PRESIDENT'S OFFICE
Institutional Priorities

Continuous Quality Improvement:

1. Begin the process of certification by the National Alliance of Concurrent Enrollment Partnerships (NACEP). (Academic Affairs, Standard V, S.P. – Commitment 5e)
2. Institutional Research – 80% of regular credit and non-credit reports will have supporting documentation. (Planning & Institutional Effectiveness, Standard V, S.P. - Commitment 2c)
3. Create new Informer reports to analyze WSCE data to improve course development and ROI on noncredit programs. (Workforce Solutions & Continuing Education, Standard V, S.P. – Commitment 2b)
4. Align grant seeking with institutional priorities and specific programmatic funding needs on a yearly basis. (President/College Advancement, Standard V, S.P. – Commitment 2a)
5. Continue to improve efficiency of College operations (President/Administration and Finance, Standard VI, S.P. – Commitment 2)

Curriculum and Teaching Excellence:

1. Expand Middle College program pathways to include more majors. (Academic Affairs, Standard IV, S.P. – Commitment 1a)
2. Support the improvement of credit courses by certifying 70% of full-time faculty through the "Applying the QM Rubric" Quality Matters (QM) certification. (Distance Learning, Standard IV, S.P. – Commitment 1a)
3. Faculty will demonstrate an understanding of the new internal academic assessment processes at HCC (Academic Affairs, Standard IV, S.P. Commitment 2)
4. Update mobile carts with new hardware. (Academic Affairs/Information Technology, Standard VI, S.P. – Commitment 3)

Student Retention and Program Completion

1. Continue implementation of ConexEd along with its reporting capabilities. (Academic Affairs/Information Technology, Standard IV, S.P. – Commitment 3c)
2. Develop more master classrooms and implement the QM certification process for online courses. (Academic Affairs, Standard III, S.P. – Commitment 3)
3. Expand the use of inclusive access textbooks across the curriculum. (Academic Affairs/ Administration and Finance, Standard IV, S.P. – Commitment 3)

Community and Business Partnerships

1. Build off success in Gem for Generations campaign by increasing annual giving by 10% and adding five more endowed scholarships. (President/College Advancement, Standard VI, S.P. – Commitment 5)

2. Launch an entrepreneurial ecosystem with the Washington County Chamber of Commerce and Greater Hagerstown Committee to establish Hub Resources. This project will help realize the research in "Strategies to Foster Washington County's Entrepreneurial Ecosystem" promoted by these outside organizations. (President, Standard VII, S.P. – Commitment 5)
3. Cultivate new volunteers through monthly outreach and marketing. (President/College Advancement/ Public Relations, Standard VI, S.P. Commitment 5)

Human Resource Development:

1. Complete the update of the employee handbook. (Human Resources, Standard II, S.P. – Commitment 6)
2. Create a communications plan for Campus to insure adequate communications methods for all employees. (President/Human Resources, Standard II, S.P. – Commitment 6)
3. Continue development of the campus emergency operations plan and related facility updates (Campus Safety & HR, Standard VI, S.P.- Commitment 6)

Technology and Facility Enhancements:

1. Investigate and implement college-wide communication software for employees to increase information sharing across campus. (President/Information Technology, Standard VI, Standard VII, S.P. – 3c and 6f)
2. Complete installation of Ad Astra to increase efficiency of rooms and event scheduling. (Information Technology, Standard VI, S.P. – Commitments 3 and 4)
3. Plan, bid, and construct the D.M. Bowman Family Workforce Training Center. (President/Facilities Management, Standard VI, S.P. - Commitments 1 and 5)
4. Plan, bid, and begin construction of the Scholar and Yale Drive entrance expansion/re-location projects, implement new wayfinding signage, and install new information kiosks on campus. (President/Facilities Management, Standard VI, S.P. – Commitments 1, 3, 5, and 6)
5. Construct solar canopy project for Parking Lot O. (President/Facilities, Standard VI, S.P. – Commitment 1)

Financial Resource Development:

1. Expand revenue streams to Food Service and other auxiliary units (Administration and Finance, Standard VI, Commitment 5)
2. Implement new online registration using Instant Enrollment and increase online enrollment by 5 percent in WSCE classes (WSCE/Information Technology, Standard VI, Commitment 1, 4, and 5)
3. In FY23, recruit 20 new businesses to start Cohort 2 of the Fletcher Incubator. (President/Fletcher Incubator, Standard VI, S.P. - Commitment 5)
4. Grow relationships with state and local government leaders to provide the operational and capital support needed. (President, Standard VII, S.P. – Commitment 5b)

5. Continue to support marketing objectives and initiatives, as identified through the Enrollment and Student Services Council. Emphasis to be placed on early college programs, Medical Lab Technician program, technology programs, and specific student demographics identified as showing potential for greater enrollment (using metrics like website analytics, social media, and digital marketing analytics, enrollment numbers). (President/Public Relations, Standard VI, S.P. Commitment 1)