

# 2018-19 Annual Operational Action Plan

The Wilberforce University Renaissance: Re-Claiming Institutional Prominence and High Performance, our Strategic Plan, includes six broad institutional goals, focused strategic objectives, and action steps for each of these goals. As the plan is implemented, we annually gather specific evidence from the University community. The items selected are a snapshot of the various activities from across the campus, and other activities may have been implemented across campus.

## 1. Operational Efficiency-

We are dedicated to establishing policies, procedures, and practices that assess and assure the highest standard of workplace effectiveness and operational functionality to support the core mission of the University.

- 1.1 **Implement** technology-based learning platform for managing student learning and success
- 1.2 Re-imagined technology infrastructure – In Progress

## 2. Academic Excellence -

We are dedicated to establishing rigorous and challenging academic programs and intellectual experiences that prepare students for successful entry into the workplace, graduate, and professional schools, entrepreneurship and an appreciation of ideas which results in life-long learning.

- 2.1 Re-explore feasibility of innovative curriculum and programming that leverages existing interest in Drone Technology (Continued from 2016)
- 2.2. Academic Affairs participating in comprehensive program review and data collection
  - 2.2.1 Refine undergraduate traditional major curricular offerings in line with the initial thrust from Fall 2017 to reduce total program credit hours while retaining key program content and ability to develop critical competencies needed for workplace success (completed)
  - 2.2.2 Conduct employer surveys to identify critical skills and competencies needed in undergraduates transitioning into internships and entry level positions (in progress)
  - 2.2.3 Conduct faculty surveys to gauge how and to what extent faculty are incorporating NACE recommended career skills into various courses/curricula (in progress)
- 2.4 Renovation of STEM programs in Wilberforce University
  - 2.4.1 Developing or improving new or existing STEM labs including two new Engineering labs, physics lab, biology lab, and chemistry lab. (in progress)
  - 2.4.2 Restructuring Engineering and Computing Science major programs
  - 2.4.3 Hiring new faculty members at Engineering and Computing Science major programs

## 3. Fiscal Responsibility-

We are dedicated to establishing policies, procedures, and practices that reflect the most promising key performance indicators in fiscal management and accountability to assure good stewardship of the University financial resources and assets.

- 3.1. Created Endowment Recovery Strategy
- 3.2. Developed Strategy for Supporting Grant Writing and Submission
- 3.3. Developed Fundraising Strategy
- 3.4. Implemented Enrollment Planning Process
  - 3.4.1 2018 Enrollment Planning Retreat
  - 3.4.2. Developed admission policies and procedures that align with university needs
  - 3.4.3. Identified strategic partnerships to increase enrollment
- 3.5. Developed on-line process for Giving

#### **4. Student Engagement-**

We are dedicated to establishing policies, procedures, and practices, which create and support a vibrant and holistic student experience that expands learning beyond the classroom.

- 4.1 Default Management Task Force Implemented
  - 4.1.1 Increased University Applications
- 4.2 Developed Housing Strategy for future growth
- 4.3 Developed strategic partnership with national organizations to promote revenue and student learning in relation to workplace and career readiness
  - 4.3.1. Developed feasibility study for work program or/and college
  - 4.3.2 Sought funds to support feasibility- Urban Work College Consortium
- 4.4 The Mark and Shelly Wilson Center for Entrepreneurship and Innovation renamed and re-designed focus
  - 4.4.1 Established student outreach programs
  - 4.4.2 Developed Collaborative leadership model to achieve a wide range of goals, etc.
  - 4.4.3 Hired Executive Director
  - 4.4.4. Developed revenue generating experiences for Center.
  - 4.4.5. Implemented Certificate Program.
- 4.5. Developed plan and partnerships ensuring Wilberforce University Value Proposition
  - 4.5.1. Re-imagined Intro to Career Readiness Course
  - 4.5.2. Identified sponsors to support Career Readiness Curriculum
  - 4.5.3. Created Working Group to imagine and implement opportunities for engagement in all aspects of University Life
- 4.6 Re-Imagined the First Year Experience to ensure student retention and success

#### **5. Image Enhancement-**

We are dedicated to establishing an infrastructure, which supports a comprehensive approach to repair and enhance the image, reputation and physical environment of the University.

- 5.1 Institutional Advancement hosted corporate and business partners
  - 5.1.2. University launched outreach to business partners placing the Center for Entrepreneurship and Innovation as a focal point.
- 5.2 Developed experience to promote University from President's Office
  - 5.2.1. Engagement Committee
- 5.3 Implemented *continued opportunity* to engage campus community members in University discussion and problem-solving.
- 5.4 Engaged Marketing Firm to Increase University Visibility and Branding
  - 5.4.1. Developed Wilberforce Future Campaign
  - 5.4.2. Created and Implemented the You Belong @ Wilberforce University Enrollment and Retention Campaign
- 5.5. Developed partnerships with successful fundraising and development teams

#### **6. Civility and Kindness-**

We are dedicated to establishing policies, procedures, and practices, which create and support an institutional climate of collegiality, mutual respect, and workplace collaboration.

- 6.1 Operationalized continuous monitoring by the Accreditation Committee.
- 6.2 Updated constituents on accreditation monitoring outcomes.
- 6.3 Used HLC monitoring findings for continuous institutional enhancement