The University of Akron Wayne College

Community Advisory Council Meeting

Friday, October 25, 2013 – 7:30am
The Student Life Building Room 109B&C

I. Breakfast
   (available at 7:30am)

II. Departmental Updates: Discussion/Q&A (previously sent/posted on web)
   (7:45am to 8:15am)
   a. Office of Academic Affairs
   b. Student Life & Enrollment Management
   c. Business Operations & Finance
   d. Community Relations
   e. Institutional Effectiveness Committee
   f. Associated Student Government

III. Discussion
     (8:15am to 9:00am)
     a. Membership Rotation Proposal
     b. Wayne College Motto
     c. Strategic Plan (attached)
     d. Meeting Dates for 2013-14
        ➢ Friday, February 28, 2014 – 7:30am
        ➢ Friday, June 13, 2014 – 7:30am

IV. College Update: Interim Dean Deckler
    (9:00am to 9:30am)
OFFICE OF ACADEMIC AFFAIRS

Bachelor of Business Administration
- At Wayne, first course (Foundations of Personal Finance) starts November 9 – currently 13 students enrolled
- Two sections through The University of Akron, International Business with 16 students enrolled and Marketing Principles with 12 students enrolled

Bachelor of Organizational Supervision
- First year fall cohort has 28 students enrolled in Supervision in a Technical Environment and 23 students enrolled in Ethical Issues in the Workplace
- Second year cohort has 15 students enrolled in both Community Service & Leadership in a Global Context and Leading Project Teams in Technical Organization

Bachelor of Social Work
- Plans for four courses to start at Wayne College for spring 2014

Diverse Populations Served
615 Post-Secondary Students at Wayne College and Dual-enrollment Students served at their home high school = approximately one-fourth of our total enrollment

STUDENT LIFE & ENROLLMENT MANAGEMENT
- The fall 2013 semester yielded a headcount of 2354. This was a loss difference of 100 students from the previous year, which is a 4% decline. Credit hour production yielded 19,310. This was a loss difference of 1,529 credit hours from the previous year, with is a 7.4% decline.
- The primary headcount loss was in new student enrollment which was down 80 students from the previous year. This was a 10.88% decline in headcount from last year. The contributor to the more significant credit hour decrease was a decline in the average credit hour per student rate, which went from 8.50 last year to 8.20 in fall 2013.
- Headcount enrollment from 2005 to 2011 shows a Wayne College growth of 43.98%. Credit hour growth from 2005 to 2010 shows a growth of 37.62%. Since 2011 the enrollment has declined 5.87% and since 2010 credit hours have declined 10.44%.
- There was a loss of 688 credit hours for the fall 2013 semester due to a policy modification that changed the credit hour count for English Composition I and Introduction to Sociology courses, which were changed from 4 credit hours to 3 credit hours.
- Retention of Wayne students continuing at Wayne increased nearly 5% over the previous year. Retention for fall 2013 was 54.78% compared to 49.83% a year ago. The college’s best retention rate in the last 10 years for this category was 61.13% in 2005.
- In fall 2013 we have 407 students taking dual enrollment courses at high schools compared to 46 in 2007.
- The Office of Admissions, Career Services and the College Testing Center will relocate to the Student Life Building. Academic Advising will relocate to the A-Wing 2nd floor to newly renovated space. These moves will provide improved environments to serve students that need to use these services.
- High Stakes testing will continue through the College’s testing center.
- The number of students needing accessibility and counseling services continues to grow. There is approximately a 25% increase in accessibility services and a 40% increase in counseling appointments.
- Student Life area will continue to offer movies for the college students and the community. Monsters University played at the College in September to a turnout of well over 100 people. There will be another movie offered in the spring semester. Alcohol Awareness is being presented by the students on October 23rd with a student panel titled “To Hell and Back”. This is open to the public. This will be follow by a workshop presented by the Accessibility and Counseling Center.
- MAP-Works Survey retention project was done again this fall for all new freshman and adults. Nearly 50% of the students participated in the survey compared to 33% last year. The higher percentage is due to us making better
contact with students in developmental courses. This survey assists us in identifying students who may be having difficulties and may be contemplating leaving college, so that we can intervene.

**BUSINESS OPERATIONS & FINANCE**

Currently, Wayne College’s budget is made up of 23% from States Subsidy and 77% from tuition dollars. Of the state subsidy in the current fiscal year, 100% of that subsidy was determined by the number of courses that were completed. In the next fiscal year, the breakdown will be as follows:

- 30% will be determined by course completion
- 50% will be by degree completion
- 8% will be by medical set-asides or credits
- 12% by doctoral set-asides or credits

The state of Ohio will be using Articulation and Transfer Clearing House data to determine the breakdown of this subsidy. This means that any student who starts and finishes the first two years of their degree at Wayne and finishes their degree at another University, Wayne would get half of their subsidy of the degree completion for that student. Wayne would also get state dollars for the courses that they completed at Wayne. Although this will be difficult to track, even though we are prepared and have internal statistics to help us do so, the bigger picture and focus will be the 77% of the budget make-up that we are currently receiving. Since the majority of our revenue does come from tuition, we need to focus our course offerings on what the community is interested in taking, the successful degrees that we have available, and the transferrable credits to other Universities that make Wayne an attractive first step in higher education.

We are adding additional distance learning classrooms to Wayne Campus and to the Holmes Campus. We are almost ready to begin construction at the Wayne Campus to turn classroom A135 into a DL room. There have also been planning meetings to begin construction of a DL classroom at the Holmes Campus just after the spring 2014 semester is over. This will not only allow us to offer more course offerings, but will allow us to reach a more diverse population of students.

There have been planning meetings and we are looking into a new location of the Holmes Campus.

For the 2013-2014 year, Wayne has offered over $215,000 in scholarships to students. There will be a second awarding for the spring 2014 term which will increase that amount. We would like to increase the amount of the awards we are giving out to students, but also get the award notifications out to students sooner. This could be an incentive and the students would also be able to make a more informed decision on what opportunities they could have if they came to The University of Akron Wayne College.

Wayne College is looking to have more community involvement. We are planning to hold more community events here on campus such as an annual spring concert, but also be more involved in community events through volunteering such as the Home for the Holidays event in November. The Roo Crew was established for the sole purpose of recruiting volunteers to attend special events and become more active in the Wayne and Holmes Communities.

**COMMUNITY RELATIONS**

*Publications*

Our Insight newsletter is now being sent using an email blast service that allows us to track how many people open the newsletter as well as how many clicks each story receives. This will allow us to tailor our content to match the interests of our readers. Thanks to all who sent input regarding the format!

*Recent Events*

The science lab ribbon cutting ceremony was held on September 25 with a nice turnout and great media coverage. In September we also had a booth at the Wayne County fair, participated in UA on Display and volunteered at Woosterfest.
Upcoming Events

- November 1-2: Shakespeare Festival
- February 5-6: International Festival
- March 22: Tim and Myles Thompson musical performance
- March (TBD): Possible Wayne County EMA Skywarn training and expo event

Marketing

A bright spot for fall enrollment was Wadsworth. Enrollment of students from the Wadsworth area increased from 209 students to 259 students (+24%) which is a record enrollment for that market area. Most of the growth came from the Wadsworth High School onsite PSEOP program. We will continue to aggressively target this area with marketing initiatives. We will be working on a marketing campaign to retain a greater percentage of our PSEOP students after they graduate from high school. Last year, 233 high school seniors were enrolled in our PSEOP program. Twenty-seven of them (11.6%) enrolled in classes at Wayne College this fall and an additional 32 students (25.3%) enrolled in classes on main campus. We are planning to send the spring schedule to adults in our market area as a recruitment initiative. We are planning to send a direct mail piece to military veterans in our area highlighting our designation as a ‘Military Friendly School’ by G.I. Jobs magazine.

Misc.

The Roo Crew service project for fall is Orrville’s Home for the Holidays, which is the kickoff to the city’s sesquicentennial celebration. We will help with decorating and the event on November 29. Wayne College has been named the recipient of the Wooster Chamber of Commerce Board of Directors’ Award and will be honored at the Wooster Chamber of Commerce dinner in January.

CONTINUING EDUCATION & WORKFORCE DEVELOPMENT

Wayne College’s Office of Continuing Education and Workforce Development department is in the process of restructuring to be more efficient and comprehensive in its course offerings by combining with the OCEWD offices of the Medina County University Center and Summit College into one unified department. Eventually to be named UA Business Solutions, this department is under the leadership of Jim Tressel, Vice President of Student Success and Lauri Thorpe, AVP.

Wayne College will continue to be the location where continuing education courses will be offered for our area and will be the satellite office for Nan Whitsel, the business liaison to this programming. She will continue in the same capacity representing the Wayne and Holmes Counties as well as part of Summit County and will be your contact person for any corporate training for both open enrollment and contract training formats. Her phone number has changed to 330.972.4204, but her cell and email remains the same 330.968.8282, whitsel@uakron.edu.

INSTITUTIONAL EFFECTIVENESS COMMITTEE

Over the summer committee members completed and submitted the required Higher Learning Commission (HLC) Monitoring Report describing the College’s pilot process for Program Review. The HLC approved the report and the process will be implemented this academic year.

Relating to this new process and other requirements of the HLC, Institutional Effectiveness proposed that a new committee, the Accreditation and Assessment Committee (AAC), be developed to address assessment and accreditation functions of the College. This proposed new committee would focus on HLC accreditation efforts and include subcommittees that would replace the Academic Assessment Work Group and Curriculum Work Group. One subcommittee would be responsible for the functions of the pilot Program Review program. The proposal was approved by College Council.

As the College completed the final phase of the 3-year strategic plan cycle, annual updates were collected by plan managers over the summer. The Administrative team then invited the college to a strategic plan update meeting to
discuss trends that will be affecting each area over the next year. The College’s new plan (now annual) is in place and plan managers are working with their administrators to develop tactical goals to be accomplished this year. The first quarterly administrative update is due to the Institutional Effectiveness Committee in November.

ASSOCIATED STUDENT GOVERNMENT

On October 15 there is Community Coffee in the Community Room from 9am to 11am. ASG is planning on having a table nearby to inform students when spring registration begins and also what the spring schedule looks like. Mocktails is the October 21 in the SLB hallway from 11am to 1pm. The theme this year is "color" and we have chosen blue and yellow for our table to help spread alcohol awareness. That same week on the October 25 is the Fall Festival from 6pm to 8pm. This is a family event for our students to bring their kids, grandkids, nieces, nephews, etc. to partake in some fun (and free!) activities and wear those costumes more than once. It is not open to the public, but we will not turn anyone away that gets word of it. The following week on Halloween is Costume Karaoke from 11am to 2pm in the Marketplace.

Finally, the ASG meetings are held every Friday at 10am in SLB119.
Wayne College Community Advisory Council

Membership Rotation Proposal

Purpose
The Wayne College Community Advisory Council is brought together to provide input to the college regarding courses, programs, services, and special events so that the needs and interests of the community are met. In addition, the Advisory Council helps the college remain in contact with the business, civic, social service, and cultural life of the area. It provides the critical community perspective that will help keep the college not only in touch with the community but also in coordination and partnership with it.

Make-up
The Wayne College Community Advisory Council is composed of leaders from the business, civic, education, and social service communities from Wayne and Medina counties. Typically, there will be approximately 20 members selected by the college, with recommendations submitted by college personnel and community members to the Office of the Dean. In addition, the college’s four primary administrators, the director of community relations, an Institutional Effectiveness committee member and the Associated Student Government President a representative from Continuing Education & Workforce Development will also participate.

Members of the Council will serve a three-year term. This term may be renewed one time, provided college administration agrees to the renewal. After serving a one year renewal, the member must take at least one year off from the Council before he/she is eligible to serve a new term. Following the formation of the Council, one third of the members will rotate off after one year of service, one third will rotate off after two years of service and one third will rotate off after three years of service, to provide a staggered rotation of the committee. Following the initial rotation schedule, new members will come in on a three year term. A committee member may be asked to resign for failure to participate in the Council’s work for more than six months.

Meetings
Meetings (usually breakfast get-togethers) will be held three times a year: once each at the beginning of the fall and spring semesters and once during the summer. Records of the proceedings will be kept so that there is a history of the work and recommendations and the opportunity for follow-up and evaluation of initiatives that are undertaken.

Other
From time to time, individuals from the college may seek advice and counsel from the individual members of the Council to take advantage of their expertise, experience, and insights.
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 broad 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

Guided by the Strategic Plan of The University of Akron’s Vision 2020, Wayne College provides high quality, accessible credit and non-credit educational opportunities to the citizens of Wayne, Medina, and Holmes counties and is a partner with and a resource for the communities and organizations it serves.

Values and Beliefs

The vision and strategic priorities of Wayne College are built upon the following values/beliefs:

- The power of education to change lives
- The importance of engagement with the community
- The value of shared participatory governance
- The benefits of continuous improvement
- The importance of inclusive excellence and the value of every student and every colleague

Vision

Wayne College will be recognized within The University of Akron, the College’s service area, 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. While it effectively utilizes appropriate technology and instructional strategies, Wayne College will continue to provide a teaching-learning environment in which “Where the Student Comes First” remains the chief guiding principle.

Priorities

Wayne College has identified seven priorities as critical to carrying out its mission and achieving its vision. For each priority listed below, specific actions/initiatives will be undertaken to address the priority. Those actions/initiatives will be the focus of the College’s work over the next three years.
1. **Student-Centered Environment**: In order for Wayne College to facilitate student success, it must achieve excellence in its teaching-learning environment. To accomplish this, the question “how will this decision, program, and/or service enhance student success?” must remain first and foremost.

*Actions-Initiatives*

A. Achieve student satisfaction ratings (via the Noel Levitz Student Satisfaction Survey) above the mean of peer institutions in the region and across the country.

B. Enhance students’ financial access to the College by growing scholarship resources.

C. Develop programs and services to meet the needs of specific populations with particular educational/access needs (military veterans, returning adults, underrepresented populations, etc.)

D. Achieve student course completion rates and levels of student success at accomplishing their intended goals that are above the standards of the State of Ohio and regional and national peer institutions.

E. Enhance opportunities for students to participate in co-curricular and extra-curricular activities that will enrich their overall education and provide a vibrant campus experience.

F. Develop the “Akron Experience” services and activities for student life at Wayne College.

2. **Academic Improvement**: The College will increase and enhance instructional programs, and improve support services, and teaching-learning environments to insure they meet student needs.

*Actions-Initiatives*

A. Develop/enhance alternative instructional strategies (distance learning, web-enhanced and web-based instruction, expanded class schedules, etc.) to accommodate students’ changing lifestyles and needs.

B. Develop new degree/certificate programs to meet community needs and sustain enrollments at the College. Among these developments will be: expanded associate and baccalaureate degree opportunities; creative credit and non-credit programs in areas such as entrepreneurship and small business development; partnership programs with the Akron campus, other college/universities, area career centers, and area high schools.

C. Increase the number of degrees awarded and improve student retention.

D. Introduce instructional experiences that expand students’ knowledge of and appreciation for global issues and developments.

3. **Workforce Development**: The College will provide resources and educational opportunities to meet the professional development needs of the community. It will work with businesses, government, area agencies, and individual citizens to promote the area’s economic growth.

*Actions-Initiatives*

A. Expand partnerships in the region to strengthen the skills of the workforce, supporting business retention and expansion.

B. Expand engagement with regional businesses to provide support for small business growth and entrepreneurship.
C. Develop career pathway and industry-accepted certification programs to provide entry-level and mid-level employment opportunities.
D. Expand assessment services/resources for both individuals and area businesses.
E. Provide professional development opportunities to individuals requiring skill, license, and/or certification upgrades.
F. Enhance the College’s role in linking current students and alumni with employment opportunities in the region.

4. **Community Engagement:** The College will – both as an organization and through its individual colleagues – be a dynamic presence in the community, promoting good will, economic growth, and development. It will also be seen as a resource that draws individuals to campus and facilitates interaction across the area.

*Actions-Initiatives*

A. Make College resources, both human and physical, an integral part of the economic, intellectual, and cultural life of the community.
B. Seek input from the College’s community advisory group regarding programs, services, and public perceptions of the College.
C. Enhance links to area high schools, career centers, and other colleges and universities.
D. Enhance on-campus events to increase the presence of the community on campus.
E. Play a significant role in efforts to enhance regional development initiatives.

5. **Resource Development:** The College will develop and maintain human and physical resources that allow for growth and the assurance of high quality teaching-learning opportunities.

*Actions-Initiatives*

A. Continue with the implementation of the College’s 20-year campus development plan. Specifically, the College will add additional Distance Learning (DL) classrooms as needed, explore and evaluate future potential locations for the Holmes County Higher Education Center, and monitor growth and impact of on-line instruction and its impact on future needs for classrooms, labs, DL facilities, on-line instruction support facilities, etc.
B. Establish and carry out appropriate levels of staffing.
C. Recruit and hire highly qualified faculty and staff, encouraging and supporting their professional growth and development
D. Significantly enhance both the number and value of external funding sources to support the College’s academic mission.
E. Increase both private and government funding for the development of campus facilities and technology.
F. In alignment with new state funding models, stimulate enrollment growth and retention to expand access to higher education, meet the educational needs of the communities we serve, and assure the continued fiscal health of the College.
G. Provide facilities and equipment necessary to support the growth and effectiveness of the newly established Teaching Learning Collaborative (TLC).
6. **Communications**: The College will develop and maintain policies and procedures to assure that it communicates effectively both within the organization and with the community it serves.

*Actions-Initiatives*

A. Maintain on its website a “dashboard” of information about the College that will provide regular updates on progress on key performance indicators.
B. Enhance its relationship(s) with the Akron campus so that it can maximize the resources provided by Akron and, thereby, enhance the range of programs and services available to students and to the community.
C. Share across the College and within the community the progress being made on the priorities of the strategic plan.

7. **Institutional Effectiveness & Continuous Improvement**: The College will promote a culture of assessment and accountability so that goals and outcomes are established and measured and changes are made with the intent of continuous improvement of all aspects of the college work.

*Actions-Initiatives*

A. Implement a method to report on the achievement of the College’s stated learning outcomes.
B. Develop a process for assessing institutional effectiveness including identifying, measuring, and reporting progress on performance indicators.
C. Integrate continuous improvement principles and practices throughout the College.
D. Utilize the data from instruments such as the student satisfaction survey, student engagement survey, student evaluation of instruction, and similar sources to improve programs, processes, and services.
E. Monitor and evaluate process improvements and report them to the College and the community to keep continuous improvement as a central institutional theme.

**Implementation**

The actions-initiatives presented here will be carried out in the administrator plans developed by the four principle administrators (the Dean, the Associate Dean, the Senior Director of Student Life & Enrollment Management, and the Senior Director Business Operations & Finance) and in the derivative plans developed by the offices and departments that report within the four administrative areas.

Progress on the institutional priorities and the actions-initiatives will be reported to the College’s Institutional Effectiveness Committee throughout the academic year by the four administrators. Those updates will be posted on the College’s website and shared with both the College and the community.

In 1985 Wayne College established a comprehensive Strategic Plan. The College has subsequently revised and updated that plan and continues to do so. The following list indicates when revisions of the Strategic Plan were made.
Created 1985 (est)
Revised 1998
Revised 2001
Revised 2004
Revised 2007
Revised 2010
Revised 2013