

STRATEGIC MASTER PLAN

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	7
Progress towards Completion	<div style="width: 100%;"></div>
# of Initiatives Achieved	5

Implementation Strategies

1.1 Create a culture that recognizes employees and celebrates accomplishments.	2
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.	4

Key Result 2



Practice Fiscal Sustainability

Measurement of Progress

# of Initiatives	28
Progress towards Completion	<div style="width: 100%;"></div>
# of Initiatives Achieved	17

Implementation Strategies

2.1 Establish a culture committed to continuously improving college policies, practices, processes and systems to ensure long-term sustainability.	13
2.2 Maximize both human and capital resources to leverage organizational effectiveness.	1
2.3 Invest in and sustain a technological infrastructure that fosters a world class learning and service environment.	10
2.4 Create a culture of inquiry through regular data informed reviews and assessments that drive future planning.	4

2013 - 2014 STRATEGY MAP

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	<div style="width: 100%;"></div>
# of Initiatives Achieved	16

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.	3
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.	10

Total Number of Initiatives 70

Total Number of Initiatives Achieved 46

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	<div style="width: 100%;"></div>
# of Initiatives Achieved	6

Implementation Strategies

4.1 Establish and maintain partnerships to enhance community outreach.	2
4.2 Discover common needs and opportunities to strengthen community relationships.	6
4.3 Develop educational partnerships to provide learning opportunities to current, prospective and past student populations.	0
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	7
Progress towards Completion	<div style="width: 100%;"></div>
# of Initiatives Achieved	2

Implementation Strategies

5.1 Develop and support ambassadors at all levels of the organization to intentionally tell the story of Edison to all constituents.	4
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.	2

2013-2014 Strategy Map Tracking Sheet

Core Theme	Key Result	ImpStrat	Department(s)	Key Person(s)	Strategic Initiative	Percentage Complete**	Date Completed	Comments
I	1	1.1	Institutional Planning & Effectiveness	M. Walters	Continue CQIN 2012 Partners in Leadership Accountability Training		6/30/2014	Will continue in 14/15
I	1	1.1	Human Resources	L. Peltier	Coordinate development of Employee Recognition Program (AQIP 4 Action Project)		7/15/2014	Action Project submitted for review by AQIP
I	1	1.2	DCC & Admissions	J. Michael; T. Roth Kara Myers; Linda Peltier; Natalie Rindler; HR Administrative Assistant	Assess the effectiveness of the new orientation/registration process		6/30/2014	COMPASS/Conversation/Orientation model updated after spring registration/launching online orientation option for summer/fall and will continue to evaluate monthly; no evaluation by attendees of their perception of effectiveness has been conducted. Online Orientation launched. New Student Orientation to transition to internal enrollment manager. Training underway. Evaluation piece to be added. Considering Zoomerang survey to be completed during orientation, as students log in to e-mail. Student satisfaction survey shows improvement in orientation/student services.
I	1	1.3	Human Resources	Linda Peltier HR Admin Asst	Employee Training			
I	1	1.3	Human Resources	L. Peltier	Follow-up with annual Evaluations/Professional Development Plan for Non-Supervisory Employees, leading toward succession planning.			
I	1	1.3	Human Resources	L. Peltier	Implement Annual Evaluations/Professional Development Plan for Non-Supervisory Employees			
I	1	1.3	Academic Affairs	P. Ross	Support Academic Deans' attendance at Chair Academy		10/1/2013	Carry-over from 12-13
I	2	2.1	Academic Affairs	P. Ross	Deveop Electronic Curriculum Process		4/30/2014	
I	2	2.1	Institutional Planning & Effectiveness	M. Walters	2013 Systems Portfolio		11/1/2013	Submitted to AQIP on 11/1/2013
I	2	2.1	Institutional Planning & Effectiveness	M. Walters	AQIP Quality Checkup Site Visit		5/22/2014	Quality Checkup Site Visit completed. DCC and 20 interviews; 182 people; 64 individuals. The visit focused on our strengths and our quality improvement journey. One strategic challenge was cleared, the others were clarified. No accreditation issues
I	2	2.1	Information Technology Services	Gansz; Marion; Lawhorn; N. Walters	Begin implementation of ImageNow initiative			Suspended. Funding consideration
I	2	2.1	Information Technology Services	Gansz; Marion	Complete conversion of Ellucian to SQL		9/2/2014	Completed over Labor Day weekend.
I	2	2.1	DCC & Admissions	J. Michael; T. Roth; S. Burnam	Continue to develop standardized procedures for Student Affairs and DCC operations		6/30/2014	PSEOP processing standardized; admissions processing standardized;
I	2	2.1	Information Technology Services	N. Walters	Explore migration from Ghost to MS Imaging			
I	2	2.1	Human Resources	L. Peltier	Implement WebAdvisor on-line (paperless) leave request/tracking/approval			This initiative is not progressing as planned due to unforeseen complications with Ellucian.
I	2	2.1	Human Resources	L. Peltier	Implement WebAdvisor on-line (paperless) time card entry/approval			This initiative is not progressing as planned due to unforeseen complications with Ellucian.
I	2	2.1	Enrollment Services	S. Burnam	Increase high school penetration rates across the board by 2%			
I	2	2.1	Information Technology Services	N. Walters; Allred	Investigate student printing options			Reassigned to Gansz/N. Walters.
I	2	2.1	Institutional Planning & Effectiveness	M. Walters	Review and act on AQIP Systems Appraisal Feedback Report		5/22/2014	
I	2	2.1	Information Technology Services	Lawhorn	Upgrade Storage Area Network		6/1/2014	
I	2	2.2	DCC & Student Affairs	J. Michael; S. Burnam	Increase job shadowing and cross training opportunities between student affairs and DCC		6/30/2014	This initiative has been more difficult to implement because of the wide variance of work hours with little overlap; summer has provided opportunities for Piqua staff to work at DCC on Fridays
I	2	2.3	Information Technology Services	N. Walters	Begin Ellucian training for Client Services			Pending SQL conversion Labor Day weekend.
I	2	2.3	Marketing Communications	A. Barr	Develop and launch a mobile application		2/14/2014	
I	2	2.3	Physical Plant	D. Riehle	Develop Facilities Master Plan		9/25/2013	Carry-over from 12-13
I	2	2.3	Information Technology Services	Gansz; Lawhorn; N. Walters	Implement campus-wide digital signage		11/1/2013	
I	2	2.3	Information Technology Services	Gansz; Marion	Initiate Ellucian users' group			pending SQL conversion
I	2	2.3	Information Technology Services	N. Walters	Provide additional HelpDesk training		2/1/2014	
I	2	2.3	Physical Plant	D. Riehle	Replace East Hall Boiler #1; North Hall Boiler #1; West Hall Boiler #1		1/15/2014	
I	2	2.3	Physical Plant	D. Riehle	Replace West Hall windows			Carry-over from 12-13, On Hold due to Center for Innovation
I	2	2.3	Information Technology Services	Lawhorn	Upgrade Exchange software		6/1/2014	
I	2	2.3	Physical Plant	D. Riehle	Upgrade Hallway & High Use Lighting to LED			
I	2	2.4	IPE & Academic Affairs	M. Walters, P. Ross, B. Telford, S. Burnam, N. Louis, S. Moore, P. Wiggins	Complete the College Completion Plan template		6/30/2014	Submitted
I	2	2.4	Academic Affairs & IPE	P. Ross; S. Moore; G. Stevenson; M. Walters	Continue program viability evaluations and recommendations		1/31/2014	
I	2	2.4	Institutional Planning & Effectiveness	M. Walters; B. Telford	Develop a Master Codebook for data standards, definitions, usage, and integrity			on hold

2013-2014 Strategy Map Tracking Sheet

Core Theme	Key Result	ImpStrat	Department(s)	Key Person(s)	Strategic Initiative	Percentage Complete**	Date Completed	Comments
I	2	2.4	Institutional Planning & Effectiveness	M. Walters; B. Telford	Monitoring of Key Results and Initiatives		6/30/2014	
II	3	3.2	Academic Advancement	L. Collins	Assess the Effectiveness of the Peer Support Team Faculty Learning Community		5/21/2014	Not much interaction with new adjuncts reported; experienced adjuncts were pleased with the group and especially with the newsletters
II	3	3.2	Academic Affairs & CEIT	P. Ross; L. Collins	Cultivate & Strengthen engagement of adjuncts		6/30/2014	
II	3	3.2	CEIT	L. Collins	Update the CEIT SharePoint site to include Professional Development Community and CEIT publications so they are available to all adjuncts & Faculty		12/16/2013	All CEIT newsletters are posted in SharePoint; Professional Development Committee documents are posted as soon as they are released.
II	3	3.3	Library	N. Madden	Implement Library Power Search		10/15/2013	
II	3	3.3	Information Technology Services	A. Crow	Upgrade Blackboard		1/1/2014	
II	3	3.4	DCC & Student Affairs	J. Michael; S. Burnam	Conduct on-site PSEOP advising and registration at the high school for every Darke County High School			Planning is underway but actual activity will not happen until late April and early May
II	3	3.4	Academic Advancement	L. Collins	Create a digital repository for Transfer Articulation Agreements		3/17/2014	All hard-copy articulations scanned to PDF and posted in SharePoint
II	3	3.4	Academic Deans	P. Ross; S. Moore; G. Stevenson; N. Louis	Develop clear educational pathways for students.		6/30/2014	
II	3	3.4	Financial Aid	K. Richards	Implement Estimated Pell awarding		4/30/2014	
II	3	3.4	DCC & Admissions	J. Michael; T. Roth	Refine the orientation and registration process to better fit DCC personnel availability to support it		6/30/2014	New enrollment manager will provide face-to-face orientation at critical registration points
II	3	3.5	Academic Affairs	P. Ross	Build closer relationships with academic partners		6/30/2014	
II	3	3.5	DCC & Academic Affairs	J. Michael; P. Ross	Develop 4-year plans for technical degree completion specifically targeting adult evening learners who primarily attend DCC			Master deconflict for 2014F5 being completed so courses and sequencing can be identified
II	3	3.5	Admissions	T. Roth	Develop online orientation for distance learners.		4/15/2014	training in Quality Matters complete, Online Orientation modules and quizzes developed and launched. Will transition to internal enrollment manager.
II	3	3.5	Student Life	A. Selhorst	Develop Student Government/Activities Board (AQIP 3 Action Project)		7/15/2014	Action Project submitted for review by AQIP
II	3	3.5	Financial Aid	K. Richards	Implement Balance Due tracking & communication plan for students with balance due prior to payment due date.		3/4/2014	The results give a strong argument for the Business Office contacting all students regarding the deferred payment plan option and the Financial Aid Office contacting as many students as possible via Edison email regarding aid processing needs. The one-call stop should follow the emails. The Business Office and Financial Aid Office would like to test fall semester as well. It is likely the process will be a bit different based on the results from the spring project. The offices will come together in June to establish a strategy for a fall outreach.
II	3	3.5	Admissions	T. Roth	Improve direct communication with new students.		6/30/2014	E-mails sent to all new prospects, applicants, readmits, advising them of their next steps and POCs. New Answer Center staff member is now trained. Concierge service added--provided by work study students. Student Satisfaction Survey shows improvement in all key areas of student service delivery.
II	3	3.5	Academic Deans	P. Ross; S. Moore; G. Stevenson; N. Louis	Increase student participation in internship programs		6/30/2014	
II	3	3.5	Student Success	S. Burnam	Overhaul the Student Success Program to better retain students on academic probation and get them back on track academically.			
II	3	3.5	DCC	J. Michael	Proactive/intrusive advising for those students identified by instructors as at risk through Academic Alerts			Working to refine the notification process since not all instructors shared their at risk students who received alerts
II	3	3.5	Academic Advancement	L. Collins	Redesign The Learning Center for improved tutor/student interaction		5/20/2014	Students, faculty, and tutors all report liking the new arrangement; interaction has increased.
III	4	4.1	DCC	J. Michael	Act as resource persons for Upper Miami Valley Science Days project		For 2014, 05/01/14	Planning is underway for 2015 event
III	4	4.1	Enrollment Services	S. Burnam	Increase prospects by 5% over prior year			
III	4	4.2	Information Technology Services	Gansz; Lawhorn; Horton	Explore Edison's role in WOTVC		9/15/2014	Will recommend new Board representation.
III	4	4.2	Admissions	T. Roth	Improve/eliminate Answer Center hold times.		6/30/2014	New Answer Center staff member is now trained. Concierge service added--provided by work study students. Student Satisfaction Survey shows improvement in all key areas of student service delivery.
III	4	4.2	Library	Madden; Hazenfield	Organize items in Edison's archives			
III	4	4.2	Library	N. Madden	Provide monthly story times for The Preschool		4/1/2014	Monthly story times are now being given to Edison's Preschool on the first Tuesday of each month. On average 20-24 children attend each story time. Due to the children's enjoyment and the educational value of the story times, it's been decided to continue this project each month.
III	4	4.2	Information Technology Services	Gansz; Lawhorn	Recommend strategic direction for web		7/15/2014	Web project handed over to Marketing for completion.
III	4	4.2	Campus Nurse	D. Francis	Review and evaluate whether the fitness center is meeting the needs of the campus and community		3/19/2014	Fitness Center Open House held on 3/19 to highlight PTA student recommendations to improvements and new programming in the Fitness Center
III	5	5.1	Institutional Planning & Effectiveness and Institutional Research	M. Walters; B. Telford	Complete the Economic Impact Study through EMSI		5/31/2014	
III	5	5.1	Marketing Communications	S. Burnam; B. McKenzie	Develop a brand standards manual			
III	5	5.1	Marketing Communications	S. Burnam; B. McKenzie	Produce and distribute an annual report for the 13-14 year			
III	5	5.1	Marketing Communications	A. Barr	Produce and promote a digital course schedule bulletin for Fall 2014			

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Core Theme	Key Result	ImpStrat	Department(s)	Key Person(s)	Strategic Initiative	Percentage Complete**	Date Completed	Comments
III	5	5.2	DCC & Enrollment Services	J. Michael; S. Bean	Work with the Bridges to College Program to promote Edison as the first choice for exposing their students to the community college experience	100%	5/1/2014	Events completed but expect this to be an ongoing initiative and carry over to 2015
III	5	5.3	Marketing Communications	S. Burnam; B. McKenzie	Conduct a market perceptions study for use during the 14-15 advertising cycle	100%		
III	5	5.3	Marketing Communications & Institutional Advancement	S. Burnam; B. McKenzie; K. Horton	Develop strategic communication and marketing plan to address the campus communication, marketing and public relations needs and opportunities.	100%		Carry-over from 12-13