

Strategic Planning Update Report January 2007

During the first half of FY2007, two new initiatives were added to the eleven active initiatives in Terra's Strategic Plan. These new initiatives are:

Expand partnerships with high schools.

The High School Partnerships Team is being led by Cory Stine and Mark Grine. The focus of this initiative is centered on a five-point approach, which includes the following:

- ✓ Expand relationships with career centers (e.g., classes, scholarships, and informational sessions)
- ✓ Expand PSEO offerings in high schools
- ✓ Increase recruitment and retention of students with color (including sponsoring educational forums and hiring part-time outreach specialists)
- ✓ Build relationships with local school administrators and faculty
- ✓ Prepare supplemental electronic marketing materials

Prepare a feasibility study for renovation of campus facilities.

The feasibility study for the renovation of current facilities was led by Regina Hyldahl. All action items including contracting with an architect to conduct the study, determining the areas for renovation, and finalizing the estimated cost have been accomplished. This initiative will now evolve into a new one for the actual renovation.

Teams have developed their action plans for the new strategic initiatives, as well as continued to make progress with on-going strategic initiatives selected from the 2006-2007 Strategic Plan.

Highlights of action plans and completed action items:

Enrollment Growth (including Targeted Marketing and Reaching out to Meet the Educational and Economic Needs in the Service District): The Enrollment Management Council and the Enrollment Services Department have many activities in process, including visitations with other colleges to determine best practices in all aspects of enrollment management, realigning staff with a focus on enrollment needs (faculty, enrollment area personnel, and financial aid staff), recruiting minority or underrepresented students, continuing to integrate functions of the recruitment process into the new software system (CAMS), and analyzing the best approach in re-designing the Terra website.

Develop New Programs: With the completion of semester conversion, many changes occurred including revision of older programs, as well as action on new programs. Fall 2006 brought Terra its own nursing program, a medical assisting certificate program, a distance learning CAD certificate that can be completed in two semesters, an AA in Music Education degree and articulated programs such as the Bachelor in Education completion program with Lourdes College for preK – 3 certification. First Energy partnered with Terra to revitalize its nuclear program; initial classes begin during Spring 2007. Programs in progress include gerontology and medical laboratory.

Supporting the Manufacturing Base: Supporting the Manufacturing Base Team has completed several tasks including creating multiple semester certificates in Robotics, CAD, Electrical, Machining, PLC, Maintenance, Welding, and Plastics; creating distance learning and hybrid courses in Welding and Plastics Color Matching; and completing an agreement with First Energy for a revised nuclear program in coordination with Davis Besse. Faculty and staff continued to visit local business and industry to cultivate relationships with the result that Terra has seen an increase of on-site visits from area companies. Works in process include developing and expanding work-based learning and job placement in all technical programs.

Assessment of Student Learning (AQIP): This team is now being led by two fulltime faculty members, Steve Mohr (English) and Tonya Breidenbach (Engineering). Major accomplishments include implementation of a portfolio process used in the assessment of General Education learning outcomes; access of the portfolios through the CAMS student and faculty portals; and implementation of an online orientation course for all degree-seeking students. As part of this initiative, program faculty have developed capstone courses in which exit assessment data is generated. Items in process include working with the Ohio Board of Regents' initiative for Student Success with other state colleges and universities; continuing to engage the faculty in professional development activities related to assessment; and continuing to review and revise assessment activities as needed.

Expand/Improve Online Learning (AQIP): During the fall, faculty were trained on the online component within the CAMS database system faculty portal. This allows an online component within traditional classes. However, for distance learning courses, it has been decided to critically review and compare other course management systems for teaching online classes. This work is currently in process. Work continues on increasing the number of distance and hybrid (course contains both online and on-campus components) courses, implementing the faculty mentoring system, and developing a total degree online.

Grade Inflation/Academic Rigor: This team is continuing to work on developing common syllabi (used by both full-time and adjunct to insure common course content) for use in the semester system and the implementation of pre-requisites and equivalent courses within the student database system. Electronic submission of grades was available to the faculty in December 2006.

Expanding Fundraising Strategies: The Foundation Office and Board have started phase I of the Major Gifts campaign to raise \$2.0 million for scholarships, instructional equipment, endowments, etc. As well, they are continuing to pursue ongoing activities such as reporting with new software systems, conducting individual meetings with Foundation Board members to discuss current needs and interests, conducting special events each year, and researching/submitting grant proposals. The Nominating Committee will be conducting a new board member appointment process; five board members were added during 2006.

Preparing Integrated Technology Plan: The Integrated Technology Team, the Computer Department, and the CAMS Team completed many activities for the new student database system, CAMS, to be fully operational; the development module for the Foundation is now functional and the student and faculty portals are in use. Pending activities in CAMS include

preparing CAMS for noncredit implementation and revisiting the course management system for teaching online classes. As well, a committee is investigating enhancements to the current website.

Improve Student Retention (including Improve Advising Processes): During Fall 2006, the online orientation course was completed and used by new incoming students. The team also reviewed and recommended changes concerning the Guarantee Scholarship. Currently, the team is reviewing the student advising system.

Create an Energy Conservation Plan: An energy management audit was conducted and a list of recommendations with cost estimates was given. One recommendation that will be implemented this coming summer concerns the SAC building having its airflow improved. Other recommendations will be implemented pending funding issues. As well, pending release of state funds, the college may be able to complete the energy management system. Currently, the Maintenance Department is working with the academic divisions to improve scheduling of classes and rooms so that fewer buildings need to be opened during slower periods of operation.