

WAYNE COLLEGE STRATEGIC PLAN

May 4, 2007

Status: Wayne College, established in 1972, is a branch campus of The University of Akron, serving the region of Wayne, Medina, and Holmes counties. It is authorized by the Ohio Board of Regents, through The University of Akron Board of Trustees, to offer a range of educational opportunities. The College is accredited at the associate degree level by the Higher Learning Commission of the North Central Association of Colleges and Universities.

Mission: It is the mission of The University of Akron Wayne College to provide high quality, accessible credit and non-credit educational opportunities to the citizens of Wayne, Medina, and Holmes counties and to be a partner with and a resource for the communities and organizations it serves. In brief, Wayne “teaches and reaches.”

Specifically, the College will offer: 1) a general education curriculum leading to the associate of arts and associate of science degrees or providing the first two years of a baccalaureate degree; 2) technical education programs that lead to the associate of applied science, the associate of applied business, the associate of technical studies, or technical certificates; 3) courses and programs in partnership with other colleges of The University of Akron.

In addition, Wayne College will provide continuing education and workforce development instructional programs to develop and enhance the skills of the area’s workforce and to enrich the lives of area residents.

The College will also provide cultural and public service programs that improve the quality of life in the community.

Vision: Wayne College will be recognized within The University of Akron and among two-year colleges in the State of Ohio as a center of excellence for teaching and learning. It will be acknowledged via outcome measures and accrediting agencies for the high quality of its teaching, programs, services, and facilities. And, while it effectively utilizes appropriate technology and instructional strategies, it will continue to provide a teaching-learning environment in which “Where the Student Comes First” remains the chief guiding principle.

Priorities: Wayne College will pursue its mission and vision by addressing the following institutional priorities:

- 1. A student-centered environment:** In its planning, programs, and decision-making, the College will keep the question “how will this action enhance the chances of student success?” first and foremost.

Over the next three years, the College will address the following initiatives for this priority...

- A. Develop a comprehensive enrollment plan that includes retention strategies
- B. Achieve student satisfaction ratings (via the Noel Levitz Student Satisfaction Survey) above the median of peer institutions
- C. Improve students’ financial access to the College by growing scholarship resources and developing new and enhanced sources of revenue (grants, endowments, etc.)
- D. Enhance physical, social, and learning environments to encourage student engagement with the College

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- 2. Diverse teaching-learning opportunities, programs, and services:** The College will enhance instructional programs and services to insure that they are of the highest quality and that they meet the needs of the students and communities it serves.

Over the next three years, the College will address the following initiatives for this priority...

- A. Accommodate students' changing lifestyles and schedules by developing alternative instructional/delivery strategies (such as distance, web-enhanced, web-based, expanded class schedules)
- B. Establish and carry out appropriate levels of staffing
- C. Improve coordination with the Provost's Office and the other colleges of The University of Akron
- D. Develop new degree/certificate programs to meet community needs and sustain enrollments at the College
- E. Encourage diversity and inclusive excellence in students' learning experience at the College

- 3. Workforce Development:** The College will provide resources and educational opportunities to meet professional development needs in the community, and it will work with business, government, and individuals to promote the area's economic development.

Over the next three years, the College will address the following initiatives for this priority...

- A. Expand partnerships with area business to strengthen the skills of the workforce
- B. Create entry-level career path programs for high demand occupations
- C. Add new development resources for the employees of area businesses
- D. Expand current assessment services for both individuals and area businesses
- E. Establish new connections with community organizations and businesses to enhance the economic growth and development of the area (i.e. SCORE, Jump Start, S.B.A.)

- 4. Engagement with the community:** The College will, via its individual colleagues and as an organization, be a presence in the community promoting good will, growth, and development. It will also be seen as a resource that draws individuals and organizations to campus and facilitates College outreach into the community.

Over the next three years, the College will address the following initiatives for this priority...

- A. Increase partnerships with the community to develop and conduct mutually beneficial events and activities (i.e. Relay for Life, Heart Walk)
- B. Make the College resources, human and physical, an integral part of the intellectual and cultural life of the community
- C. Develop new off-site educational opportunities
- D. Enhance the effectiveness and fiscal health of current off-site educational programs
- E. Establish a process to facilitate ongoing dialogue with the community regarding program and service needs
- F. Enhance interactions with area school districts

- 5. Facilities and Technology:** The College will develop and maintain a campus that is aesthetically pleasing, educationally functional, safe, and comfortable, with learning resources that draw upon current technology to enhance and enrich the teaching-learning process.

Over the next three years, the College will address the following initiatives for this priority...

- A. Explore opportunities to use area facilities to enhance classroom and lab experiences for students
- B. Carry out the construction of the D-Wing and H-Building projects
- C. Increase both private and government funding for facility and technology development
- D. Develop a teaching-learning resource center for students and faculty and support promising instructional technology
- E. Revise The 2001 Campus Master Plan

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F. Develop instructional spaces that support and encourage different teaching-learning strategies and styles

- 6. Institutional Effectiveness and Continuous Improvement:** The College will promote a culture of assessment and accountability such that outcomes/goals are established and measured, and changes are made with the intention of continuous improvement of all aspects of College work.

Over the next three years, the College will address the following initiatives for this priority...

- A. Implement a method to measure the achievement of the College's stated learning outcomes
- B. Implement a cycle of assessment-based program review for associate degree and certificate programs
- C. Implement a process for assessing institutional effectiveness including measuring progress on performance indicators
- D. Integrate continuous improvement principles and practices throughout the College
- E. Establish and update relevant operational plans for the major areas of the College (i.e. marketing, enrollment, instructional, staffing, facilities) and develop specific plans for administrative departments and offices
- F. Include accountability as an aspect of all assessments and reviews conducted by the College