

WVUP Business Programs

2023

Strategic Plan:

1. Exceptional customer service will be supplied at all times.
 - a. Emails will be answered within two business days of receipt. Weekends and holidays may be the exception, but emails will be answered within 48 hours at a maximum. The target should be within 24 hours.
 - b. Phone calls should be returned within one business day. It is known that you cannot always answer the phone you should be able to reply to messages within hours not days. To the customer speed of reply translates to importance. However, timeliness alone will not be enough.
 - c. Communication is to be delivered in a positive, professional, and clear manner at all times. We must remember that we all represent WVU-P to the students and community and will strive to contribute to a positive image of WVU-P at all times.
2. All degree programs and courses within the Business programs will embrace the continuous improvement model of assessment and utilize the underlying concepts to create, maintain, and prove exceptional course and program outcomes and quality.
 - a. We will not claim to be exceptional we will seek to prove it. We will utilize accreditation, outside assessment exams, and competition, as well as a menu of other means to ensure that we can visually prove that each course and program meets and exceeds quality expectations.
 - b. A full assessment plan mapping all learning outcomes and measurements must be updated and analyzed on a continuing basis to identify gaps and opportunities.
 - c. A formal schedule for this process must be created and maintained.
3. The Business programs will operate with efficiency in mind.
 - a. We will strive to provide the highest return on investment to the college that is possible.
 - b. We will seek ways to leverage existing resources to increase enrollment in lower enrollment course thus limiting the costs involved.
 - c. We will look for opportunities to eliminate costs where possible in each course both for the institution and the student.
 - d. We will look for ways to better utilize existing college resources and collaborate with other divisions where savings are possible. While at the same time we will look to build enrollment through innovative marketing collaborations and opportunities.
 - e. We will look to improve the website and all recruiting materials as well as create a marketing plan specific to each program within the programs. We will seek to improve recruiting efforts while at the same time looking for opportunities to save resources.

Operating Principles and Values:

The Business programs are committed to providing job ready programs in a ladder approach including certificate, associate, and baccalaureate level degrees. Courses are offered in a variety of formats

including traditional, hybrid, and online. Graduates of business programs will be prepared to enter the workforce with skills that match local employers' goals and wishes.

1. The business programs exist to transform lives. We will do this one student at a time and one encounter at a time. The students will leave here better than when they came in regardless of their length of stay.
2. The business programs will meet students where they are and take them where they want to go. This will require focus on the individual student and their needs, helping them to define their person success and guiding them to achieve it.
3. The business programs will assist students with critically thinking through life choices. This will include not only their academic choices but expands to time and financial management, accountability, motivation, and ethical behavior even when no one is watching.