

STRATEGIC MASTER PLAN

2014 - 2015 STRATEGY MAP

Total Number of Initiatives 60

Total Number of Initiatives Achieved 1

Core Theme I:

Valuing People

Planning Continuous Improvement

We believe that organizational excellence derives from engaged employees who are motivated by an environment of mutual respect and are committed to student success.

Key Result 1



Sustain Positive Employee Engagement

Measurement of Progress

# of Initiatives	2
Progress towards Completion	
# of Initiatives Achieved	0

Implementation Strategies

1.1 Create a culture that recognizes employees and celebrates accomplishments.	0
1.2 Create a collaborative culture of measurement that advances accountability and innovation.	1
1.3 Integrate Leadership learning opportunities to foster a culture in which employees are empowered to bring their best to work.	1

Key Result 2



Practice Fiscal Sustainability

Measurement of Progress

# of Initiatives	28
Progress towards Completion	
# of Initiatives Achieved	0

Implementation Strategies

2.1 Establish a culture committed to continuously improving college policies, practices, processes and systems to ensure long-term sustainability.	20
2.2 Maximize both human and capital resources to leverage organizational effectiveness.	3
2.3 Invest in and sustain a technological infrastructure that fosters a world class learning and service environment.	3
2.4 Create a culture of inquiry through regular data informed reviews and assessments that drive future planning.	2

Core Theme II:

Helping Students Learn

Pending SQL conversion Labor Day weekend.

Slated for Labor Day weekend.



Cultivate and Improve Student Success and Completion

Measurement of Progress

# of Initiatives	20
Progress towards Completion	
# of Initiatives Achieved	1

Implementation Strategies

3.1 Continuously improve instruction through assessment of student engagement and learning outcomes.	0
3.2 Enhance teaching and learning through faculty development opportunities.	0
3.3 Implement innovative instructional activities, assessments and delivery.	2
3.4 Establish a systemic approach to recruitment, college-readiness and retention with a focus on success, graduation and transfer.	5
3.5 Develop and enhance programs, services and resources to foster student success.	13

Core Theme III:

Understanding Student and Stakeholder Needs

We believe in developing strong partnerships and seek to enhance relationships to create stronger communities and contribute to the workforce and economic development challenges in the communities we serve.

We understand that we must assertively declare our mission and commitment to serve the three county region and to grow our presence and stakeholders understanding of the College's resources

Key Result 4



Actively Engage With and be a Valuable Resource for the Community

Measurement of Progress

# of Initiatives	8
Progress towards Completion	
# of Initiatives Achieved	0

Implementation Strategies

4.1 Establish and maintain partnerships to enhance community outreach.	1
4.2 Discover common needs and opportunities to strengthen community relationships.	4
4.3 Develop educational partnerships to provide learning opportunities to current, prospective and past student populations.	3
4.4 Collaborate with business and industry leaders to strengthen workforce development and economic viability of the region.	0

Key Result 5



Vigorously Enhance Awareness of the Comprehensive Nature of Edison to all Stakeholders



Measurement of Progress

# of Initiatives	2
Progress towards Completion	
# of Initiatives Achieved	0




Implementation Strategies

5.1 Develop and support ambassadors at all levels of the organization to intentionally tell the story of Edison to all constituents.	1
5.2 Serve as the community hub and be recognized as the resource for higher education in the region.	1
5.3 Cultivate relationships with media outlets to increase media presence in the region and state.	0

2014-2015 Strategy Map Tracking Sheet

Core Theme	Key Result	ImpStrat	Department(s)	Key Person(s)	Strategic Initiative	Percentage Complete**	Expected Completion Date	Date Completed	Comments
I	1	1.2	Institutional Planning and Effectiveness	Mona Walters Steve Sykes Steve Whiteman	Accountability Training and Reinforcement		6/30/2017		3-year contract
I	1	1.3	Human Resources	Linda Peltier Natalie Rindler *Kara Myers Kailee Peters	Employee Training		Ongoing		
I	2	2.1	Darke County Campus	Janice Michael (TBD after 12/31/14) Scott Burnam Teresa Roth DCC Staff other SA Staff	Continue to develop standardized procedures for Student Affairs and DCC operations		October 2015		
I	2	2.1	Human Resources	Linda Peltier Board of Trustees, Presidential Search Committee Presidential Search Advisory Committee Interim President Heather Lanham Bruce McKenzie Internal/External Stakeholders Consulting firm	Serve as Presidential Search Liaison for all internal and external stakeholders.		Fall 2015		
I	2	2.1	Human Resources	Linda Peltier *Natalie Rindler Kara Myers Carol Marion Cai Williamson Kailee Peters	Implement Web Advisor on-line (paperless) leave request/tracking/approval.		Sept 2015		
I	2	2.1	Human Resources	Linda Peltier *Natalie Rindler Kara Myers Carol Marion Cai Williamson Sharon Trittschuh Kailee Peters	Implement Web Advisor on-line (paperless) time card entry/approval		Fall 2015		
I	2	2.1	Human Resources	Linda Peltier Natalie Rindler Kara Myers Kailee Peters Student Intern	Implement adjunct load tracking in reaction to the Health Care Act		Fall 2015		
I	2	2.1	Information Technology	David Gansz Carol Marion Harry Lawhorn Nathan Walters	Implementation of ImageNow initiative		7/1/2015		
I	2	2.1	Information Technology	Carol Marion Cai Williamson Harry Lawhorn Chuck Steel Eric Rhoades Designated Departmental Liaisons	Followup conversion of Ellucian database to Microsoft SQL environment		9/1/2015		
I	2	2.1	Information Technology	Nathan Walters Harry Lawhorn Check Steel	Investigate student printing options		Ongoing		






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I	2	2.1	Institutional Advancement	Kim Horton Institutional Advancement Team CFO Office Foundation Board Faculty and Program Directors	Alignment of Business Practices		6/30/2015		
I	2	2.1	Institutional Planning and Effectiveness	Mona Walters Karen Rafinski Tom Fryman Pam Gibellino Brian Leingang Patti Ross Gwen Stevenson Becky Telford	Reaffirmation of Accreditation and 2014 AQIP Strategy Forum		May 2015		
I	2	2.1	Institutional Planning and Effectiveness	Mona Walters Becky Telford Various Departments	Develop and implement a strategic approach for quality improvement across campus		May 2015		
I	2	2.1	Marketing	Bruce McKenzie Marketing Team Focus groups representing all internal and external stakeholders	Restructure Institutional Branding		6/30/2017		
I	2	2.1	Marketing	Bruck McKenzie Marketing Team Representatives from all academic programs Enrollment management Foundation office	Comprehensive organization of marketing deliverables		7/1/2015		
I	2	2.2	Academic Affairs	Sr. VP for Academic Affairs Academic Deans Assistant Dean for CEIT Faculty Student Services Representatives Marketing	Initiate CC+ with all area high schools		Spring 2015		
I	2	2.2	Academic Affairs	Sr. VP for Academic Affairs Academic Deans Assistant Dean for CEIT Faculty Student Services Representatives Marketing	Build a virtual STEM Academy - Innovation Academy				
I	2	2.2	Darke County Campus	Dr. Rafinski Scott Burnam Patti Ross DCC Staff Other SA Staff Cabinet	Research, assess, and identify the programs and services suited for delivery at DCC & establish the staffing model to deliver them.		9/1/2015		
I	2	2.3	Information Technology	David Gansz Carol Marion	Initiate Ellucian users' group		1/15/2015		
I	2	2.3	Information Technology	Harry Lawhorn Check Steel	Upgrade to Exchange 2013 software		1/15/2015		
I	2	2.3	Student Affairs / Enrollment Management	Scott Burnam Student Affairs Staff David Gansz IT Staff	Implement ImageNow document imaging solution		6/30/2015		
I	2	2.4	Human Resources	Linda Peltier *Natalie Rindler Kara Myers Kailee Peters	Develop Future Insurance/Benefits Strategies		Summer 2015		
I	2	2.4	Human Resources	Linda Peltier *Natalie Rindler Kara Myers Kailee Peters	Employee Benefits Communication		12/31/2014		

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I	2	2.1	Administration, Finance	John Shishoff Heather Lanham President's Cabinet	Update Current Policies and Procedures (P&P)				
I	2	2.1	Administration, Finance, Facilities	John Shishoff Chris Sargent Edison Security	Safety, Security, Risk Management - Exercise Known Risks				
I	2	2.1	Administration, Finance, Facilities	John Shishoff Chris Sargent Edison Security Leadership Team	Safety, Security, Risk Management - Emergency Management Plan (EMP) Update and Extension				
I	2	2.1	Administration, Finance, Facilities	John Shishoff Leadership Team	Safety, Security, Risk Management - Develop and Coordinate a Risk Management Identification Program				
I	2	2.1	Administration, Finance	John Shishoff Tom Fryman	Update Budget Process				
I	2	2.1	Administration, Finance, Facilities	John Shishoff Doug Riehl Tom Fryman Chris Sargent	Update Capital Projects Status				
I	2	2.1	Administration, Finance, Facilities	John Shishoff Patti Ross Kim Horton Doug Riehl	Update Center for Innovation Plans				
II	3	3.3	Information Technology	David Gansz Amy Crow Harry Lawhorn Faculty Adjuncts IT Helpdesk	Transfer Blackboard hosting instance from the University of Cincinnati to the Blackboard Cloud		7/1/2014	7/1/2014	
II	3	3.3	Information Technology/Library	Nancy Madden Library Staff	Migrate from EBSCO's A-to-Z List to EBSCO's Full Text Finder for 225+ resources.		7/1/2015		
II	3	3.4	Academic Affairs	Student Services Personnel Faculty Incoming Students	Work with Student Services (ARC) to move students to faculty advisers after their first semester.				
II	3	3.4	Academic Affairs	Bev Smith Patti Ross Deans Career Center students and their parents	Reestablish and strengthen Tech Prep relationships.				
II	3	3.4	Darke County Campus	Rhonda Rich Velina Bogart Tracey Wheeler Eva Maloney Stacey Bean Christina Raterman CC+ staff	Conduct on-site 2014SS CC+ advising and registration at the high school for Darke County High Schools		January 2015		
II	3	3.4	Student Affairs / Enrollment Management	Morgan Abney Velina Bogart Mary Bornhorst Amber Selhorst	Implement College Student Inventory (CSI) to identify at-risk and receptivity to intervention factors in targeted student populations;		6/30/2015		
II	3	3.4	Student Affairs / Enrollment Management	Stacey Bean Christina Raterman Donna Argo Becky Telford	Establish enrollment metrics based on population break-out (transfer, CC+, stopout, new, returning, contract course, etc) to populate the dashboard and set enrollment goals based on those populations		6/30/2015		
II	3	3.5	Academic Affairs	Faculty Academic Deans Degree-completing Students	Be in compliance with OBR requirement that associate degrees require no more than 65 semester hours (73 for some accredited programs.)				

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II	3	3.5	Darke County Campus	Janice Michael (TBD after 12/31/14) division program/staffing coordinators Division deans Success advisors Kim Kiehl Institutional Research CEIT	Develop 3 & 4-year plans for technical degree completion specifically targeting adult learners who primarily attend DCC/unable to attend Piqua Campus for lack of reliable transportation		November 2015		
II	3	3.5	Institutional Advancement	Kim Horton Carrie Rinehart Institutional Advancement Team Volunteer Fundraisers President's Office	Restructure Fundraising: Improve campaign fundraising by building a comprehensive fundraising plan to include a sustainable Annual Fund.		Ongoing		
II	3	3.5	Institutional Advancement	Kim Horton Institutional Advancement Team Volunteer Fundraisers Staff and Faculty President's Office Governing Board Foundation Board	Restructure Fundraising: Enter into a new Major Giving Campaign Phase		Sept 2015		
II	3	3.5	Marketing	Bruce McKenzie Marketing Team Kim Horton David Gansz	New Website Redesign		1/1/2015		
II	3	3.5	Student Affairs / Athletics	Nate Cole Scott Burnam Tom Martinez Tim McMahon John Ralph Chris Davis	Establish Recruiting plans to stabilize rosters for all teams (12 scholar-athletes & 3 walk-ons for Women's Volleyball, Basketball, and Men's Basketball)		8/1/2015		
II	3	3.5	Student Affairs / Athletics	Nate Cole Scott Burnam Tom Martinez	Position the Club baseball team for transition to NJCAA Division III for fall 2015		8/1/2015		
II	3	3.5	Student Affairs / Athletics	Nate Cole Scott Burnam	Investigate and produce a report outlining the feasibility of establishing club-level soccer		5/1/2015		
II	3	3.5	Student Affairs / Enrollment Management	Amber Selhorst	Implement, monitor, and evaluate AmeriCorps Completion Coach Program impact Student Success		6/30/2015		
II	3	3.5	Student Affairs / Enrollment Management	Pam Gibellino	Participate in and implement state-wide initiatives related to Prior Learning Assessment (PLA)		6/30/2015		
II	3	3.5	Student Affairs / Student Life	Nate Cole Scott Burnam Edison Students	Establish Student Government with Monthly Meetings		5/1/2015		
II	3	3.5	Student Affairs / Student Life	Nate Cole Scott Burnam Edison Faculty and Staff	Creation of the Student Life Advisory Board to identify and coordinate programming efforts already taking place across campus and recommend further programming		5/1/2015		
II	3	3.5	Student Affairs / Student Life	Nate Cole Scott Burnam Edison Students	Pilot two co-ed intramural athletic activities during 14-15		5/1/2015		
III	4	4.1	Darke County Campus	Janice Michael (TBD after 12/31/14) Rebecca Schinaman	Act as resource persons for Upper Miami Valley Science Days		Ongoing		
III	4	4.2	Information Technology	David Gansz	Recommend strategic direction for web		January 2015		
III	4	4.2	Information Technology/Library	Nancy Madden Amanda Hyden	Organize items in Edison's Archives		7/1/2015		
III	4	4.2	Institutional Advancement	Kim Horton Institutional Advancement Academic Affairs Service Learning	Engage Community/Stakeholder Partnership through programming		6/1/2015		Pilot
III	4	4.2	Institutional Advancement	Kim Horton Institutional Advancement Team ACL Advisory Committee Marketing	Engage Community/Stakeholder Partnership through programming		Ongoing		

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III	4	4.3	Academic Affairs	B&I division Patti Ross all local business and industry, workforce and economic development leaders	Redesign the organization of our Business and Industry Center to strengthen workforce development and economic viability of the region.				
III	4	4.3	Darke County Campus	Campus Dean TBD Beverly Smith CC+ Staff Rhonda Rich Eva Maloney Tracy Wheeler Christina Raterman Stacey Bean Velina Bogart	Be resource persons for CC+ programs (including Tech Prep) for local high schools		9/1/2015		
III	4	4.3	Student Affairs / Enrollment Management	Velina Bogart Assistant Dean TBD	Implement College Credit Plus program and work with academic divisions to develop effective operational procedures.		6/30/2015		
III	5	5.1	Institutional Advancement	Kim Horton Financial Development Team	Foundation Board Development (Engagement and Growth)		Ongoing		
III	5	5.2	Darke County Campus	Tracy Wheeler; Campus Dean TBD; Scott Burnam	Continue to work with the Bridges to College Program and Greenville HS to promote Edison as the first choice for exposing their students to the community college experience		9/1/2015		