

FY24 INSTITUTIONAL PLANNING PRIORITIES

PRESIDENT'S OFFICE Institutional Priorities

Continuous Quality Improvement:

1. Implement the comprehensive marketing plan developed by Interact to plan and schedule all digital advertising. (Public Relations & Marketing, Standard VI, S.P. - Commitment 2)
2. Join the National Alliance of Concurrent Enrollment Partnerships (NACEP) and commit to accreditation in FY25. (Academic Affairs, Standard III, S.P. – Commitment 5e)
3. Complete the academic program review revisions and implement the review cycle. (Academic Affairs, 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 VI, S.P. – Commitment 2a)
5. Identify obstacles between Student Services and Workforce Solutions that hamper integration/collaboration and generate action plans to overcome these issues. (Workforce Solutions & Continuing Education, Standard V, S.P. – Commitment 4c)
6. Improve WSCE data including linking courses into programs that could be assessed for completion, input additional MHEC required information and analyze data to identify opportunities and delete unsuccessful programs. (WSCE/PIE, Standard V, S.P. - Commitment 2c)

Curriculum and Teaching Excellence:

1. Implement the Maryland Blueprint for Education Year One initiative (Academic Affairs, Standard III, 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 III, S.P. – Commitment 1a)
3. Have WSCE work with HCC Adult Basic Education’s integrated employment training plans to develop and deliver two short-term health care focused workforce development programs. (WSCE/Adult Education, Standard III, S.P. – Commitment 4f)
4. Research topics and current trends in healthcare to develop and deliver new courses for an audience of incumbent and aspiring mental and allied healthcare professionals. (WSCE, Standard III, S.P. – Commitment 1)

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. Meet Year 1 goals in Title III grant award: FYE course and revise orientation. (Academic Affairs, Standard III, S.P. – Commitment 3e)
4. Continue to support marketing objectives and initiatives, as identified through the Enrollment and Student Services Council. Specifically promote MLT and Ultrasound, as new programs, as well existing programs identified as showing potential for greater enrollment. (metrics include website analytics, social media and digital marketing analytics, enrollment numbers) (Public Relations & Marketing, Standard III, S.P. – Commitment 3)

Community and Business Partnerships

1. Build the capacity of the advancement team to educate constituencies about fundraising needs and opportunities and to use data analytics to drive fundraising goals. (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. In FY 2024, recruit 20 new businesses to start Cohort 2 in the incubator. (President/HCC Incubators + Labs, Standard VI, S.P. – Commitment 5)
4. Leverage the success of the HCC Incubators + Labs to provide access for 100 students to connect with local employers in the incubator and Washington County, and serve as an on-site employer for 20 students annually. (President/HCC Incubators + Labs, Standard VI, S.P. – Commitment 5)
5. Cultivate new volunteers through monthly outreach and marketing. (President/College Advancement/Public Relations, Standard VI, S.P. – Commitment 5)
6. Work with Alumni Association to begin operationalization of their strategic plan and blending it with College mission and goals. (President/College Advancement/Public Relations, Standard VI, S.P. – Commitment 5)

Human Resource Development:

1. Continue to utilize recruiting system within Kronos to reduce the number of days a position is open – train hiring committees, develop procedures to not allow positions open without communication for more than 30 days. (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. Implement new campus communication emergency alert system. (Campus Safety & HR, Standard VI, S.P. – Commitment 6)

Technology and Facility Enhancements:

1. Implement Ellucian Portal for use by Students and Employees. (Information Technology, Standard IV, S.P. – 3c and 6f)
2. Implement cyber security training for campus community and prepare for network security assessment in FY25. (President and Information Technology, Standard VI, S.P. – Commitments 6)
3. Oversee the construction of 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/relocation 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. Plan and design the renovation of the Advanced Technology Center. (President/Facilities, Standard VI, S.P. – Commitment 1)
6. Plan for providing required space to accommodate faith-based or religious practices in accordance with new changes in Maryland law. (President/Facilities, Standard VI, S.P. – Commitment 1)

Financial Resource Development:

1. Work to achieve new efficiencies in college bookstore (President/Administration and Finance, Standard VI, S.P. – Commitment 2)
2. Grow relationships with state and local government leaders to provide the operational and capital support needed. (President, Standard VII, S.P. – Commitment 5b)

3. Evaluate the return on investment for all fundraising activities, and assess performance of current grant funded projects to identify improvement and new funding opportunities. (President/College Advancement, Standard VI, S.P. Commitment 4)
4. Purchase and implement a new Point of Sale (POS) System for Campus Food Services to ensure functionality at all times and to integrate new features to serve our customers in the best way possible. (Administration and Finance, IT, Standard VI, S.P. Commitment 2)