

GOAL 1:

PROVIDE ACCESS TO QUALITY EDUCATION AND SUPPORT SERVICES TO HELP STUDENTS ACHIEVE THEIR EDUCATION AND CAREER GOALS.

Strategies:

1a. Develop a focused strategic enrollment management plan.

- Purchased a targeted mailing list and sent a marketing piece to promote the Nursing Program and Spring 2016 registration in the Program; the Program experienced a boost of about 50 more applicants than prior years. (PO46)
- Established high school Latino prospective student list and conducted recruitment activities. (SA72)
- Presented bi-lingual College Information Session at St. Paul Church in Chicago Heights. (SA73)
- Piloted rapid registration sessions to facilitate student enrollment in Fall 2015; based on low student yield this initiative was not adopted. (SA68)
- Added additional online advertising venues including the Chicago Tribune and ENEWS Park Forest. (PO22)
- Developed and implemented ACT prospects direct mail outreach campaign to support increase enrollment of district high school graduates. This effort did not yield results and is not being continued. (PO34)
- Held two Open Houses in Fall 2015 to provide information on PSC programs, courses and Spring enrollment. Due to poor attendance this effort is not being continued. (PO45)
- Implemented a MAP Grant postcard mailing to 91,000 district households. The post card appealed to those who were impacted by lack of MAP funding and communicated the message that their dollars go further at PSC. (PO47)

1b. Evaluate the first-year student experience, including the developmental education program, and implement changes to increase persistence and completion.

- Increased the number of face-to-face New Student Orientation sessions offered in Fall of 2015 to 14 sessions, which is approximately double the number of sessions previously offered. (SA59)

1c. Create clear education and career pathways to help students achieve their goals.

- Created a short-term Certified Nursing Assistant (CNA) certificate pathway for Dual Credit students in Bloom Township High School District. (AA36)

1d. Explore, develop, and expand programs that respond to community, business, and industry needs, while keeping in mind the importance of sustainability and a global perspective.

- Acquired a narrow aisle reach truck for the non-credit Forklift Operator Training Program, which allows student training on this equipment. (CED21)
- Identified businesses that need forklift training and marketed to them to increase enrollment in the Forklift Operator Training Program. (CED24)
- Explored the feasibility of creating an accredited ESL program for international students. Determined that creating and offering remedial and credit-level English language courses would more appropriately and effectively serve the language needs of both international students and residents who are English learners. (SA02)

- 1e. Promote high academic standards by adopting best practices and improving the rigor of program review and assessment of student learning.
 - Identified key issues with online instruction by performing a gap analysis; developed a guidebook for faculty who teach online and instituted improvements including mandatory online faculty training and peer review of online courses. (AA25)
 - Conducted site visits for Dual Credit courses at each participating high school in keeping with National Alliance of Concurrent Enrolled Partnerships' (NACEP) best practices. (AA43)
 - Joined the National Technical Honor Society (NTHS) for purposes of including Career and Technical Education (CTE) students and Dual Credit students in this organization. (AA45)
 - Provided professional development to support student learning outcomes (SLO) and program/objective assessment in Student Affairs, Community and Economic Development and other offices that provide services to students. (SA69)
 - Improved overall assessment process structure and documentation of assessment activities on campus. (SA44)

- 1f. Create additional student-centered support programs to improve retention and completion.
 - Created a mentoring program between Male Success Initiative (MSI) students and faculty. (SA01)
 - Implemented a Hispanic student post-orientation seminar, which was held in 2014 and 2015 with approximately 60 students attending. (SA71)
 - Instituted an annual veteran career fair and an annual veteran services fair. (SA07)

- 1g. Expand efforts to ensure seamless program-level articulation.
 - Developed a new articulation web page to explain and expand PSC's articulation information. (PO48)

- 1h. Incorporate innovative technology that can enrich teaching and learning and improve technology support for students.
 - Offered professional development workshops to support Adult Ed instructors' integration of technology in the classroom. (CED04)
 - Implemented instant message and text message Library reference service for students, which allows student to ask librarians questions directly from our website, within a database, or as a text message. (AA46)
 - Purchased and configured 83 iPads, 2 charging carts, and dedicated wireless technology for the Math program. (FA64)
 - Completed technology improvements related to the renovation of TWL building for the truck driver program, including installation of new network and phone cable runs, television, security cameras, and satellite connection. (FA65)
 - Implemented Desire to Learn (D2L) mobile solution; completed testing, trained faculty, and prepared user materials. (FA66)
 - Upgraded approximately 10 student computer labs to Windows 10 and Office 2016. Each workstation also received an upgraded hard drive and additional memory. (FA67)
 - Upgraded workstations in the music lab (3180), including the operating system, hard drive, and memory; a music equipment adapter box was purchased for each workstation. (FA68)
 - Implemented the Respondus Lock Down browser, a custom browser that locks down the exam environment for D2L, which prevents students from copying, printing, accessing other applications, or visiting other websites during an online exam. (FA69)

1i. **Develop new ways to engage and communicate with students.**

- Formalized and promoted PSC Twitter account that has over 900 followers. (PO26)
- Featured current student accomplishments via videos, press releases and social media as part of the “Be a Pioneer” campaign. (PO64)
- Created PSC Dual Enrollment Facebook page. (AA42)
- Established Hispanic student cohort and engaged them with regular targeted communications. (SA70)
- Expanded the number of student clubs/organizations from 18 in 2014/15 to 24 in 2015/16 to increase student engagement. (SA19)
- Moved from a print catalog to an online catalog to be more sustainable and to enable more frequent updates so accurate information is available to students. (AA49)
- Developed videos to showcase Career and Technical Education (CTE) opportunities in Nursing and Automotive Technology. (PO65)

GOAL 2:

SECURE NEW FUNDING SOURCES WHILE EFFECTIVELY MANAGING AND ALLOCATING CURRENT FISCAL, PHYSICAL AND HUMAN RESOURCES TO ALIGN WITH STRATEGIC GOALS.

Strategies:

2a. **Secure new sources of funding.**

- Refinanced the 2010 capital construction bonds and added \$6 million in new bond financing for 2015 to fund the upgrade of College facilities and technology. (FA62)
- Sold \$6 million in tax anticipation warrants to offset loss of state funding. (FA63)
- Obtained a TRIO/Student Support Services Grant for \$1,100,000 to continue this program on campus for another five years. (SA81)
- Obtained a TRIO/Talent Search Grant for \$1,200,000 to continue this educational outreach program for another five years. (SA80)
- Developed a new data-informed process to evaluate students’ performance in adult education to meet ICCB performance measures. (CED02)
- Expanded client workshops, open enrollment events and on-site conferences to increase the number of CEU / CPDU certificates granted from 229 in FY2015 to 660 in FY16. (CED16)
- Revised the Conference Center catering menu to improve readability and increase catering orders. (CED30)
- Developed a new brochure to market rental of the Conference Center for music recital packages and distributed brochure to potential clients. (CED32)
- Received \$4.4 million in grant awards between August 2015 and August 2016. Nearly \$1.7 million in grants were applied for but not awarded between this timeframe. As of October 10, 2016, grants have been submitted and awards are pending for an additional \$105.9 million. (CED46)
- Developed and implemented a streamlined process for grants recording, monitoring and reporting that includes creation of a grants database and internal policies related to grant compliance, allowed expenditures, submission of reimbursement claims, and training of grant administrators and staff. (FA01)
- Secured funds through the St. James Partnership to cover the costs of renovating the tennis courts. (SA13)
- Conducted a Human Resources benefits review and achieved cost savings. (PO30)
- Secured IAODAPCA CEUs for the mental health conference which enabled the college to grant CEUs to alcohol and drug counselors for their participation at the mental health conference in 2015. (CED 13)
- Awarded a training agreement to provide the pre-apprenticeship Industrial Readiness Certificate Program through UAW-Ford. This customized training solution consists of three classes and is provided to the Chicago Assembly Plant and Chicago Stamping Plant. This generated approximately \$186,000 in revenue. (CED52)

- 2c. Build the institutional capacity for evidence-based decision-making by strengthening data collection, analysis, and reporting systems.
- Expanded access to SAP Business Objects; upgraded version and purchased 200 read-only licenses. Reports can be created and placed in folders for specific groups or departments. (FA21)
 - Conducted an informal student survey on the printed course schedule to ascertain student usage and preferences. (PO49)
 - Developed Key Performance Indicators (KPIs) and a related dashboard to support data-driven decision-making. (SA33)
 - Administered the Noel Levitz Student Satisfaction Inventory (SSI) survey to obtain student feedback on a wide range of subjects in order to improve their college experience. (SA75)
 - Developed and implemented point-of-service surveys for offices that provide direct services to students to identify areas for improvement. (SA78)
 - Created Institutional Research (IR) data warehouse that improves efficiency by decreasing IR personnel time spent on data extraction and validation. (SA65)
- 2d. Integrate the values of sustainability into daily operations.
- Developed a “Greening Your Curriculum” faculty workshop. Six faculty members incorporated a sustainability activity into their curriculum which provided at least 150 students with an opportunity to learn about sustainability during the 2016/17 academic year. (FA51)
 - Organized climate change events, including a poster presentation fair in the atrium, where the Sustainability Club presented on how the effects of climate change can be felt around the world; 110 students participated in the events. (FA75)
 - Donated 179 pounds of fresh produce, surplus crops from the PSC Community Garden, to Respond Now. (FA74)
 - Held a student club summit on professional sustainability. This one-day training session for PSC’s student leaders also reinforced leadership skills and promoted teamwork; 17 student leaders participated. (FA73)
 - Held the final Adopt-A-Highway event, where members of the Faculty Sustainability Committee lead 20 volunteers on a clean-up of Route 1 from Vollmer Road to 183rd Street. This ended a two-year community service project. (FA72)
 - Promoted PSC as a smoke/tobacco free campus through various channels, including a “Clear the Air” event which promoted PSC’s policy on tobacco use and educated 48 students about the positive health effects of quitting smoking. (FA71)
 - Developed and offered a “Green Speaker Series” to PSC students and employees; 130 students learned about sustainability and related career opportunities. (FA61)
- 2e. Develop strategies to recruit, hire, train, and retain highly qualified faculty and staff.
- Evaluated the effectiveness of advertising resources for job postings; discontinued nonproductive venues and began utilizing LinkedIn. (PO60)
 - Developed an instructor agreement and guidelines that are reviewed with all CED non-credit instructors as part of the onboarding process. (CED41)
- 2f. Maintain and enhance campus safety.
- Upgraded the security camera/recording system and re-located the system to ITR offices to improve monitoring capability for officers and to provide a safe environment for students, staff and visitors. (PO15)
 - Installed a security alarm system at the Matteson Area Center, including a burglar alarm and panic buttons that can be activated by employees. (PO53)

- 2g. Review workload and staffing levels and define service standards for everyone providing services directly to students.
 - Established a Service Standards Committee that is charged with developing strategies to improve student experience of college services. (PO57)
 - Reallocated resources that were made available by the retirement of two administrative positions to better accommodate the needs of the institution; redistributed workloads and created a Compliance and Effectiveness Support Specialist position and created an additional staff member position in the Foundation Office. (PO62)
 - Reallocated resources made available by the retirement of the Director of Advising and Disability Services to reorganize the advising office and place a premium focus on recruitment and enhanced academic advising via the creation of a new position, Manager of Academic Advising and Recruitment, and the hire of a new recruiter/advisor. (SA82)

- 2h. Develop strategies to improve communication and collaboration across departments and divisions.
 - Initiated quarterly briefings between union leaders and the administration to have a regular opportunity to discuss issues of general concern. (PO61)
 - Initiated monthly Academic Affairs town hall meetings to update faculty about issues in the division and across the college and to provide an opportunity to address faculty concerns. (AA51)
 - Added a human resources section to the employee newsletter to create an additional avenue for sharing information on employee benefits, offerings, and opportunities for the college community. (PO58)
 - Provided two professional development workshops to Support Staff Union members on the topics of communication in the workplace and customer service. (PO59)
 - Embedded a link to the monthly Board of Trustees meeting packet in the employee newsletter in order to improve employee awareness of Board actions and to facilitate access to this information. (PO63)
 - Established the Business Development Council to bring together Prairie State College entities, who engage with local businesses, to realize what business partnerships currently exist and share resources as well as best practices. (CED53)

- 2i. Implement improvements in the technology infrastructure, software, and training that would make college operations more efficient.
 - Implemented enhancements to the Instant Enrollment process for noncredit courses, including a better duplicate checking process, improved search screens, and additional course information fields. (FA58)
 - Upgraded internet and network Infrastructure. (FA59)
 - Migrated to a new library management system. (AA16)

- 2j. Enhance facility management through better space utilization, improvements, and capital planning.
 - Completed roofing repairs to the tech wing, dental building, Health Tech Center, and Tech Building. (FA32)
 - Replaced exterior signage. (FA35)

**GOAL 3:
CULTIVATE NEW AND EXPAND EXISTING PARTNERSHIPS.**

Strategies:

3a. Cultivate new and expand existing partnerships with educational institutions, business and industry, and alumni.

- Established and convened a Dual Enrollment Advisory Council for all district high schools and PSC stakeholders in Dual Credit and Early College Initiative programs. (AA39)
- Participated in the Chicago Southland Visitor's Bureau Ambassador's Program to increase awareness of PSC's Conference Center services. (CED31)
- Expanded marketing sales calls to establish strategic partnerships and grow the client base utilizing Conference Center and CED Business Solutions. (CED33)

3b. Collaborate with partners in support of academic program development and training, resource development, student internships, and job placement.

- Developed or expanded corporate partnerships with Comcast, Culver's, Coca Cola and Best Buy in support of student programming. (SA16)
- Developed a comprehensive One-Stop Center under the Workforce and Innovations and Opportunity Act (WIOA). Contracts for leases have been finalized with the Cook County Partnership, National Able and IDES. (CED48)
- PSC is supporting WIOA through staffing to assist individuals going through the process of becoming PSC students. Adult Education is a mandated partner and the Dean of Adult Ed has implemented a referral system and conducts quarterly meetings with all core partners. (CED49)
- Developed a partnership with KLLM Transport Services to provide CDL training to address the critical skills shortage of Commercial Truck Drivers; 144 students successfully obtained their CDL license with 134 successfully employed. The partnership also provided over \$150,000 in operational savings to the college. (CED50)

3c. Develop new partnerships and resources to help students overcome socio-economic barriers to success.

- Partnered with the Housing Authority of Cook County and One Million Degrees to provide a scholarship program for qualified students; 33 students are being served by the program. (PO51)
- Held Single Parent Awareness Day and provided information to 52 single parents on resources available at PSC and in the community to assist them with childcare and other issues. (PO50)
- Partnered with Mejer to create student job opportunities at their Flossmoor location; over 50 new hires are PSC students or alumni. (SA76)

- 3d. Engage local citizens, alumni, businesses and educational partners to increase community awareness of Prairie State’s strong academic programs and services.
- Initiated a monthly article in the Northwest Indiana Times that focuses on PSC initiatives. (PO23)
 - Increased community outreach efforts to support veterans and build awareness of PSC veterans programs (SA05)
 - Developed agreements with three area organizations to market adult education programs on their websites. (CED11)
 - Developed the Kids@College Go Green Earth Day community event that attracted close to 100 parents, children and community members. (CED54)

**The number in parenthesis at the end of each accomplishment denotes the related task in the strategic plan database.*