

Potomac State College of WVU 2020: Strategic Plan for the Future

Mission Statement:

As an integrated division of West Virginia University, Potomac State College provides a broad range of high quality associate degree programs as well as baccalaureate degree programs at a reasonable cost with a historic focus on teaching and learning and a commitment to providing access to a better life for all West Virginians

Vision Statement:

By 2020 Potomac State College of West Virginia University will attain prominence as an undergraduate institution for teaching, learning and student success within West Virginia and the broader service region of the College.

PSC Strategic Goals:

Goal 1: Engage undergraduate students in a challenging academic environment.

Objectives:

1. Educate, retain, and graduate the leaders of tomorrow at the undergraduate level.
2. Provide students with the skills they need to succeed in a rapidly changing society.
3. Continually maintain the intellectual rigor and relevance of the curriculum.

Actions:

1. Conduct a comprehensive review of all academic programs.
2. Develop new academic programs aligned with the needs of society and the state.
3. Ensure a seamless curriculum for students matriculating to the Morgantown campus.
4. Conduct a comprehensive review of all academic facilities.
5. Strengthen “Continuous Improvement Processes” for achievement of institutional and programmatic goals.
6. Enhance processes to achieve HEPC Compact targets.
7. Explore the possibility of obtaining program accreditations for A.A.S. and B.A.S. degree programs.
8. Develop industry-based advisory boards for A.A.S. and B.A.S. degree programs.
9. Increase opportunities for student experiential learning into the curriculum.
10. Develop a protocol to notify and encourage WVU change-of-campus students who have met all PSC degree requirements to graduate from PSC.
11. Improve success rates in developmental and gateway courses.

Goal 2: Excel in teaching, creative activity and innovation in all learning environments.

Objectives:

1. Invest in hiring and retaining high quality faculty.
2. Support faculty development opportunities.
3. Encourage the implementation of innovation in teaching.
4. Develop processes to maintain affordable costs and increase the quality of education for students.

Actions:

1. Develop an “Academic Endowment” to support teaching and learning.
2. Provide workshops and training for new faculty orientation and best practices in teaching for all faculty.
3. Explore the faculty evaluation process to determine changes that better communicate and measure teaching effectiveness and student learning.
4. Develop a salary enhancement process to address the issues of salary compression and market value.
5. Explore the possibility of developing flexible program options within our existing A.A.S. in Technical Studies program to quickly meet the workforce needs of the state and the society.
6. Explore the possibility of developing a flexible multidisciplinary B.A.S. completion degree for non-traditional students, community college graduates, military personnel, and others.
7. Qualify and receive “Military Friendly” college status.
8. Develop a formalized infrastructure to propagate and support web-based courses and programs.
9. Explore the possibility of expanding the inventory of courses and schools participating in the Early Start Program.

Goal 3: Foster diversity and global awareness.

Objectives:

1. Incorporate diversity broadly into the curriculum and student life experiences.
2. Foster a community that supports diversity, inclusion, and equality.

Actions:

1. Expand course offerings in diversity, ethnic studies, and foreign language offerings.
2. Work with regional colleges to develop a multi-campus educational outreach/speaker series.
3. Develop a Minority Faculty recruitment program at Potomac State College.
4. Enhance diversity programming in student life.

Goal 4: Foster collaborative partnerships to advance the mission of the College.

Objectives:

1. Engage the K -12 education system to improve college-going rates and success of students who enroll in college.
2. Build relationships and partnerships with businesses and community agencies.
3. Collaborate with West Virginia University College Deans to create additional academic programming at Potomac State College.
4. Support initiatives/activities that are advantageous to the community and the College.

Actions:

1. Develop a system of communicating college-readiness rates to primary feeder counties (defined by developmental course placements).
2. Continue to host cultural performances from fine arts community organizations such as “Highland Arts Unlimited” and the “Apple Alley Players”.
3. Expand internship opportunities and other experiential learning activities for our students with standardized processes and procedures
4. Re-vitalize and possibly expand A.A.S. program/articulation collaborations with career and technology centers.
5. Work with the WVU Associate Provost for International Academic Affairs to provide student study abroad and international travel abroad opportunities for our students.
6. Collaborate with the county officials to determine the feasibility of building a shared wellness center to serve both the campus and greater community.
7. Work with WVU to deliver +2 baccalaureate degree programs on the Potomac State College campus.
8. Maximize our current enrollment consultant agreement to improve our retention rate and improve academic services.
9. Explore the possibility of developing public/private partnerships to build additional residential living space.
10. Develop a student mentoring program for at-risk students.
11. Work with other local colleges to expand curricular and extra-curricular programs.
12. Work with local high schools to expand Early Start courses and programs.

Goal 5: Enhance the well-being and quality of life for the campus community, people in West Virginia, and the broader service region of the College.

Objectives:

1. Enhance processes and systems to improve safety and security on campus.
2. Support economic development by providing well-educated graduates.
3. Identify and communicate common values, rights, and responsibilities of the College.

Expand the campus-wide resource conservation and sustainability efforts.

Actions:

1. Revise and implement a Potomac State College “Serious Emergency Procedure.”
2. Continue to communicate and train the campus community on “best practices” related to the “Serious Emergency Procedure.”
3. Enhance the role, purpose, and procedures of the Potomac State College “Behavior Intervention Team” with more inclusive membership and better communications across all campus constituencies.
4. Develop and market a bill of student “Rights and Responsibilities” across the campus community.
5. Develop and market a set of “Core Values” for the campus community.
6. Collaborate with at least one local organization to determine the feasibility to plan, design, and construct a shared wellness center to serve both the campus and local community.
7. Expand involvement in local, regional, and state-wide economic development organizations.
8. Explore the development of a student business incubator to support academic capstone projects.
9. Seek outside funding to improve conservation and sustainability efforts.

Goal 6: Develop infrastructure to support enrollment growth and improve retention and graduation rates.

Objectives:

1. Continue to invest in technology and infrastructure to better serve students.
2. Invest resources to enhance academic support services.
3. Update the Campus Master Plan to address the academic, residential, athletic, and wellness/recreational needs of the College.
4. Continue to develop and invest in a strategic marketing plan that promotes the College.

Actions:

1. Seek funding to plan, design, and build a science building, a wellness center/gymnasium, and other facility improvements as indicated in the Campus Master Plan.
2. Increase the success rates of students in developmental education classes and the first related college-level class.
3. Expand the role of the Academic Success Center.
4. Allocate funds to enhance existing computer labs with state-of-the art classroom management systems.
5. Develop a class density analysis and academic schedule flattening process to address classroom scheduling and student parking problems during high-density time periods to include designating parking for appropriate military veteran students.

6. Develop an evening schedule rotation (including lab science classes) to better meet the needs of non-traditional students.
7. Explore expansion of athletic programs and marketing.
8. Continue periodic updates to overall marketing and recruitment materials.