



# Educational Outreach

## 2014-2015

Assessment of Progress

June 2016

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Goal 1.3: Ensure all programs include cross-curricular experience, applied and international/global awareness opportunities for all students.

Initiative 1.3.1: Provide opportunities for students to participate in Appalachian and Cherokee cultural activities.

Progress toward Goal \_\_\_\_\_%

Initiative 1.3.2: Provide opportunities for faculty and students to participate with international students in summer conferences and workshops.

Goal 1.4: Eliminate barriers to student access through coordinated endeavors with Birth-12 and community college partners.

Initiative 1.4.1: Identify barriers to access for distance students.

Initiative 1.4.2: Identify programs with caps and waiting lists and explore ways to allow for additional enrollment in those programs.

Initiative 1.4.3: Develop model transfer guides for distance students.

Initiative 1.4.4: Increase access to liberal studies requirements through proper planning with colleges, community colleges, advanced placement testing and ACE awareness.

Goal 1.5: Make WCU a destination for short-term educationally based programs, activities and events, including summer school, continuing education, camps, conferences and personal enrichment opportunities.

Initiative 1.5.1: Increase the number of youth camps by 50% by 2016.

Initiative 1.5.2: Work with colleges to offer short-term continuing education opportunities at Biltmore Park and on the Cullowhee campus.

Initiative 1.5.3: Expand the number and type of continuing education opportunities by developing relationships with vendors for certification testing and preparation.

Initiative 1.5.4: Create a community scholar program for individuals wishing to engage in personal enrichment.

Goal 1.6: Attain a student population that balances the University's commitment to access, its responsibilities for student success and ensures the sustainability of University funding.

Initiative 1.6.3.1: Target military-affiliated populations whose interest and expertise align with programs at WCU. These include, but are not limited to, increased recruitment of dependents, those in health related areas, and leadership.

Initiative 1.6.3.2: Align recruitment efforts with programs with growth potential.

Initiative 1.6.3.3: Secure a customer management system that aligns with admissions and can be used for automated tracking and follow-up with potential and current students.

Initiative 1.6.3.4: Use the Morganton Outreach office to more effectively recruit for both residential and distant students through improved access to information and better methods of follow-up.

Initiative 1.6.3.5: Work with graduate program directors to investigate the possibility of more weekend offerings at Biltmore Park.

Initiative 1.6.8.1: Increase the number of distance and military students who complete their degrees in 4 years.

Initiative 1.6.8.2: Develop a matrix for distance students with multiple strategies for completing liberal studies requirements.

## Strategic Direction #2: Enrich the Total Student Experience.

Goal 2.1: Foster a student centered campus culture that emphasizes academic excellence, personal growth, networking opportunities and global and social awareness.

Initiative 2.1.1: Include an expectation of academic rigor and standards in distance and military recruitment material. Ensure a smooth transition and familiarity of staff to assist from intent to enroll to enrollment and beyond.

Initiative 2.1.2: Develop and formalize mentoring programs for Native American students through WCU's Cherokee Center.

Initiative 2.1.3: Strengthen the Student Veterans Association to promote mentoring of new students.

Initiative 2.1.4: Develop and formalize a mentoring program for distance students.

Initiative 2.1.5: Ensure that all students enrolled at Biltmore Park receive excellent customer service and the required student support services and provide ongoing assessment with a positive rating of 90% or better of all students.

Strategic Direction #3: Enhance Our External Partnerships.

Goal 3.1: Strengthen relationships and communication between the University and its external partners; particularly those partners Educational Outreach works with, including but not limited to, advisory committees, conference participants, business leaders and community college advisors.

Initiative 3.1.1: Utilize the Cherokee Center to increase communication and interaction with members of the Eastern Band of Cherokee Indians and business entities on the Qualla Boundary.

Initiative 3.1.2: Utilize the outreach office in Morganton to increase communications with community college partners in the Piedmont region.

Initiative 3.1.3: Develop a strategic plan for a partnership with the National Guard.

Initiative 3.1.4: Develop a non-credit certificate in nonprofit management.

Initiative 3.1.5: Sponsor either a \_\_\_\_\_ or an \_\_\_\_\_ event at least annually.

Initiative 3.1.6: Participate in \_\_\_\_\_ events.  
Participate in \_\_\_\_\_ events.

Initiative 3.1.7: Continue to promote the Biltmore Park programs by encouraging community groups to use space at the facility.

Initiative 3.1.8: The Director of WCU Programs at Biltmore Park will join several community committees that align with our mission and promote WCU Programs at Biltmore Park and continue to build relationships with local industry, business, etc.

Initiative 3.1.9: The WPCC Regional Coordinator will participate regularly in events and/or meetings of the Burke County Chamber of Commerce and the Catawba County Chamber of Commerce.

Strategic Direction #4: Invest in Our People.

Goal 4.1: Make support for professional development for all employees a fiscal priority at WCU.

Initiative 4.1.1: Budget funds for every EO employee to attend at least one professional development event each year.

Initiative 4.1.2: Nominate one person annually for .

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## Addenda to the Plan

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Employees of Educational Outreach reviewed the 20/20 Vision and provided suggestions and areas where Educational Outreach (EO) could help the University fully realize the 20/20 Vision. A retreat held at Biltmore Park in 2013 focused on determining the mission and vision for EO. Through an interactive process, the group determined a mission and vision which would serve the Division of Educational Outreach through 2020. Additionally, a unit committee was determined at that time to develop the strategic plan for the Division. After an initial meeting and a review of the many ways EO could support the 2020 Vision, the planning group then determined the first steps in achieving the mission. Susan Fouts and Patsy Miller met and put those ideas into goals for the Division. Soon after that time, the Provost determined the new Provost would be responsible for fostering the EO strategic plan. After the new Provost's arrival, we were charged with completing the Strategic Plan. Using our initial meeting of all staff and subs