from the Department of Labor for the “Meeting Critical Healthcare Workforce Shortages in Southwest Virginia” grant received by the Southwest Virginia Healthcare Workforce Development Consortium of which WCC is a member (amount listed is WCC’s portion of the grant received between July 1, 2009, and April 27, 2010)
- $4,300 Just In Time Grant
• WCC will seek local support from local school divisions, grants, foundations, and others to increase support for the Career Coach program by 10 percent over 2008-2009 levels.

RESULTS:  Accommplished: In the 2009-10 program year, WCC added an additional Career Coach at Rural Retreat High School using 2008-09 VCCS Systems Office carryover Perkins funding to bring the total number of Career Coaches in the service region to 7, a 14% increase in staffing over 2008-09 and 11% increase in funding over 2008-09.

MANAGEMENT GOALS - In Order to accomplish the goals set forth in Dateline 2009 and these Chancellor’s Goals, various management goals are necessary.

In FY 10, Wytheville Community College will:

• Enhance security practices to meet college, state, and federal security requirements.

RESULTS:  Accommplished: WCC transitioned from contracted, non-armed security to in-house security with an armed Security Manager and three part-time non-armed security positions. This has greatly enhanced security and emergency planning efforts. The college conducted table top exercise with local law enforcement to enhance effectiveness of emergency plans. Exterior doors and hardware were replaced to make it easier to lock the doors during shelter in place drills. Emergency radios were tested by designated building wardens. Dialers have been purchased and installed for the fire alarm system in order to establish independent outside monitoring of the building fire alarms.

• Expand the number of NIMS certified administrators, faculty, and staff.

RESULTS:  Accommplished: Twenty employees have now completed NIMS 100, 200, 700 and 800 classes. Fifteen of those employees also completed the NIMS 300 class. Six employees also completed the NIMS 400 class. The entire President’s Cabinet has been through five of the classes and three cabinet members have been through all six of the required courses.

• Meet specified academic, administrative, and financial Institutional Performance Standards (IPS) required to receive incentives provided for in the Higher Education Restructuring Act.
RESULTS: Accomplished: WCC has worked diligently to meet the Institutional Performance standards as outlined by SCHEV including: a committee has been established and is actively preparing for our fifth year interim report which will be due to SACS in July 2011, continued development of courses and training for workforce development, held meetings with all local school systems in the college service region to discuss college readiness and enhancing student success, and addressed remaining recommendations contained in the Chancellor's Emergency Preparedness Review Task Force Report.

- Provide adjunct and dual-credit faculty in-service training to enhance faculty development and to increase student retention.

RESULTS: Accomplished: Three separate in-service activities were held during the academic year to focus on student retention and dual credit enrollment. Each of these sessions was well attended.

- Continue efforts to increase placement of minority adjuncts by 10%.

RESULTS: Partially Accomplished: The college continues efforts to recruit minority candidates with minimal success. One additional minority candidate was employed part-time for fall semester of 2009.


RESULTS: Accomplished: The Continuity of Operations Plan was updated to include a pandemic flu index and appropriate NIMS terminology. Updates to the Emergency Plan are ongoing and include NIMS terminology and information gained from conducting emergency drills.

- Upgrade phone system functionality to include intercom feature for phone handsets. Place telephones in all classrooms to be used during emergency notification.

RESULTS: Accomplished: The campus phone system was upgraded to add an intercom feature for all phone handsets. Phones at our Galax and Smyth County campuses were integrated into the main campus phone.
system. Additionally, a switch is being secured from regional carriers in those areas to allow main campus phone service to be routed through the remote sites in the event of an emergency. Phones have been purchased for classrooms and installation is scheduled for completion by June 30, 2010.

- Develop and implement facility maintenance plan for campus, with defined timelines and schedules for regular maintenance tasks.

**RESULTS:** Accomplished: Preventative maintenance and service contracts have been established for facility operating and life safety systems. Maintenance tasks are reviewed regularly and scheduled on a weekly basis. Development of a request for proposal for a work order system is in progress with a timeline of system implementation by October 1, 2011.

- Develop cross training plan for support staff and promote training and professional development opportunities.

**RESULTS:** Accomplished: Cross training opportunities were identified for support staff during the process of emergency planning for pandemic flu. Supervisors have been encouraged to promote cross training whenever possible. Daily job procedures are being developed to document how to perform tasks when someone is out of the office. Several support staff members participated in professional development opportunities including: NIMS training, the Procurement Forum, Fiscal Officers of Colleges State Supported.

- Develop and implement a plan for the college to become more environmentally sensitive and work toward including topics in courses/programs that promote careers in environmental sustainability.

**RESULTS:** Accomplished: An Environmental Sustainability Committee has been established to promote sustainability efforts on the campus. A recycling program was implemented in 2009 and has expanded in scope, volume and participation during 2010. WCC will begin a program for “Solar Installers” in the fall semester of 2010. All Construction Technology Programs have “green topics” included in the curriculum.