

Wiley Inspires: Going Forth as a Beacon of Light
2022-23 Progress Report Dashboard At-a-Glance

OBJECTIVE	2022-23 TACTICS	PROGRESS: 2023-24 CONTINUED PROGRESS TOWARDS OBJECTIVE OR NEW OBJECTIVES
GOAL 1: ENHANCE STUDENT ENROLLMENT AND COMPLETION		
1a. Increase Student Enrollment	100% Tactics Complete (4)	Engage Wiley College Alumni Determine the cadence for parent/support person engagement Establish system for tracking each new tactic
1b. Increase enrollment through Recruitment Plan	100% Tactics Complete (4)	Increase visits in high yield markets Create two signature experiences for top 10 high yielding high schools
1c. Increase College's Employment Promise	75% Tactics Complete (4)	Defining Employment Promise 2023-24
1d. Increase enrollment by reducing barriers	100% Tactics Complete (3)	Create an annual review process Share adjusted enrollment goals after Census Day Simply and update admissions application
1e. Increase communication with prospective students	100% Tactics Complete (3)	Create a baseline for communications specifically for parents/support Increase social media engagement by posting content at least 2-3 times Collaborate with marketing and communication to develop collateral Include social media handles on many communication pieces
1f. Increase AP transfer and cross-enrollment agreement	0% Tactics Complete (3)	Design engagements for AP/IB students Explore approaches that attract academically well-qualified student Gather current data AP students
1g. Establish/Increase community college transfers from TX Comm. Colleges	50% Tactics Complete (4)	Identify/generate data Develop a review of strategies for offering early conditional admission
1h. Increase use of data to strengthen admission metrics	75% Tactics Complete (3)	Explore approaches Review Current Strategies
1i. Increase engagement of academically well-qualified students	0% Tactics Complete (1)	Define well-qualified in relation to Wiley College expectations

1j. Increase prospective student engagement before the senior year	0% Tactics Complete (3)	Establish baseline of current engagement of non-seniors Establish a baseline of current members in pool Partner with High School and Middle Schools and organizations
1k. Increase academically extremely well-qualified International Students	0% Tactics Complete (3)	Identify markets to recruit Survey international alumni Review market for international students
1l. Increase rapid response decisions	20% Tactics Complete (5)	Onsite admissions acceptance Create rapid response plan Establish baseline Review admission process
1m. Increase implementation for intrusive admission counseling	50% Tactics Complete (2)	Identify Best Practices
1n. Increase student experience	0% Tactics Complete (2)	Generate a report Develop annual baseline
1o. Bolster student engagement	100% Tactics Complete (2)	Increase the number of active student organizations
1p. Increase integration of advising processes career couns.&dev.	100% Tactics Complete (4)	Submitted no new tactics
1q. Increase student research	100% Tactics Complete (1)	Submitted no new tactics
1r. Increase alignment with student learning outcomes and career readiness	75% Tactics Complete (3)	Create Career Plans
1s. Increase community engagement through development of continuing education	100% Tactic Complete (1)	Marshall Community Continuing Ed. Needs
1t. Increase employer outreach to impact enrollment	100% Tactic Complete (2)	Submitted no new tactics
GOAL 2: PURSUE ACADEMIC PERFORMANCE AND ACHIEVEMENT		
2a. Increase implementation institutional effectiveness	75% Tactic Complete (3)	Institutional Planning and Assessment Committee Work

2b. Increase Program reviews and annual program assessments	82% Tactic Complete (7)	Academic Personnel Responsibility for Program Reviews Generate Development Opportunities
2c. Increase academic programs sustainability	33% Tactic Complete (3)	Link academic programs Academic Program reviews
2d. Increase the number of associate degrees in criminal justice	26% Tactic Complete (8)	Offer the associate degree online and face to face 2023-24 Offer Prior Learning Credits - 2023-2024 Call Applicants Visit surrounding police departments
2e. Increase the enrolled student progression	0% Tactic Complete (5)	Freshman Programming Enhancement Established enrollment progression rate Explore freshman programming enhancement Space Revitalization First-year student retention program
2f. Increase the number of college stakeholder in specific engagements	No tactic reported	Submitted no new tactics
2g. Increase completion/graduation rate	50% Tactic Complete (4)	Early Alert Process Early Alert Process
2h. Increase rate of STEM program enrollment, retention, and graduation	66% Tactic Complete (3)	Create Baseline Investigate reasons for losing students before their senior year
2i. Increase post-graduate opportunities	100% Tactic Complete (4)	Submitted no new tactics
2j. Enhance faculty professional development	50% Tactic Complete	Gather Faculty Experiences
2k. Update promotion and tenure policies	0% Tactic Complete (2)	Make recommendations Review Faculty Handbook
2l. Increase recruitment and retention of diverse faculty and staff	0% Tactic Complete (1)	Develop/review recruitment and RETENTION faculty plans
2m. Increase recognition programs of staff, faculty, and students	0% Tactic Complete (2)	Document number of recognition programs across campus Create a planning committee
2n. Increase research quality	33% Tactic Complete (3)	Research Quality Assurance- Infrastructure Establish a process to ensure Research Quality Establish Baseline for Optimum Research Productivity

2o. Bolster faculty distinctiveness	33% Tactic Complete (3)	Faculty Committee Identify External Funding for Recognition
2p. Increase the number of faculty involved in interdisciplinary research	60% Tactic Complete (5)	Interdisciplinary Research Retreats Interdisciplinary Research accountability framework Interdisciplinary Research honors
2q. Increase faculty, staff, and student participation in CSG	0% Tactic Complete (1)	Define Conscientious Shared Governance
2r. Increase student engagement in community service	100% Tactic Complete (4)	Track 100 % Community Service Sites
2s. Promote Social Good and Leadership	80% Tactic Complete (8)	Develop campus-wide training Seek Grant Funding Increase faculty participation in events Implement a virtual internship
2t. Enhance processes necessary to ensure exemplary SACSCOC process	0% Tactic Complete (2)	Annual Reviews Establish Process
GOAL 3: IMPROVE FINANCIAL STRENGTH AND OPERATIONS		
3a. Increase quality and efficiency in all operations	33% Tactic Complete (3)	Technology as partner in learning and efficiency Review and Identify Institutional Policies and procedures Develop Usage Reports Implement Transformation Summit Launch Interactive process optimization website
3b. Increase funding of strategic initiatives	0% Tactic Complete (3)	Review Reserves, enrollment projections Develop budgeting processes Establish a baseline
3c. Increase administrative performance through fund allocations	0% Tactic Complete (3)	Develop profit and loss reports to assess ROI Inform others of the importance of Attendance Develop a process
3d. Align Faculty workload with resources and program capacity	33% Tactic Complete (3)	Create stand-alone financials Bi-annual review

3e. Enhance resource development through grants and contracts	0% Tactic Complete	Create a committee Set goal of amount acquired
3f. Implement Campus Master Plan	0% Tactic Complete (4)	Identify and prioritize projects that need to be added to plan Facilities master plan and benchmarking/deferred maintenance Alignment of key areas Review Campus Master Plan
3g. Address Deferred Maintenance	0% Tactic Complete(3)	Predictive maintenance schedule Update Help Ticket System Generate process of yearly review
3h. Increase the efficiency and user satisfaction of all bus. units	0% Tactic Complete (3)	Trainings and Communication Review Process for gathering information Create a baseline
3i. Reduce Energy Usage through Environmentally Sustainable Methods	0% Tactic Complete (3)	Signs and programming to reduce utility consumption Increase signage Review sustainability plan
4. GOAL: INCREASE INTERNAL AND EXTERNAL RESOURCES		
4a. Increase brand awareness and image of the Wiley College Brand	50% Tactic Complete (4)	Scan local environment to identify how much our brand is placed Complete surveys for internal and external markets
4b. Increase internal and external communications	16% Tactic Complete (6)	Implement weekly marketing and communication campaigns Collect data from social media platforms Generate analytic information weekly to monitor and report Complete surveys for internal and external engagements Communicate to campus community Promote Value Proposition Create Institutional Timeline of Communications Collect data on effectiveness of weekly communication
4c. Increase pride in Wiley College	0% Tactic Complete (5)	Create an assessment mechanism to determine campaign impact Create and implement two campaigns to increase campus pride Gather data on student/alumni pride

		Define "Pride" at Wiley College I "Heart" Wiley Campaign
4d. Increase alumni feedback cycles	100% Tactic Complete (5)	Alumni Research
4e. Increase Tracking of Alumni	80% Tactic Complete (5)	Data Clean Up
4f. Increase alumni feedback cycles	84% Tactic Complete (6)	Alumni Research
4g. Increase fundraising	84% Tactic Complete (6)	Explore Coordination Models Create Fundraising Goal/Theme
4h. Increase relationships between the College and the local community	40% Tactic Complete (5)	2023 Develop Campus Facilities Rental Process 2023 Establish Juneteenth Programming Provide local community with opportunities to support Wiley External Affairs Cadence Establish Baseline Engage at least 15 community organizations in long term partnership Develop and Implement yearly award/recognition event Develop external campus process for renting campus facilities Generate KPIs for relationship impact on campus
5. OBTAIN INSTITUTIONAL EFFECTIVENESS AND EFFICIENCY		
5a. Increase positive employee perceptions	0% Tactic Complete (1)	Identify Employee Perceptions
5b. Improve Campus Culture	28% Tactic Complete (7)	2022-23/24 Update institutional onboarding experience Re-imagining professional development opportunities The Revival Develop Talent Development Strategies and monitor progress Implement Strategic Activity that increases Belonging Continue to Refine Institutional Onboarding Experience Define Components of Campus Culture Institute Annual Campus Culture Survey Institute "Wiley Inspires" Values through visual form
5c. Increase Wiley's Ability to meet Baldrige Criteria	0% Tactic Complete (1)	Review Baldrige Criteria
5d. Increase institutional diversity	0% Tactic Complete (1)	Explore Institutional Diversity within context of HBCU