I. Breakfast  
*(available at 7:30am)*

II. Written Departmental Updates: Q&A *(previously sent/posted on web)*  
*(7:45am to 8:00am)*

III. Discussion  
*(8:00am to 9:15am)*

   a. Disability Services (Jane Fink – 10 to 15 minutes)  
   b. Learning Support Services (Sue Horn – 10 to 15 minutes)  
   c. Membership Rotation

IV. College Update: Gordon Holly  
*(9:15am to 9:30am)*

   a. Vision 2020
STUDENT SERVICES & ENROLLMENT MANAGEMENT

**Overall Enrollment**
- The Spring 2013 semester yielded an enrollment headcount of 2,290 and a credit hour production of 18,594. These figures were nearly identical to the previous year’s headcount and credit hour production.
- Spring enrollment showed a recovery from a 2.9% headcount decline and a 2.5% credit hour production decline in the fall semester.
- The main reason for the enrollment recovery was an increased retention rate over the previous year. The fall semester to spring semester retention rate increased from the previous year. In Spring 2013 the rate was 69%, while the previous year was 66%.
- The Spring 2013 enrollment is the 3rd largest spring enrollment in the College’s history.
- The Post-Secondary Enrollment Options and Dual Enrollment Programs continue to thrive. There are well over 450 students taking courses both on and off campus in these programs. This spring there are courses being held at 12 high schools: Ashland; Black River; Chippewa; Kingsway; Medina; Norton; Orrville; Rittman; Triway; Wadsworth and Wooster.

**Student Life & Student Services**
- Recently the Student Life area in conjunction with the College’s Marketing and Public Relations Department had a very successful International Festival which attracted students and community members to participate. The event involved music, food, discussions, a race machine, and a fashion show, which demonstrated many cultures around the world. The event received front page coverage by the Daily Record.
- ORCC (Ohio Regional Campus Conference) will have its Championship Basketball Tournament Games at the Wayne College Campus on February 23 and 24.
- For the first time there will be scholarships available for students who attend the summer semester. These scholarships will be available to continuing students who have demonstrated college success (3.0 GPA or above) and plan to take a minimum of 6 credit hours during the summer. These scholarships are being put into place to help offset the decline in state and federal financial aid in the summer.
- The Academic Advising area is having several “Academic Intervention Meetings” with students on probation to make sure students are on track with their education for the spring semester. The meetings will entail discussions regarding academic progression and the consequences for poor performance and reinforce the availability of academic support services at the College.
- On February 10 “College Goal Sunday” was held at the Holmes County Higher Education Center focusing on financial aid assistance, there will be other financial aid workshops held in February on the Wayne Campus. On February 18 on the Wayne College Campus there was a Post-Secondary Enrollment Options Program Night.

COMMUNITY RELATIONS

**Recent Events**
- October, Candidates Night: Approximately 200 community members attended and we received event coverage from the Daily Record over a two-day period.
- November, Shakespeare Festival: It was another successful year for the event, although numbers were down for the student performance due to decreased funding for field trips.
- January, International Festival: This two-day event was opened to the public for the first time this year and was popular with both students and the community. The Daily Record ran a front page story on the event. The evening performance by HeartBEAT Afrika was not well attended and next year the event will be held during daytime hours only.

**Upcoming Events**
- March 7: Jim Tressel/Open House, 6-8pm
- April 6: Writers Workshop and Awards, 830am-230pm
- April 12: Career Expo, 10am-330pm
- April 23: Human Trafficking speaker, Theresa Flores, 7pm
- April 24: Administrative Professionals Event, 830am-130pm
- May 17: Jack Schantz Jazz Performance, 7pm
Marketing

- Increasing summer enrollment over last year is a focus. A marketing plan is in place which will include a March (spring break) postcard to local students who attend other colleges, a summer schedule mailing to those same students in early May and online ads. For current students we will promote summer classes and scholarships through Waynemail, Waynetext, campus posters, and facebook.
- A new commercial is being planned to run over the summer. The goal is to promote fall enrollment, especially in the new Bachelor of Social Work program and the Saturday MBA. The theme is “UA Your Way- It’s Right Here!” and main campus will again be assisting us with production.
- The new academic programs, as well as fall semester in general, will also be promoted using direct mail, billboards, online ads and print ads. The three benefits we will focus on are that classes at Wayne are personal, local, and affordable.
- We are planning to increase marketing efforts in Wadsworth, as we have less penetration there as compared to areas in Wayne County. Wadsworth is a growing area, with a 17% population increase since 2000. There are 21,683 people in Wadsworth, compared to 26,139 in Wooster and 8,387 in Orrville, yet we only have 213 students from Wadsworth compared to 397 from Wooster and 248 from Orrville.
- We are also planning to promote our new programs in Western Stark County. There is limited competition there for the social work program and the Saturday MBA.

Misc.

- The Roo Crew community service group helped with Woosterfest Kinderplatz area in September, Wooster Salvation Army bell ringing in December, and is scheduled to assist at the Orrville Bunny Trail in March.
- For the first time, Wayne College is a host site for the ORC Basketball Tournaments. These will take place on February 23 and 24 in the Boyer Gymnasium and are being promoted to Wayne College students, who may attend free of charge. Admission to non-students is $5 per person.

CONTINUING EDUCATION & WORKFORCE DEVELOPMENT

Short-term Training and Professional Development

- Network Security Professional Training Grant launched recruitment for candidates for the program. Developed a brochure that is used as a marketing piece. We began screening potential candidates for the program in December. Current status of candidate list:

<table>
<thead>
<tr>
<th>Categories</th>
<th>No. to date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ready to begin program – begin week of 2/25</td>
<td>6</td>
</tr>
<tr>
<td>Enrolled currently in credit bridge classes at Wayne College</td>
<td>6</td>
</tr>
<tr>
<td>Need to take bridge classes in fall</td>
<td>9</td>
</tr>
<tr>
<td>Did not meet eligibility</td>
<td>3</td>
</tr>
<tr>
<td>Currently in the queue to be assessed or followed up with after initial inquiry</td>
<td>20</td>
</tr>
<tr>
<td>No show for appointment</td>
<td>2</td>
</tr>
</tbody>
</table>

- Spring recruitment for Network Security Grant Program with goal to hold at least two classes late spring. Recruitment activities:
  - Holding information night – March 4 at 6pm
  - Place online ads on OhioMeansJobs (free) and Monster (pd)
  - Position ads in classified sections of newspapers
  - Email Marketing, place on social media i.e. Facebook
  - Sent information to all former and current students in the last three years that have had taken basic computer training and are in good standing with The University of Akron financially and academically. Approx. 230

- 400 were enrolled in fall short term training programs, professional development and computer training classes.

Business and Industry Training (contract training)
Wayne College Community Advisory Council Meeting
Departmental Updates
Friday, February 22, 2013 – 7:30am – SLB109BC

- Provided over 30 courses to The J. M. Smucker Company in the area of MS Project, Visio and MS Office 10. Also, worked with our online computer course provider to set up a separate domain for Smuckers, so employees can enroll themselves in online computer courses.
- Conducted Leadership training for JLG
- MS Office training for Wayne Dalton
- Entering into multi-year contract with Ohio Department of Transportation (ODOT) for leadership training for administrators (over 100) – MCUC and Wayne are working together on this project.
- Worked with University Libraries on developing competency models for staff
- Working with Wayne County Library System in the area of leadership training
- Conducted annual survey for Christian Children’s Home of Ohio
- Provided basic computer training for Wayne Medina Community Action

Testing and Assessment Center

- Ongoing partnership with Miami University’s Corporate and Community Institute on two projects with companies located near Dayton, Ohio. The one company, we provide testing and assessment services to five plant facilities across the U.S.
- Ongoing team leader assessments for General Motors, Lordstown (both east and west complexes) and Parma.
- Continue to provide testing with local employers – work with 11 employers
- Our center will be an authorized GED testing site beginning in April 2013. The GED testing for all states by 2014 will be administered at Pearson VUE authorized testing sites. This is a big change from the paper and pencil format conducted at local ABLE sites.
- We are now a Comira Testing site, a variety of professional certifications

Institutional Effectiveness Committee

This year the Committee has divided its work by forming four subgroups:

- HLC Reporting and Monitoring Subgroup: After the successful accreditation by the Higher Learning Commission in 2012, this group was created to respond to the feedback from the HLC Assurance and Advancement Section Reports (available on the College’s website at http://wayne.uakron.edu/dotAsset/2320599.pdf). This group is also charged with keeping the Committee up-to-date on the progress of the required Monitoring Report on program review, due to the Higher Learning Commission by July 1, 2013.
- Performance Indicator Subgroup: The group has begun the work of determining which indicators are required by entities such as HLC, State of Ohio, and the University of Akron and which indicators are needed to determine achievement of the College’s strategic initiatives.
- Governance / Administrative Model Subgroup: The group, charged with reviewing the current governance and administrative model document, recommended minor updates to reflect current practice but deferred other administrative reporting changes at this time due to the nature of the interim administration. The group recommended that two new standing committees be formed (The Teaching and Learning Collaborative and the Diversity Committee) while discussions are still ongoing regarding a standing committee to incorporate the Academic Assessment and Curriculum Work Groups with HLC reporting functions.
- Strategic Plan Subgroup: Collaborating with the Continuous Improvement committee, this group is investigating ways to improve the strategic plan process now that we are at the end of our three-year cycle. Work began with a focus group with the Leaders’ Group which determined a need to update the process and improve in the areas of flexibility and accountability. A new draft of the process was developed and discussed at two additional focus group forums, one for members of the community and one for College stakeholders. The feedback received from these focus groups will be used to develop a new process by May, with the intention to have a new strategic plan in place by Fall 2013.

Additionally, the IE Committee held the annual review of strategic plan report updates. The individual plan progress reports (2011-2012) are now available on the College’s website at: http://wayne.uakron.edu/about/strategic-plan/

Dean Sapienza discussed future trends that will likely have an impact on Wayne College, including:
- Increased pace of change for Higher Education
- MOOCs: Massive Open Online Courses
- New business models for higher education as “an integrator and assessor of knowledge where digital natives can design their own learning pathways with timelines that meet their unique learning styles”
- Innovative delivery of curriculum
- Connection between technology and pedagogy
- Emphasis on students learning outside the classroom, including internships and co-ops
- Overall the trends for higher education are: Change and Uncertainty.

ACADEMIC AFFAIRS

- Wayne College students in the Social Work program are now taking courses here via distance learning technology that will enable them to complete their Bachelor’s degree in Social Work.
- We are working with the College of Business administration to bring a Bachelor in Business Administration (BBA) degree completion program here to Wayne College.
- We are currently in the midst of searching for four new faculty positions to replace the four retirements we had last year. We will be hiring new biology, education, communication, and health care office management professors in time for the fall 2013 semester.
- This is the second summer we will be using The University of Akron’s new summer schedule. This year, however, we will be offering courses during the three-week summer intercession which goes from May 20 through June 7.
- This summer we will be undergoing a $1.6 million modernization of the chemistry, biology, and physics laboratories.
- While the laboratories are being renovated, Superintendent Ritchie has graciously allowed us to use the new Orrville High School chemistry labs so we may continue to offer chemistry courses over the summer.