

**Unit Action Plan
2018-2019**

Division: **Academic Affairs**
Unit: **Graduate and Continuing Education**

Unit Mission:

To work collaboratively across University departments to provide quality programming to students that is responsive and accessible to workforce and community needs and delivers quality services to support agreed upon student and university outcomes.

Goals/Outcomes:

Goal 1 –Strengthen and Build Programs and Processes that Align with Continuous Improvement Practices

Goal 2 –Improve and streamline processes to assess and support GCE student success

Goal 3 – Increase Regional Partnerships and Expand International Student Base

Goal 4 – Implement a foundation to support on-going assessment and strategic planning

Associated Strategic Plan Goals:

Goal 1- Strengthen Academic Programs – Will be addressed through new program development, supporting the improvement and creation of program development processes, policies and support resources and identifying and implementing or improving faculty support mechanisms.

Goal 2- Promote Student Success – Will be addressed through the implementation of student assessment initiatives, pro-active advising techniques and the updating of student resources and student communication processes.

Goal 3-Contribute to a Global and Civic Awareness –Accomplished through international strategic enrollment planning, creating awareness of GCE programs and establishing and strengthening regional partnerships and clarifying outreach roles.

Goal 4-Grow and Strategically Align Resources – Addressed through the creation of market research projects, community needs assessment to align GCE resources with regional education needs, streamlining processes and aligning daily work and team roles with university and division strategic goals.

Objectives

Goal 1 Objectives

*Review, confirm, communicate and carry out the role of GCE to include assessment, operations and services.

*Identify and operationalize opportunities to expand or build on additional student pathways to existing programs.

*Develop and maintain resources for GCE chairs and faculty related to processes/policies and student resources.

*Define, implement processes to support transfer/degree completion programs.

Goal 2 Objectives

*Implement a bi-annual assessment of student services to create a continuous improvement model of service.

*Define, track, analyze student success goals by program in collaboration with the academic chairs/deans.

*Implement retention strategies to assist with goals including pro-active advising.

*Work with career services and alumni for career connections and tracking.

Goal 3 Objectives

*Work with International Services to build more pathways for international students and create specific enrollment goals.

*Create greater awareness of ALFA, Graduate, CE and Degree Completion programs.

*Coordinate and expand community partnerships related to GCE programming (Credit and Non-Credit).

*Define, implement and assess community outreach roles.

Performance Measures/Targets

Goal 1 Performance Measures

*Written document confirming the role of GCE in GCE program assessment.

*Survey feedback from faculty regarding their understanding of GCE's role and the academic departments role in assessment.

*Development of at least 2 4+1 programs by the end of 2019, 2-3 new non-credit options and completed plans for at least 2 new credit based programs over the next 3 years.

*Completed plans to support and increase enrollment in degree completion programs.

Goal 2 Performance Measures

*Implementation of an on-going student service and resource assessment process

*Completed definition of student success goals and tracking processes by program

*Integration of career and alumni services into GCE enrollment processes.

Goal 3 Performance Measures

*Number of additional recruitment initiatives focused on international audiences

*Completed enrollment goals

*Number and type of community partnerships

*Survey of the campus community related to the functions of GCE

*Annual Assessment report of community outreach roles

Goal 4 Objectives

*Create a process for conducting on-going market research and build program development resources/processes to support efforts.

*Increase professional Development/Non-Credit Option in Fields outside of education to align with community need.

*Streamline processes/policies related to GCE marketing, recruitment, admissions, service, community outreach and enrollment planning.

*Implement and clarify the role of the digital learning department.

Goal 4 Performance Measures

*Developed process for conducting market research

*New program development resources

*Number of new non-credit options in fields outside of education

*Type of process improvement updates

*Implement and clarify the role of the Digital Learning department.

*Creation of annual enrollment goals and outreach plans