Strategic Planning Committee Updates
February 2013
Third Update

1. **Deliver high quality educational programs with the appropriate personnel, facilities, and equipment.**
   - ➢ **Build for expansion, especially classroom space and a maintenance facility.**
     a. Construct a multi-story classroom building on the recently purchased land on campus.
     b. Construct a new maintenance facility by renovating one of the existing technical facilities.
     c. Program meeting consecutive years of growth and maximum enrollment should be considered for building/classroom expansion.
   - ➢ **Update technical trade facilities, including technology.**
     a. Update technical facilities by constructing new buildings for these departments with office space, classroom space and training/equipment facilities (Automotive, Collision Repair, Welding, Air Conditioning and Refrigeration, Electronics and CIS).
     b. All programs should meet minimum equipment standard established by the state. Equipment should replicate industry.
   - ➢ **Increase technology for students, whether online/mixed courses, computer access, electronic books, and increased hours for computer labs.**
     a. Build additional dedicated computer lab or repurpose an already existing space that could be available for classroom space, testing, etc. so that the Student Union Computer Lab, Collegiate Center Computer Lab and the software available at each location is available to students during posted hours.
   - ➢ **Provide for salary equity and incentives for degree attainment.**
     a. Use degree, plus years of experience in a salary scale.
     b. Provide a salary schedule to bring in employment and advancement based on (1) degree (2) professional (3) experience
     c. Use the salary equity survey from the Arkansas Office of Personnel Management as a basis for classified positions.
   - ➢ **Offer industry-recognized credentials for completers (ATCC).**
     a. Have specific industries provide the credentials through their professional associations or affiliations.
   - ➢ **Establish an employee recognition program.**
     a. Provide alumni success stories. Establish an employee recognition program based on criterion established by faculty senate committee.

2. **Develop and implement an enrollment management plan (recruitment, retention, completion, graduation, placement and alumni relations).**
   - ➢ **Increase staff to sustain campus growth.**
     a. Hire a full-time grant writer (base salary + commission).
     b. Increase staff as growth of programs and/or satellite approvals require.
     c. Obtain additional positions through state job pool.
     d. Actively recruit retired personnel to teach classes or work in office part-time for absent workers.
   - ➢ **Increase promotion of ATCC at high schools and in the community.**
     a. ATCC faculty, staff and students attend area high school open houses.
     b. Work with high school counselors to promote programs.
   - ➢ **Expand student success lab**
     a. Redesign student success lab. Include a success lab in any new building. Relocate current success lab to a larger location and have several labs located around the campus.
     b. Create incentives for student tutors (early registration, scholarship, etc.).
   - ➢ **Communicate pathways to degrees to faculty, staff, students and in some cases, parents so that degree plans are understood by stakeholders.**
   - ➢ **Engage current students in becoming "ambassadors" for recruitment.**
     a. Train students to be ambassadors on campus, and acknowledge them possibly with incentive (bookstore/scholarship, campus t-shirts, hats, etc.).
   - ➢ **Ensure campus environments are welcoming to students and parents.**
     a. Day care – work with local daycares to provide TECH discount for local daycare services.
     b. Add digital signage on Highway 23.
     c. Maintain beautification/campus landscaping.
   - ➢ **Emphasize alumni relations.**
     a. Contact alumni by mail/e-mail and request their help beginning with the most recent graduates.
     b. Create an alumni committee/advisory board to implement/sustain alumni functions.
   - ➢ **Employ more student workers.**
     a. More teacher assistance in some departments.
3. **Enhance external relations including development of private funding.**
   - ➢ **Employ a grant writer.**
     a. Develop a class on grant writing.
   - ➢ **Seek private partnerships for campus needs, such as housing and daycare.**

a. Identify stakeholders and potential investors. Gather demographic data for presentation to stakeholders and prospective investors justifying the need and benefits for housing and daycare. The data must represent the positive impact daycare services and on-campus housing would have on enrollment. Also, present data to stakeholders and investors to obtain possible funding.

➢ **Develop alumni relations.**
   a. Utilize technology to measure alumni needs, attitudes and interest.
   b. Develop a mission statement for alumni association identifying high level goals and association objectives.

➢ **Better utilize advisory committees.**
   a. Enhance utilization of advisory committees by increasing meeting frequency to at least one meeting per semester.
   b. Engage advisory committee members in the classroom setting to share workplace experiences to assist in student career selection.

➢ **Improve walking trail to encourage future donations.**
   a. Utilize ATCC Construction Technology students. The improvements and/or upkeep of the walking trail on the Ozark Campus could be an on-going class project.

4. **Improve internal and external communication to focus on the mission.**
   ➢ **Develop an emergency plan for ATCC and Ozark.**
      a. Create an emergency plan for active shooter. Once that plan is created, have mock drills in place, in case of an emergency. With assistance from Public Safety, create a sub-committee of current employees to oversee this plan.

   ➢ **Provide students for various media/marketing/**
      a. Incorporate more interactive and visual information on the website (visual/interactive walk through or tours).

   ➢ **Increase interaction between faculty/staff at all three sites (Russellville Campus, Ozark Campus and Arkansas Tech Career Center).**
      a. A staff/faculty council or committee that could meet between campuses using Blackboard Collaborate.
      b. An on-line Sharepoint for faculty of the three campuses.

   ➢ **Increase student organizations.**
      a. The installment of a half hours "free zone" (meaning no classes for thirty minutes) at least once a week during the school day so students would have the opportunity to attend meetings for students organizations or clubs (perhaps this may not work for all programs, but may work for the majority of them, and increased student campus involvement is positively linked to higher student retention).
      b. Survey Ozark Campus faculty about possible organizations they believe the campus should have, as well as organizations they may be willing to advise. Ideas for involvement could be intramural or recreational sports.

- ➢ **Put into place a student handbook at ATCC and Ozark campuses that clearly outlines behavioral guidelines for students.**
  - a. A separate handbook for ATCC, which addresses the unique requirements of that campus.
  - b. Upon accessing the ATU website or upon enrollment, students/prospective students will be directed to the ATU-Ozark student handbook. Upon enrollment at ATCC, students will be directed or given a copy of the ATCC student handbook.
- ➢ **Offer more professional development opportunities.**
  - a. Develop in-house professional development sessions for faculty and staff using current faculty and staff, as well as faculty and staff from the Russellville Campus.
- ➢ **Streamline processes between campuses (Russellville, Ozark, ATCC)**
  - a. ATCC, Ozark, Van Buren, Booneville, Ft. Chaffee, Morton Hall and the Russellville Campus staff departments could use Blackboard Collaborate in order to hold web based video and/or audio conferencing between campuses. Perhaps the moderator of each conference could rotate from campus to campus. Conference participants could either meet in a central location on each respective campus or could meet virtually.
- ➢ **Improve the faculty/staff orientation process by providing training and/or guidelines to policies and procedures.**
  - a. Each new faculty or staff employee would participate in several different orientations with various departments within two to three weeks of hire:
    Human Resources – Each employee completes new paperwork (benefits, taxes, etc.) and give the new employee their handbook (classified, faculty, or adjunct).
    Department Orientation – Supervisor or department head explains the policies, procedures, and programs of the department.
    Travel Orientation – Discuss the Travel Manual and explain various travel   procedures.
    Purchasing Orientation – Explain purchasing guidelines and procedures.
    PR and Licensing Orientation – Discuss various guidelines/procedures for using ATU name on signs, paperwork, and news ads.
    Budget Orientation – Explain budget information.
    Academic Orientation – **Discuss** various academic guidelines/procedures.