West Virginia University at Parkersburg
Strategic Plan 2023-2027

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MISSION & PHILOSOPHY

OUR MISSION

West Virginia University at Parkersburg provides accessible, life-changing educational opportunities in a safe and supportive environment.

OUR PHILOSOPHY

The faculty, staff and administration of West Virginia University at Parkersburg individually and collectively hold the responsibility of providing educational and cultural opportunities in the college's service community, based upon the following principles:

• Education holds a central position in the creation, development, and nurturing of a society.

• Education should be constantly cognizant of the fact that all persons are individuals of worth and are entitled to be treated with dignity and respect.

• Education functions under the realization that equal opportunity to access and to benefit from teaching and learning must be afforded to all persons.

•Education provides the opportunity for all citizens in a democratic society to explore, to discover, and to develop their special aptitudes and interests.

• Education holds as a sacred trust its responsibility to assist persons in their quest for a fulfilling life and for responsible citizenship in a world characterized by change.

STUDENT BODY OVERVIEW

Sex				
	All Students		**Early College**	
Female	1444	64.3%	464	63.5%
Male	802	35.7%	267	36.5%

Student Age by Sex		
	All Students	**Early College**
Female	23.8	17
Male	23.0	17.1

Race/Ethnicity				
	All Students		**Early College**	
Caucasian	2019	96.6%	677	92.6%
Caucasian/African American	33	1.47%	13	1.80%
African American	31	1.4%	4	0.6%
Caucasian/American Indian	23	1.0%	8	1.1%
Hispanic/Latino	18	0.8%	3	0.4%
Asian	16	0.7%	6	0.8%
Caucasian/Hispanic	15	0.7%	4	0.6%
Caucasian/Asian	13	0.6%	5	0.7%
Other	18	.8%	11	1.5%

WV County of Residence (without Early College)	
Wood, WV	737
Jackson, WV	203
Wirt, WV	58
Ritchie, WV	56
Pleasants, WV	51
Mason, WV	21
Roane, WV	29
Kanawha, WV	29

Degree Programs of Study		
General Education	AS	358
Nursing	BS	177
General Education	AA	148
Business Administration	AAS	143
Regent's Bachelors	RBA	92
Board of Governors	AAS	68
Business Administration	BS	63

High School Attended (without Early College)	
Parkersburg South High School	418
Parkersburg High School	370
Williamstown High School	157
Saint Marys High School	113
Ritchie County High School	108
Ripley High School	104
Tyler County Consolidated High Consolidated	93
Wirt County High School	87
Ravenswood High School	71

Student Types			
	All Students	All Students %	Students without Early College %
First-Time Freshman	291	13.03%	19.30%
Returning Student	1031	46.15%	68.37%
High School Student	726	32.50%	-
Transfer Student	152	6.80%	10.08%
Other	34	1.52%	2.25%

Student Level (without EC/HS)	
Freshman	850
Sophomore	134
Junior	168
Senior	355

STUDENT BODY OVERVIEW

Residency	
In-state	1357
Out-of-state	12
Reciprocity (out-of-state with in-state tuition)	139

Full-time/Part-time	
Full-time	984
Part-time	530

Disadvantaged Students	
Economically	689
Academically	0
Both	0

Academic Performance	
Grade Point Average	
Average High School GPA	3.36
Average WVUP GPA	3.16
Average ACT Scores	
ACT English	19.74
ACT Math	18.7
ACT Reading	20.93
ACT Science	20.25
ACT Composite	19.81
Credit Hour Load	
Attempt	9.59
Earned	9.30

Enrollment by Student Type					
	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022
Traditional Students (18-24)	734	902	978	951	923
Non-Traditional (25+)	1137	866	732	595	591
Out-of-State	25	35	35	24	12
Reciprocity	148	172	169	139	140
Transfer	181	161	127	132	154
Early Enrollment	264	889	798	710	723

New Enrollment v. Retention						
	Fall 2018	**Fall 2019**	**Fall 2020**	**Fall 2021**	**Fall 2022**	
Overall	1936	1768	1700	1546	1513	
Recruited (new) Students	1029	901	953	796	884	
Retained Students	907	867	747	750	884	

Fall to Fall Retention						
	17-18	**18-19**	**19-20**	**20-21**	**21-22**	
Retention Rate	50.55%	48.80%	40.31%	49.69%	51.60%	

Fall to Fall Retention for First-Time Freshmen						
	17-18	**18-19**	**19-20**	**20-21**	**21-22**	
Retention Rate	50%	48.58%	50.47%	48.34%	54.74%	

2023-2027 STRATEGIC PLAN
THE FIVE PILLARS

ENROLLMENT MANAGEMENT

Enrollment growth based on recruitment, admissions and retention

COMMUNITY RELATIONS & ENGAGEMENT

Continued and increased involvement of the college in being a good community partner

EDUCATIONAL PROGRAM QUALITY

Assurance of quality measures in all aspects of education - from the classroom to campus department efficiency

BRANDING & MARKETING

We are WVU Parkersburg Proud of our programs, our students and our employees and we want you to know

WORKPLACE CULTURE

We strive to make WVU Parkersburg an exceptional place to work in an environment that feels like home

A NOTE FROM THE PRESIDENT

Growth of enrollment and an increase in retention are the two primary goals for WVU Parkersburg as it plans strategically for future expansion. The college community focuses on this purpose in five pillars: Enrollment Management, Community Relations and Engagement, Educational Program Quality, Branding and Marketing, and Workplace Culture.

The process for developing this strategic plan included town hall sessions, nearly 150 comments in a shared comment form, and multiple meetings of stakeholders. From these conversations, we have developed a variety of goals for each of the pillars.

As an institution, specifically in Enrollment Management, we will: improve communication with students and expand communication with potential students in the area of financial aid, including understanding financial aid responsibilities; increase front line staff financial aid knowledge and comprehension of financial aid processes; increase enrollment in all academic programs, in non-credit to credit programs; highlight student success and encourage student persistence; expand the amnesty program; enhance recruitment efforts for all programs; enhance outreach and improve student supports; successfully implement grants to expand programs; properly utilize software intended to enhance the student experience.

As an institution, specifically in Community Relations and Engagement, we will: listen to the community needs and acknowledge and consider possible reactions; increase student engagement with community businesses and organizations; increase community engagement with WVUP programs and students; increase community awareness of the value WVUP bring to the region; continually improve the scholarship process; be a proactive listener to identify needs of early college partners; sponsor more alumni events; invite more local employers to engage with our students.

As an institution, specifically in Educational Program Quality, we will: facilitate learning in the classroom; strive for continuous improvement for HLC accreditation; continuously complete MyDegree scribing accuracy; guide and mentor students; improve wrap around services for advisors and tutoring; continue facility upgrades and improvements; properly utilize software intended to enhance the student experience, specifically with Courseleaf catalog implementation.

As an institution, specifically in Branding and Marketing, we will: showcase a supportive campus for students; continue to assess marketing campaigns for all academic programs and short-term programs; highlight new programs; create an awareness of business and industry needs that are met by WVUP; recruitment of students; communicate WVUP as a safe place to learn, work and visit.

As an institution, specifically in Workplace Culture, we will: be more transparent in our communication; cross train employees to add depth to jobs and ease transitions or vacancies; streamline manual processes for efficiency of systems; produce better customer service with end users for business services and contracts; improve human resource processes, including supervisor training for human resource functions; enhance assessment implementations so that faculty and staff will find assessment easier and more informative; hire and train employees encouraged to be innovative and collaborative; enhance an environment of dignity and respect for all; continue to implement a diversity, equity and inclusion seating accessibility plan; prepare a budget to allocate limited resources to support all of the above strategic goals.

Strategic growth can occur at WVUP when the campus community unites to accomplish these and other goals. I look forward to the success we will accomplish together.

Torie Jackson

ENROLLMENT MANAGEMENT

Defined: a strategic method used to grow and stabilize enrollment that considers recruitment, admissions and retention.

At WVUP, the goal is to increase new student enrollment, by 3-5% each fall semester, based on the registration number at the end of the previous semester.

RECRUITMENT

Recruitment acts as the overall storytellers of the college. Existing through the life-cycle of the student, they are responsible for attracting prospects through visits to local educational facilities and companies, events planned with industries and the community, and working on marketing of recruitment campaigns through media and direct mail.

ADMISSIONS

Admissions is comprised of front line staff, financial aid counselors, records office personnel, business office staff, and academic advisors who work with students from applicant to registrant and are the backbone of shepherding students the student life-cycle. Many of these people remain an active part of the students' lives through graduation and beyond.

RETENTION

Encompassing a broad range of college personnel, student support services take the lead in helping students attain success. This includes tutoring, PAC advisors, program coordinators, financial aid staff, faculty in classrooms, and student engagement activities. The student life-cycle is dependent on strong retention strategy.

2023-2027 STRATEGIC PLAN

Goal 1: Attract new students in both the fall and the spring semesters.
HLC Criterion 5: Institutional Effectiveness, Resources and Planning

Objective 1.1: Leverage the Early College population as an avenue from which to recruit students

Strategy 1.1.1: Recruiters, alumni, and faculty will visit Early College classrooms on each campus.

Measurement: Recruiters will visit at least once per semester in an Early College classroom as well as at least one sporting event per semester.

Delegation: The Office of Admissions

Objective 1.2: Leverage the immediate past Early College population from which to recruit students who applied but chose not to attend.

Strategy 1.2.1: Create multiple recruiting touch points with these students at mid-terms and Thanksgiving.

Measurement: An increase in previous early college students enrolling in the following spring semester.

Delegation: The Office of Admissions

Objective 1.3: Utilize alumni in the recruiting process by providing targeted opportunities for current Early College students to interact with successful alumni.

Strategy 1.3.1: Invite alumni in certain disciplines to interact with high school students to note job opportunities and benefits within their fields.

Measurement: Beginning with Fall Fiscal Year 2023, track the number of times alumni interact with high school-age students and then track increases in enrollment in the programs that the alumni represented.

Delegation: The Office of Admissions and Alumni Relations

Goal 2: Implement a customer service mindset from a recruiting perspective.
HLC Criterion 5: Institutional Effectiveness, Resources and Planning

Objective 2.1: Articulate that all members of the campus community are responsible for recruiting

Strategy 2.1.1: Set a specific goal for deans, program coordinators, and faculty for new student recruitment

Measurement: Attainment of the specific goal and the number of new students in recruitment efforts.

Delegation: VPAA, Deans, Program Coordinators, and Faculty

Goal 3: Assess current recruitment, admissions and retention models to make changes that enable the process to be more productive for student success in admissions.

HLC Criterion 5: Institutional Effectiveness, Resources and Planning

Objective 3.1.: Embrace a retention model that continues the relationships between recruitment and admissions.

Strategy 3.1.1: Recruiters and financial aid counselors will continue reaching out to newly enrolled students throughout their first year as a student.

Measurement: Recruiters will have additional points of contact with the student throughout their first year.

Delegation: The Office of Admissions

Objective 3.2.: Eliminate steps in the admissions and orientation processes.

Strategy 3.2.1: Survey front line staff on their experiences with both processes.

Measurement: A new, well-defined process that will streamline the student experience will be in place by 2025.

Delegation: The Executive Vice President of Finance and The Vice President of Institutional Advancement

Objective 3.3.: Apply EdSights retention tools measures to prospects.

Strategy 3.3.1: Utilize Ricky the Riverhawk text bot to communicate with prospective students to discover barriers to being fully admitted.

Measurement: Number of touch points (2) monthly

Delegation: Marketing and Recruiting

Goal 4: Increase enrollment and additional training opportunities through Workforce and Economic Development
HLC Criterion 5: Institutional Effectiveness, Resources and Planning

Objective 4.1: Create open enrollment classes with times and delivery methods that meet Business & Industry demand and encourage enrollment from many companies which, through success, will lead to other training opportunities

    Strategy 4.1.1: Utilize the most recent needs assesment to determine what B&I needs are most urgent.

        Measurement: A 5% increase in company-lead trainings by 2025.

        Delegation: Workforce and Economic Development

Objective 4.2: Fund more short-term programs to meet community needs by working with sector strategy groups

    Strategy 4.2.1: Meet annually with sector strategy groups to determine which short-term programming would be most beneficial to the community.

    Strategy 4.2.2: Incorporate student success services into WED short term programs.

        Measurement: A 5% increase in short-term program offerings accompanied with a 5% increased retention from 2022 within the programs.

        Delegation: Workforce and Economic Development

Objective 4.3: Expand on Learn and Earn programming.

    Strategy 4.2.1: Share the advantages of Learn and Earn for regional employers

        Measurement: Arrange for three community engagement events where Learn and Earn can be shared within the community.

        Delegation: Workforce and Economic Development

    Strategy 4.2.2: Engage students in Learn and Earn to meet employer needs

        Measurement: The creation of three new Learn and Earns per year.

        Delegation: Workforce and Economic Development

COMMUNITY RELATIONS & ENGAGEMENT

Defined: Our mission is to educate our students and our citizenry so that we benefit the entire community. At a community college, we need to be an active member. We live here. We work here. Everything we do in community relations builds a better place to work, live and play.

Note: The assessment in these areas of the strategic plan are not based on percentage increases, but on a sustainability of involvement.

PRESIDENT'S OFFICE

FOUNDATION

K-12 PARTNERS

This Office focuses on relationships and embracing the community. It builds relationships with alumni, local businesses, organizations, and foundations for the advancement of college functions. It assures that the college is meeting its mission to meet industry amd workforce demands while creating a more vibrant community.

The West Virginia University at Parkersburg Foundation is an integral part of the college's mission as the fundraising arm for the college. The West Virginia University at Parkersburg Foundation sponsors events that build student and college assistance funds, enhances the town and gown relationship for the college, cultivates donors and builds new scholarship funds for student support.

K-12 partners work together through curriculum alignment for CTE and Early College programs into college, certificates, and associate degrees. Meeting regularly as part of the Mid-Ohio Valley Consortium, they examine the curricular needs in conjunction with industry needs creating a well-prepared workforce at home in the Mid-Ohio Valley.

Goal 1: Enhance the community relationship with the K-12 school system.
HLC Criterion 3: Teaching and Learning: Quality, Resources, and Support

Objective 1.1: Utilize the MOV Consortium to assess student pathways to jobs.

Strategy 1.1.1: Conduct analyses of current CTE programs and map those into certified associate degree programs that are aligned with local job opportunities.

Measurement: All CTE programs will be assessed on an annual basis to show updated alignment to 30 hour and 60 hour degree programs.

Delegation: President's Office, Academic Affairs, Early College

Strategy 1.2.1: Create a council to meet with counselors and principals twice annually to include Admissions, Enrollment, Early College, Financial Aid, Career Services and Alumni Relations, Business Office, Learn and Earn Coordinator, Academic Deans, The West Virginia University at Parkersburg Foundation and Marketing.

Measurement: The council meets twice annually and sets goals for collaboration for the next year.

Delegation: The Office of the President

Goal 2: Invest in the community through entities like the West Virginia University at Parkersburg Foundation.
HLC Criterion 1: Mission

Objective 2.1: Increase participation in Foundation events to cultivate donors.

Strategy 2.1.1: Continue utilizing Oakland for community events.

Measurement: Track the number of event attendees and conversion to donors

Delegation: Institutional Advancement

Strategy 2.1.1: Engage employers/community members to support scholarships.

Measurement: A 3% increase in campus giving on major giving days.

Delegation: Institutional Advancement

Goal 3: Invest in alumni relationships to encourage their giving of talent and time to West Virginia University Parkersburg
HLC Criterion 1: Mission

Objective 3.1: Increase opportunities for current students to interact with alumni

Strategy 3.1.1: Create bi-monthly Alumni Speaker Series

Measurement: Track the number of event attendees

Delegation: Alumni Relations

Strategy 3.2.1: Engage alumni in the classrooms to speak on career topics

Measurement: A student survey of effectiveness

Delegation: Alumni Relations

Strategy 3.3.1: Host annual graduate/alumni luncheon.
  Measurement: Track the number of participants
  Delegation: Alumni Relations

Goal 4: Examine industry needs for curriculum that is apprenticeship based.
HLC Criterion 3: Teaching and Learning: Quality, Resources, and Support

Objective 4.1.: Examine industry needs for curriculum that is manufacturing 4.0 based.
  Strategy 4.1.1: Collaborate with local business and industry professionals on industry needs.
    Measurement: The creation of any necessary manufacturing 4.0 programs by 2025.
    Delegation: Workforce and Economic Development and WTCIS
Objective 4.2.: Identify the industry gaps in our surrounding counties.
  Strategy 4.2.1: Consolidate current technical programs to match need.
  Strategy 4.2.2: Continue outreach to counties for business and industry partnerships
    Measurement: Quarterly sectional strategy meetings
    Delegation: Workforce and Economic Development and WTCIS

Goal 5: Priortize community support.
HLC Criterion 1: Mission

Objective 5.1: Determine where the college can make the greatest impact in the community.
  Strategy 5.1.1: Evaluate the most recent needs assessment to decide where to focus efforts.
    Measurement: Transparent Annual Report from Foundation.
    Delegation: Institutional Advancement
  Strategy 5.1.2: Continue work with the MOV Arts Collaborative and the WV Center for Civic Life to promote presence in the region and state.
    Measurement: Quarterly reports of sponsored arts and activities
    Delegation: Civic Engagement and Innovation Dean

Educational Program Quality

Defined: The student educational experience begins before students enter a classroom. WVUP will focus on improving educational quality through a systemic effort to examine campus processes for students. Each office will function with a set of known student learning outcomes as part of the co-curricular assessment of education. In addition, the academic integrity of courses will be evaluated annually through assessment of both program learning outcomes, course learning outcomes, and institutional learning outcomes through defined general education courses.

I chose the education program because I knew I always had a passion for children with special needs. I wanted to become the best special education teacher I could possibly be. I knew after touring the education program with Dr. Lancaster that I would be receiving a quality education through WVUP and had made the right choice. The price of tuition also definitely helped me make that decision.

I have been able to witness what everyday life would be as a teacher through my observations. It's beneficial to me because I apply the information I've learned every time I'm around children. The friendships I have gained through the education program have helped me in more ways than I can count.

My education courses have taught me to dig deeper into what I thought being a teacher would be like. I now understand the ways children think and learn and have a broader perspective on education in general.

Aleeah Fletcher
Class of 2026
Elementary Education

2023-2027 STRATEGIC PLAN

Goal 1: Utilize technology to streamline student processes
HLC Criterion 3: Teaching and Learning: Quality, Resources, and Support

Objective 1.1: Evaluate student intake and support processes to deliver the maximum benefit to students.

Strategy 1.1.1: Regularly assess system efficiency of student processes.

Strategy 1.1.2: List processes that need to be reviewed to identify and eliminate bottlenecks.

Measurement: Annual review of processes.

Delegation: Admissions and Center for Student Services

Goal 2: Create a transparent and well-trained workforce.
HLC Criterion 2: Integrity: Ethical and Responsible Conduct

Objective 2.1: Increase communication and effective training opportunities for all members of the campus community.

Strategy 2.1.1: Provide consistent training for front-line staff.

Measurement: Provide quarterly training on relevant and timely processes.

Delegation: The Office of the President

Strategy 2.1.2: Provide consistent and thorough supervisor training.

Measurement: Provide quarterly training on relevant and timely processes.

Delegation: The Office of the President

Strategy 2.1.3: Provide basic skills training for staff on Banner, Word, Excel, and other key software applications.

Measurement: Provide quarterly training on a new software system.

Delegation: Information Technology

Strategy 2.1.4: Enact upward evaluations of persons in leadership.

Measurement: Provide an annual evaluation opportunity of leadership.

Delegation: Human Resources

Strategy 2.1.5: Provide training to all faculty and staff on program offerings at the institution.

Measurement: Provide quarterly training on programs at the college.

Delegation: The Office of Admissions and Professional Development

Goal 3: Improve academic course quality.
HLC Criterion 4: Teaching and Learning: Evaluation and Improvement

Objective 3.1: Evaluate courses to determine areas of focus for improvement.

>**Strategy 3.1.1:** Create clear and measurable student learning outcomes for each course implemented in all sections.
>
>>**Measurement:** Outcomes Assessment Committee Co-Chairs meet with accredited program faculty and use feedback to assist non-content specific courses in defining assessment tools across all areas.
>>
>>**Delegation:** Vice President of Academic Affairs
>
>**Strategy 3.1.2:** Implement on campus pedagogy-based professional development.
>
>>**Measurement:** Twice annual assessment days, Professional Development Weeks
>>
>>**Delegation:** Vice President of Academic Affairs and Director of the CTPE
>
>**Strategy 3.1.3:** Provide training on curriculum design and outcomes-based delivery
>
>>**Measurement:** Continue offering internal professional development opportunities throughout the center for professional excellence.
>>
>>**Delegation:** Vice President of Academic Affairs and Professional Development
>
>**Strategy 3.1.4:** Identify commonly agreed-upon metrics of course quality and share regularly
>
>>**Measurement:** Evaluation of ILOs by Campus Outcomes Assessment and Curriculum Committees
>>
>>**Delegation:** Vice President of Academic Affairs

BRANDING & MARKETING

Defined: It is essential that the name WVU Parkersburg be associated with quality education programs and value. We should be known as a leader of innovation and a good economic partner. We will adhere to marketing and branding guidelines that allows for shared student stories in a succinct and well-planned manner. We will use all forms of media to reach our audiences and evaluate the messages utilized in individual platforms.

The new *"Your Home is Here"* campaign encourages recent high school grads, and those looking to come back to school, to look in their own backyard when looking for the right college for them. WVU Parkersburg has more affordable tuition, in addition to many on campus services, that allow our students to succeed. The campaign will interview students who once went to larger universities across the region and share their experience as to why they chose to come home to WVU Parkersburg. Our previous, "Welcome to Your Future" campaign focused on encouraging potential students to think about what their futures might look like if they pursued a degree or certification at WVUP.

2023-2027 STRATEGIC PLAN

Goal 1: Identify and market toward previously untapped and diverse audiences.
HLC Criterion 1: Mission

Objective 1.1: Attract non-traditional students.

Strategy 1.1.1: Utilize the Career Services interest matrix to help students identify career interests.

Measurement: An increase in overall student population and an age diversity

Delegation: The Office of Admissions and Career Services

Objective 1.2: Increase communications and marketing efforts with parents of current students.

Strategy 1.1.1: Create a parent page on the WVUP website to include campus updates, events and enrollment information.

Measurement: Track the number of parent emails captured on the parent page.

Delegation: Marketing

Strategy 1.1.2: Create social media parent testimonials.

Measurement: Create two parent testimonials per month.

Delegation: Marketing

Objective 1.3: Increase branding efforts with business partnerships and community.

Strategy 1.1.1: Identify boards and committees where the college's presence would be mutually beneficial.

Measurement: An increase of board membership across the identified boards.

Delegation: Institutional Advancement

Strategy 1.1.2: Host community events on the WVU Parkersburg main campus.

Measurement: An increase in events hosted on the campus from 2022.

Delegation: Institutional Advancement

Goal 2: Create a customer service mindset.
HLC Criterion 5: Institutional Effectiveness, Resources and Planning

Objective 2.1: Create a culture handbook for all employees.

Strategy 2.1.1: Determine cultural values, norms, and branding guidelines for the institution and create a handbook.

Measurement: All media purchases match developed guidelines

Delegation: Institutional Advancement

Delegation: Institutional Advancement

Goal 3: Implement strategic marketing toward high school students.
HLC Criterion 1: Mission

Objective 3.1: Create meaningful relationships with high schools.

Strategy 3.1.1: Host a counselor day between Admissions, Early College, and Program Coordinators.

Measurement: The annual event has 85% participation from all invited.

Delegation: Early College and The Office of Admissions

Strategy 3.1.2: Offer WVU Parkersburg facilities to local schools for fairs and events.

Measurement: Information about facilities is shared at the above event.

Delegation: Institutional Advancement

Strategy 3.1.3: Create student ambassador opportunities through The Office of Admissions.

Measurement: The Office of Admissions will train and employ three student ambassadors over the course of two years to assist in high school recruiting efforts.

Delegation: The Office of Admissions and Experiential Learning

WORKPLACE CULTURE

Defined: The mission statement for WVU Parkersburg notes that we will provide, accessible, life-changing educational opportunities in a safe and supportive environment. The opportunity to work at WVUP will be guided by those same practices. We will strive to be an accessible institution that operates with fairness to employees, shows value for work and for institutional loyalty, and provides an environment in which employees feel safe and supported.

We know where we are going by evaluating where we are. WVUP will make a commitment for each year of this strategic plan to conduct employee climate surveys. From those results, the President, President's Cabinet, and the Executive Team will identify areas of weakness and develop strategies for improvement. The ultimate goal is for employees to feel valued and proud to work for WVU Parkersburg.

2023-2027 STRATEGIC PLAN

Goal 1: Identify the relationship between employee support and job satisfaction
HLC Criterion 1: Mission

Objective 1.1: Develop and implement clear learning outcomes for each office on campus that guides their interactions with students

> **Strategy 1.1.1:** Meet with each office to determine where they exist in the life-cycle of a student and what students should learn from them. Students should be involved in this process.
>
>> **Measurement:** The creation of college-wide learning outcomes that guide co-curricular assessment
>>
>> **Delegation:** The Office of the President
>
> **Strategy 1.1.2:** Provide more training for employees (new employees, cross training in jobs, continued professional development)
>
>> **Measurement:** The continuation of Supervisor Trainings focusing on co-curricular assesment topics.
>>
>> **Delegation:** Human Resources

Objective 1.2: Continually assess the pay structure for WVU Parkersburg

> **Strategy 1.2.1:** Maintain the Compensation Taskforce to evaluate fairness in pay
>
>> **Measurement:** Quarterly taskforce meetings with a report to the President to prioritize the areas of least equity in current compensation practices.
>>
>> **Delegation:** Compensation Taskforce

Goal 2: Create a customer service mindset.
HLC Criterion 5: Institutional Effectiveness, Resources and Planning

Objective 2.1: Demonstrate optimal customer service pervasive across the campus - both internally and externally

> **Strategy 2.1.1:** Provide customer service training specific to higher education.
>
>> **Measurement:** Bi-annual customer service trainings
>>
>> **Delegation:** The Office of the President and Professional Development

Objective 2.2: Improve transparency across the campus

> **Strategy 2.2.1:** Enhance communication methods and frequency within the WVU Parkersburg family (students, staff and faculty)
>
>> **Measurement:** Work with each governing body (i.e. AAC, Staff Council, Faculty Senate, etc.) to establish communication frequency and guidelines for what is communicated while using tracking tools.
>>
>> **Delegation:** The Executive Team

BUSINESS OFFICE OBJECTIVES

- Explain the purpose and importance of having the ID on their person.
- Discuss admission requirements/Financial Aid Requirements.
- Open two-way line of communication.
- Develop Orientation Program for Student Workers.
- Clarify Financial Aid Payout occurs after attendance verification is processed.
- Define what academic year means in Financial Aid realm.
- Strongly encourage students to check/monitor WVUP email.
- Compare differences between loans/grants.
- Explain requirements of grants.
- Inform students how financial aid is applied.
- Student sets up Bank Mobile account and choose refund preference.
- Student demonstrates understanding by completing FERPA form if desired.
- Encourage students to share and understand financial situation.
- Student adheres to due dates.
- Student understands and is able to differentiate between aid.
- Student completes IP by planned parameters.
- Student distinguishes between tuition and fee types.
- Student utilizes OLSIS to gain knowledge of their financial requirements.
- Student acknowledges understanding of campus layout.
- Student utilizes support services available.
- Student review academic progress using DegreeWorks.

RECORDS OFFICE OBJECTIVES

- Explain the importance of OLSIS
  - Academic Transcripts
  - Registration
  - Graduation Application
  - My Degree
  - National Student Clearinghouse
  - Personal Information
  - Grades
- Describe the steps within the Withdrawal Process
- Promote usage of transfer equivalency database.
- Demonstrate the proper usage of records forms.
- Communicate
  - Graduation Process

FINANCIAL AID OBJECTIVES

- FAFSA Completion:
  - Educate prospective, new, and returning students/ families on timely and accurate FAFSA completion.
  - Instruct students (and parents if applicable) on how to use Student Forms.
  - Describe the Financial Aid sections of OLSIS to students so they can easily find what they need. (Navigation video in award notification)
  - Execute high quality FA counseling sessions with each student, giving them a thorough explanation of their status (Include program info, their admissions status, holds, etc. to reiterate the full picture) (Mandatory for new students and SAP students)
  - Communicate SAP requirements early and often to students and the campus community.
  - Describe each student's status to them every semester.
  - Create SAP education program for new orientation process (1 session on general FA, 1 session of SAP)
  - Summarize the different types of financial aid, and the most common funds WVUP uses within those.
    - Loans
      - Federal
      - Small amount of private
    - Grants
      - Federal
      - State
    - Scholarships
      - Foundation (WVUP)
      - PACF/ Other Local
      - State
      - "Outside"
    - Work Study

FRONTLINE & ADMISSIONS OBJECTIVES

- Explain the process of financial aid to students (new and current).
- Tell students how to navigate the website to order transcripts.
- Explain how to change major, advisor, and name the purpose of doing it.
- Describe to students how to get different places on campus, including where their classes are.
- Explain how to complete the application.
- Recognize issues students are having with OLSIS/Email/MyDegree, and help them solve it.
- Navigate processes including but limited to (withdraw, add/drop, financing advisor, registering for classes).
- Identify the purpose of student ID cards.
- Discuss student services offered to students.
- Inform students of deadlines (Financial Aid, tuition and fees, graduation application).
- Describe the registration process (when, where, who).
- Explain to new students the admissions process.
- Discuss ramifications of dropping classes.

RECRUITMENT OBJECTIVES

- Identify where a potential student is in the admissions process.
- Describe the process of admissions and registration.
- Reduce the gap between applicants and registrants.
- Build relationships with students, their families, and school counselors to grow our new student enrollment.
- Communicate expectations effectively so that students understand the process(es) and why they are important, i.e. SAP.
- Support students while going through the admissions process, but also throughout their college career.
- Provide exceptional customer service.

EPICENTER OBJECTIVES

- Raise student awareness of who their academic advisor is.
- Increase student understanding of the importance of the Academic Map.
- Assist students in self advocacy.
- Assist students in being academically successful.
- Maintain a minimum of three contacts per semester with our advisees by utilizing email, phone, Zoom, Chat, Texts.
- Continue in professional development as academic advisors.
- Help students understand the importance of college campus engagement.