

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.

- Conducted calling campaigns to defined student cohorts at designated points in the semester to drive enrollment. This personalized outreach encouraged students to establish payment, submit financial aid documents, enroll for classes, etc. (*SA31)
- Created a full-time high school recruiting position on campus through reassignment of recruiting responsibilities. (SA53)
- Expanded internet advertising for Fall 2015 to drive enrollment. (PO40)
- Developed a video to be used as a commercial prior to all movies shown in Marcus Theaters in Chicago Heights. (PO41)

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

- Analyzed data on student retention and persistence in ENG 099 configurations to maximize student success and persistence; changed all sections to three credit hours and increased the number of accelerated sections for Fall 2015. (AA01)
- Developed a master contact/outreach database and marketing plan that specifically targets selected cohorts to increase enrollment in Adult Ed. (CED03/08)
- Revised the format and content of face-to-face New Student Orientation and increased the number of sessions offered to general and targeted student populations. (SA03/SA66)
- Launched online New Student Orientation. (SA67)
- Developed and submitted PSC's Quality Initiative Project (QIP) to the Higher Learning Commission, which designates formation of the First Year Experience (FYE) Program as our QIP. (SA45)
- Established the FYE Task Force to provide input on the FYE program. (SA61)

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

- Increased the dual credit hours that students earned by 23% over last year through improved collaboration with administrators and faculty from the nine district high schools.
- Joined NACEP, the national accrediting body for dual credit programs, and will continue implementing best practices to position us for future NACEP accreditation. (AA35)
- Developed Academic Transfer Guideline Sheet to support student-athletes who are interested in transferring to four-year institutions and playing at the NAIA/NJCAA level. (SA56)

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.

- Expanded Adult Ed student support services to help students address barriers in order to increase the number who transition from Adult Ed to post-secondary education or certificate programs. (CED06)
- Developed Adult Education career pathways in manufacturing and healthcare that lead to postsecondary education and employment opportunities for students by implementing skills-based training, student support services, and stackable credentials. (CED07)

- Aligned Adult Secondary Education (ASE) curricula in math and reading to the Common Core Standards to better prepare students for college coursework. (CED10)
- 1e. **Promote high academic standards by adopting best practices and improving the rigor of program review and assessment of student learning.**
- Implemented a new process for documenting assessment of student learning outcomes at the program and discipline (classroom) level. (AA33)
 - Supported faculty assessment efforts by developing a Coordinator Assessment Academy (workshops), faculty handbook, and online assessment materials available through D2L. (AA34)
 - Completed Curriculum Mapping of two additional College-wide General Education Outcomes: problem solving and communication. (AA02)
- 1f. **Create additional student-centered support programs to improve retention and completion.**
- Institutionalized Main Action Plans (MAP) retention initiative in Nursing. (AA08)
 - Established virtual Women's Center with links to community agencies that can assist students in addressing a variety of personal needs or crises. (PO09)
 - Created a nursing mothers/lactation room (3216) on campus. (PO35)
 - Developed Work & Learn student campus employment program which provides a tuition waiver for eligible participants. (PO13)
 - Opened student leadership training to all students and incorporated a sustainability component. (SA17)
 - Added a digital version of the Student Review newspaper to expand accessibility and readership. (SA20)
- 1h. **Incorporate innovative technology that can enrich teaching and learning and improve technology support for students.**
- Implemented computer-based GED exam. (AA26)
 - Implemented annual on-line FERPA training. (SA24)
- 1i. **Develop new ways to engage and communicate with students.**
- Expanded social media outreach to students by developing Instagram, Pinterest and over 15 individual Facebook pages for departments and student clubs. (PO24/25/33)
 - Added a videographer/photographer position to expand our in-house capacity to create engaging, high quality videos to promote academic programs and events on campus. (PO39)
 - Provided an opportunity for interested TRiO-SSS students to participate in an annual service learning project. (SA47)

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.

- Established the Resource Development Committee to secure additional funding through partnerships, sponsorships, and donations. Through these efforts, PSC received \$250,000 from Barnes & Noble that was used to update AV equipment in the auditorium and nearly \$130,000 from Franciscan St. James to renovate the tennis courts. (PO31/32).
- Identified four additional sources of external funding to support Adult Ed programs and received funding for two at \$5,000 each. (CED05)
- Increased Conference Center revenue by developing and implementing criteria that reduces the amount of free and discounted rentals extended to external groups. (CED29)

2c. Build the institutional capacity for evidence-based decision-making by strengthening data collection, analysis, and reporting systems.

- Conducted CCSSE Survey and communicated key findings through Research Briefs and Open Forums. (SA34)
- Implemented a database to document and track new tasks undertaken across the College to achieve PSC's strategic plan goals. (SA37)
- Developed a student profile dashboard to facilitate access to student demographic and success data, to support Program Review, and to facilitate informed decision-making. (SA38)
- Conducted qualitative research on why students leave PSC to inform retention efforts. (SA40)

2d. Integrate the values of sustainability into daily operations.

- Built a butterfly garden to provide a habitat for migrating butterflies and a resource for educating students about habitat loss and the benefits of native plants. (FA43)
- Completed required criteria (integrated sustainability in the Strategic Plan and broadly into campus operations and management by developing a sustainability plan, etc.) to achieve gold level recognition under the Illinois Governor's Campus Sustainability Compact. (FA44)
- Hosted a health fair to increase awareness of health issues and to encourage a greener lifestyle for a healthier self and environment. (FA45)
- Represented PSC's sustainability program at the local, state and national level through active membership in numerous organizations. (FA47)

2e. Develop strategies to recruit, hire, train, and retain highly qualified faculty and staff.

- Institutionalized faculty mentoring program for adjunct Nursing clinical faculty. (AA05)
- Instituted annual coaches' meeting and mandatory annual CPR and Automated External Defibrillator (AED) training for all coaches and staff in Athletics. (SA14/64)
- Provided annual mandated training in FERPA, Title IX, Harassment Prevention, and Mandated Reporter for designated employees. (PO42)
- Provided training for campus staff, particularly police, to increase understanding of transgendered people and their rights, and designated a gender neutral bathroom in the main building. (PO43)

2f. Maintain and enhance campus safety.

- Joined the South Suburban Emergency Response Team (SSERT), a multi-jurisdictional task force that is available to assist the College in emergency situations. (PO37)
- Created a police dispatch center and added the position of Police Dispatcher to improve departmental communication and coordination. (PO18)
- Purchased and installed seven new Emergency Call Boxes and re-furbished three existing ones. (PO38)
- Improved the College's preparedness to respond to potential student-athlete injuries and medical emergencies by purchasing an additional Automated External Defibrillator and contracting with an outside company for athletic training services at all home games. (SA63)

2g. Review workload and staffing levels and define service standards for everyone providing services directly to students.

- Created and distributed coaches' handbook to communicate departmental, PSC, and NJCAA expectations and guidelines for coaches and student-athletes. (SA58)
- Provided Interpersonal Relations and Customer Service training to support staff. (PO44)

2h. Develop strategies to improve communication and collaboration across departments and divisions.

- Held Registration Information Sessions for faculty and staff to improve internal understanding of the registration process. (SA30)
- Instituted Open Forums to create college-wide awareness of and dialogue about issues related to institutional research, strategic planning, accreditation, and various performance measures. (SA42)
- Improved collaboration between the Counseling and Academic Advising Center and TRiO-SSS to recruit students for TRiO and better serve new students majoring in AA/AS degrees. (SA46)

2i. Implement improvements in the technology infrastructure, software, and training that would make college operations more efficient.

- Automated the student financial aid disbursement process using Higher One. This improved internal efficiency, cost effectiveness and accuracy while providing students quicker access to their financial aid award and three ways to receive their disbursements. (FA28)

2j. Enhance facility management through better space utilization, improvements, and capital planning.

- Renovated the tennis courts. (FA10)
- Installed improved signage throughout campus.
- Relocated the Business Office to renovated space in the main building that includes new offices and furniture as well as a shared common space. (FA11)
- Enhanced the Halsted Street main building entrance and the Children's Learning Center entrance with landscape improvements. (FA39)
- Installed new energy efficient baseball/softball scoreboards. (SA57)

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

Strategies:

- 3a. **Cultivate new and expand existing partnerships with educational institutions, business and industry, and alumni.**
 - Expanded visibility of the Christopher Art Gallery by participating in the South Suburban Art Scene, a five-gallery collaborative that promotes joint marketing efforts and events to support the visual arts.
- 3b. **Collaborate with partners in support of academic program development and training, resource development, student internships, and job placement.**
 - Formed a mental health advisory board with representation from local organizations to support the planning and implementation of the College’s annual mental health conference. (CED14)
 - Developed Women’s Interview Closet and implemented vouchers to assist female student job seekers. (PO11)
- 3c. **Develop new partnerships and resources to help students overcome socio-economic barriers to success.**
 - Publicized Comcast “Internet Essentials” program to help address digital divide for students without home internet access. (PO14)
- 3d. **Engage local citizens, alumni, businesses and educational partners to increase community awareness of Prairie State’s strong academic programs and services.**
 - Developed social media outlets for Corporate Education, including a LinkedIn page. (CED44)
 - Developed PSC history PowerPoint presentation for outreach to community groups. (PO10)
 - Created PSC LinkedIn page, which has nearly 1000 members. (PO27)

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

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