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*2016-17*

*Strategic Matrix*

*Results Summary*

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*Danville Area Community College*

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What follows is a synopsis of progress made on the initiatives contained in Danville Area Community College's 2016-17 Strategic Matrix.

## Student Learning

### 1A Curriculum

- Implement change in outcomes/course assessment for gateway courses.
- Expand linkages between certifications and career programs.
- Develop a program to encourage innovative pedagogy.

Program and course student learning outcomes have been reviewed and documented across campus this past year. At the same time the Horticulture, Wellness, Health Information Technology, and Business Administrative Systems programs have submitted or are currently revising degree and certificate offerings. These revisions build linkages as well as update or enhance program curriculum. In addition, multiple faculty members are introducing different pedagogical techniques in their classrooms in hopes of enhancing student achievement.

### 1B Transfer Programs

- Explore opportunities for 3+1 bachelor's articulation programs.
- Expand pathway programs with senior institutions.
- Complete program reviews for all transfer programs.

This year a number of 3 + 1 programs have been articulated with partner four-year institutions of Eastern Illinois University and Franklin University. Additional 2 + 2 programs have also been articulated. Program Assessment reports were delivered by all but one of the colleges transfer programs.

### 1C Basic Skills

- Implement Accuplacer to replace Compass placement testing.
- Assess student success in the STEM and Non-STEM math tracks.
- Meet with high-school teachers to discuss college preparedness.

Accuplacer placement testing has been implemented, including training and development of cut scores. The two math tracks have been assessed by the Mathematics Curriculum Committee. Individual discussions with high-school teachers continue to review subject transition, in addition to the ongoing high school counselor workshops where college preparedness is a topic of conversation.

## **1D Career and Technical**

Evaluate accelerated options for career programs.

Conduct and complete program reviews for all continuing and technical education.

The current accelerated option in the manufacturing program has been evaluated and the largest negative shown was that there was capacity for more students. It was determined that additional programs should consider accelerating. Most, but not all, career and technical programs completed yearly assessment reports.

## **Student Success**

### **2A Student Engagement**

Redeploy personnel to emphasize enhanced student support.

Expand faculty use of Retention Alert to support student completion.

Evaluate and enhance programs to recruit and retain students from underrepresented groups.

Assess participation in extracurricular activities.

Explore athletics/clubs for new markets of students.

Cross training, additional training, and shifting of workload has occurred to enhance student support. At the same time many of the student service efforts relating to underrepresented groups have been evaluated for effectiveness. A "Report it!" campaign was rolled out to remind employees to use Retention Alert. New students are being surveyed about interest in student activities, although a campus wide participation assessment has not occurred.

### **2B Access and Affordability**

Develop plan for "One Stop" student service.

Investigate feasibility of local Danville access to affordable bachelor's degrees.

Study the Master Course Schedule and offerings for purpose and effectiveness.

Expand relationships with K-12 guidance counselors and teachers.

Implement plan to reduce the high cost of textbooks.

Investigate "flat rate" to increase full-time credits and pathways to graduation.

Student Services are slowly making headway on a "One Stop." 3 +1 agreements have been created along with a lab location for students needing facilities to complete their online coursework. The Master Course Schedule has been reviewed and the results will be discussed with the Enrollment Management Committee. The new college recruiter and employees at the Hoopeston Higher Learning Center have worked to expand K-12 relationships and placement services.

More classes are participating in the textbook rental program, IncludeEd, and open resources. Student emergency funds have been accessed by some students for textbooks, and Follett has set up a scholarship fund. A "flat rate" tuition was negatively evaluated but the idea of "Bonus Courses" was instead implemented.

## **2C Guided Pathways**

- Implement intrusive-intervention strategies for underperforming students.
- Track, monitor, and provide assistance to keep the 2014, 2015, and incoming 2016 first-time, full-time, fall cohorts on target for graduation in under three years.
- Assess students-success initiatives for effectiveness.
- Review mentoring program for underachieving students.
- Evaluate support programs for at-risk students.
- Assess effectiveness of multiple-measures strategies.

This year additional intervention strategies have been implemented by some faculty and by Student Services. Two of these strategies were specific to first-time, full-time fall cohorts. Additionally assessment of multiple measures placement strategies has occurred and found to be inconclusive. Further evaluation will be needed.

Assessment of some of the student success initiatives, the mentoring program, and some support programs for at-risk students has not yet occurred. Although some of the initiatives, such as TRIO, were evaluated and improve actions begun, all were not.

## **2D Career Development**

- Assess outcomes for career-counseling program.
- Evaluate experiential learning component in credit programs.

A system of assessment is now in place for career counseling, which includes student and employer surveys. The programs with experiential learning components did not undergo a formal evaluation of this component.

# Institutional Excellence

## **3A Budget 2017**

- Implement Essential Spending Guidelines to reduce deficit from State funding shortfall.
- Identify 2017 grant opportunities that fund equipment and facilities that support teaching and learning
- Implement enhanced "Second Chance" to recapture students with account balances.

Essential Spending Guidelines implementation has reduced the college deficit approximately \$300,000 in one year. Multiple grant opportunities have been applied for and Tech Bond monies have been used to fund equipment and facilities in support of teaching and learning. The "Second Chance" scholarship has been implemented.

### **3B Infrastructure Renewal and Expansion**

- Evaluate College effectiveness in sustainability initiatives.
- Explore and implement programs to improve energy efficiency and reduce costs.
- Evaluate future expansion of the technology center.
- Investigate feasibility and possible markets for residence halls.

All four are complete. Future expansion elsewhere on campus has raised to a higher priority than the Tech Center. Residence halls have been decided to currently not be feasible.

### **3C Technological Enhancements**

- Evaluate and enhance the use of the College Web site.
- Investigate current Web site and Web Services capabilities in grading.
- Explore improved methods for online test-taking.
- Support enhanced use of technology in classrooms.
- Evaluate effectiveness of Help Desk support for faculty, staff, and students.

Almost all of the six are complete. Grading continues to be investigated as the WebAdvisor service provider is undergoing changes. A larger variety of testing is available online at the Assessment Center. Faculty have been using more online tools, although some are reporting low student use. The Help Desk is in place as planned, although a more formal evaluation will occur once Active Directory is in place this next year.

### **3D 2019 Accreditation**

- Enlist co-chairs, core committee, and standards-based committees for 2019 report.
- Develop a self-study road map.
- Provide “Closing the Loop” examples of program assessment for all academic and administrative
- Coordinate I.E. and master plans for academic, facilities, noncredit, student service, and IT in Matrix development.
- Evaluate HLC Mandatory Advisement Quality Project strategies and outcomes.

All are complete except further evaluation of the HLC Mandatory Advisement Quality Project and further coordination of the master planning tools, which are planned for next year.

### **3E Professional Development**

- Develop succession plans.
- Train staff and faculty on intrusive advisement strategies.
- Evaluate the effectiveness of the faculty mentors’ program.
- Recruit and retain a diverse workforce.
- Assess and enhance emergency plan by holding regular “table top” drills.

With the exception of formalized succession plans, all are completed, or in the case of minority recruitment ongoing.

# Organizational Advancement

## **4A New Revenue Streams**

- Market credit and noncredit to new niches of nontraditional students.
- Promote BSN in Three program with Eastern Illinois.
- Support Foundation by exploring strategies to build a revitalized Alumni Association.
- Develop and implement a strategic plan to increase endowments and legacy gifts.
- Develop a facilities-rental plan.
- Develop a Revenue Enhancement Action Plan.

With the exception of creating a plan to increase endowment and legacy gifts, all have been completed. Most notably the Marketing department is moving dollars from traditional media to Social Media and Corporate Education began using Constant Contact for email marketing. A facilities rental plan is in place. The administration held multiple meetings to develop a list of revenue enhancement ideas which was then evaluated by top administration.

## **4B Brand Marketing**

- Develop a “brand” that evinces inclusion and “fun.”
- Market to Millennials.
- Implement “student testimonial” campaign.

Local student testimonials can be found in the Hoopston newspaper, the DACC Foundation newsletter and events and on social media in DACC’s marketing efforts. Overall there has been an increase in social media and videos reaching out to Millennials in a manner more to which they are accustomed.

## **4C Community Relations**

- Promote the successes of Middle College.
- Target marketing dual enrollment to K-12 students.
- Expand use of high-achieving students as advocates.
- Enhance relationships with public officials.
- Increase College participation in Danville’s East/Main corridor development.
- Promote sustainability programs.
- Enhance support and services provided at the Hoopston Center.

All have been completed including Student Services training for employees at the Hoopston Higher Learning Center and making more services available at the location.

#### **4D Workforce Development**

Provide expanded services at the Workforce Development Center.

Build linkages between College workforce development and community initiatives, including

DACC is currently applying to be the One-Stop Operator. VCW and others on campus continue to serve on local committees, Vermilion Advantage roundtables, and other partnerships.