

## **Strategic Planning Implementation Annual Action Plan 2017-18**

The Wilberforce University Renaissance: Reclaiming Institutional Prominence, our Strategic Plan, includes six broad institutional goals, focused strategic objectives, and action steps for each of these goals. As the plan is implemented, we annually gather specific evidence from the University community. The items selected are a snapshot of the various activities from across the campus, and other activities may have been implemented across campus.

### **Goal 1 Operational Efficiency**

We are dedicated to establishing policies, procedures, and practices that assess and assure the highest standard of workplace effectiveness and operational functionality to support the core mission of the University.

- 1.1 Completed comprehensive review of scholarship support and financial aid packaging.
- 1.2 Identified software and platforms to maximize efficiency processes.
  - 1.2.1 Tested Salesforce Platform.
  - 1.2.2 Campus Labs Platform Implementation.

### **Goal 2 Academic Excellence**

We are dedicated to establishing rigorous and challenging academic programs and intellectual experiences which prepare students for successful entry into the workplace, graduate, and professional schools, entrepreneurship and an appreciation of ideas which results in life-long learning.

- 2.1 (Continued) Strengthened linkage of student learning outcomes with University Program Outcomes.
- 2.2 (Continued) Strategic Thinking on Program Review Process.
  - 2.2.1 Identified Program Review Committee.
  - 2.2.2 Completed Implementation Plan.
- 2.3 Refined the Core Curriculum (general education and foundational courses) to improve graduation rates.
- 2.5 Explored development of Academic Drone Technology Program.
- 2.6 Communicated transformative opportunity for student learning through the UNCF Career Pathways Initiative.
  - 2.6.1 Reviewed first-year experience courses and implemented new courses.
  - 2.6.2 Refined the core curricular by reviewing graduation pathway and general education core curriculum that led to course reduction for graduation credits for accessible graduation path).
  - 2.6.3 Launched program opportunities to faculty.
  - 2.6.4 Provided training for faculty on intrusive advising for career development.

2.7 Established an innovative curriculum to develop visionary entrepreneurs that compete in a global marketplace.

2.7.1 Identified a set of skills to create the *Wilberforce University Entrepreneurial Mindset* to impact our value proposition.

2.7.2 Implemented the mandatory Intro to Entrepreneur Course.

2.8 Re-imagined the Center for Entrepreneurship, Leadership, and Social Good Purpose and renamed Center for Entrepreneurship and Innovation.

2.8.1 Launched pathway for experiential opportunities for entrepreneurs.

2.8.2 Develop campus-wide lecture and learning series.

2.9 Implemented 360-degree feedback and evaluation process from cooperative education program partners and students.

### **Goal 3 Fiscal Responsibility**

We are dedicated to establishing policies, procedures, and practices that reflect the most promising key performance indicators in fiscal management and accountability to assure good stewardship of the University financial resources and assets.

3.1 Evaluated administrative and technology infrastructures, and ERP systems to operate day to day process efficiently.

3.2 Identified Banner Upgrades needed immediately and developed plan to acquire necessary upgrades.

3.3 Identified plan for fiscal review and development.

3.2.1 Communicated Fiscal Situation to University Constituents.

3.2.2 Identified Consultant to maximize opportunities for fiscal growth.

3.2.2.1 Created and Implemented Fiscal Revitalization Strategy for Fiscal Stability.

### **Goal 4. Student Engagement**

We are dedicated to establishing policies, procedures, and practices, which create and support a vibrant and holistic student experience that expands learning beyond the classroom.

4.1 Partnered with local community facilities to achieve 90% residential community.

4.1.2 Outreached to financiers to re-model housing facilities.

4.1.3 Opened Residence Hall in August 2017.

4.2 Implemented Phase 2 of Renovation Strategy.

4.2.1 Reviewed academic spaces and needs for optimal performance.

4.2.2 Developed plan for remodeling (CASSS, Master's Program, Faculty Suite).

#### 4.3 Implemented Student Retention and Success Task Force.

4.3.1 Reviewed Enrollment Data and assigned Enrollment Management responsible for retention management.

4.3.2 Reviewed SAP Program and merged academic and financial aid to generate one process.

4.3.3 Reconstituted Retention and Task Force to a campus-wide Committee on Student Success and part of University Structure with oversight from Enrollment Management.

4.3.4 Developed and Implemented Strategic Enrollment Goals and mechanism for communication.

### **Goal 5 Image Enhancement**

We are dedicated to establishing an infrastructure, which supports a comprehensive approach to repair and enhance the image, reputation and physical environment of the University.

#### 5.1 Increase student success at Wilberforce University through admission and retaining students.

5.1.1 University identified strategic process from data driven practices.

5.1.2 Implemented campus recruitment and success plan and goals for next 3-years.

5.1.2.1 You Belong @ Wilberforce University recruitment and student success campaign.

5.1.2.2 Implemented student success meetings between enrollment, academic affairs, and student engagement and success.

#### 5.2 Developed Visual Program and Written Campaign for Wilberforce Renaissance.

5.2.1 Implemented Wilberforce Renaissance University Banners.

5.2.2 Developed materials that convey expectations of behavior and engagement.

5.2.2.2 Convened a focus group to determine materials.

5.2.2.3 Developed campus wide communication strategy for implementing the WU Way on major communications, activities, and during major events.

#### 5.3 Implemented ways to ensure alumni and friends receive information regarding the University

5.3.1. Created and Implemented Alumni Communication Strategy to increase alumni engagement

5.3.1.1 Implement Monthly Alumni Chapter Calls (with President and other University Officials)

5.3.1.2 Distributed University Alumni Newsletter

### **Goal 6 Civility and Kindness**

We are dedicated to establishing policies, procedures, and practices, which create and support an institutional climate of collegiality, mutual respect, and workplace collaboration.

6.1 Reviewed and establish operational efficiency practices that evaluate staff and faculty tenure, performance appraisals, and promotion through a common evaluative cycle and process.

6.2 Developed internal audit and risk management process and procedures that maintain and enhance throughout the institution, by defining excellence and incentive program.

- 6.3 Communicated HLC accreditation status to campus community through press releases and town hall meetings.
- 6.4 Reviewed committee structures and ensured representation from various constituents.
- 6.5 Implemented re-imagined New Employee University Orientation to provide common experience for staff.