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*2017-18*

*Strategic Matrix*

*Results Summary*

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*Danville Area Community College*

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What follows is a synopsis of progress made on the initiatives contained in Danville Area Community College's 2017-18 Strategic Matrix.

## **I. Student Learning**

### **A. Curriculum**

- 1. Explore ideas to encourage innovative pedagogy*
- 2. Implement curricular changes to increase student retention and persistence*
- 3. Evaluate recent assessment and outcome update to programs and courses*
- 4. Evaluate Danville Dept. of Corrections course schedule and faculty staffing*
- 5. Investigate the use of more 8 week courses*

Three specific programs, Accounting, Rad Tech, and Health Information Technology have made curricular changes aimed at course success, increased employment options, and curriculum quality respectively. The Welding program is shifting to eight week courses. The other matrix items have had less action, with the Department of Corrections schedule review awaiting continued state funding.

### **B. Transfer Programs**

- 1. Expand 3+1 bachelor's articulation programs*
- 2. Explore additional ideas for pathway programs with senior institutions*
- 3. Develop and implement a plan to grow dual credit with no financial loss*
- 4. Investigate an Honors program for current DACC and county high school students*

New 3+1 articulations with Eastern Illinois University, Lakeview College and Franklin University has been initiated, with additional pathways being discussed. Added tuition revenue from dual credit courses did not decrease the number of students taking advantage of the program. And the Honor's program was tabled.

### **C. Developmental Skills**

- 1. Assess the implementation of Accuplacer*
- 2. Meet with high schools to discuss testing and college preparedness*

The Accuplacer placement tool implementation was deemed a success, as was meeting between the recruiter and high school counselors discussing changes to the placement tool.

#### **D. Career and Technical**

- 1. Explore new and review current curriculum offerings for alignment with community needs*
- 2. Explore innovative ways to increase enrollment through stackable credentials and short term certificates*
- 3. Research reopening the CDC toddler classroom for changing education requirements*
- 4. Infuse drone technology into existing or new courses*

Through advisory committees and independent research both current and possible new programs were evaluated for community need. As a result of this research stackable certificates were added in Health Information Technology and Welding. Drone technology was either infused into current or added to new courses in at least three departments. And the CDC toddler classroom was reopened.

## **II. Student Success**

#### **A. Student Engagement**

- 1. Promote the use of reporting systems for timely student interventions*
- 2. Assess and expand student activities to improve retention*
- 3. Investigate the expansion of campus tutoring services and infrastructure*
- 4. Research recruiting and retention methods focused on students from underrepresented groups*

All four matrix items were completed as described, with the probable addition of a new sport or two in the next couple of years.

## **B. Access and Affordability**

- 1. Review the Master Course Schedule for effectiveness*
- 2. Study the inclusion of textbooks into the student payment plan*
- 3. Assess the Bonus Course strategy for additional course taking*
- 4. Implement strategies to reduce textbook costs*
- 5. Assess the success of the "Second Chance" scholarship*
- 6. Review the tuition and fee structure for improved transparency*

Students in the payment plan can now include textbook payments. Changes were made to the college website and suggested to those scheduling courses so that the tuition and fee structure is more transparent and the master course schedule is more student friendly. The use of Bonus Courses has increased the percentage of full-time students who take more than the minimum 12 or 13 credits, while the Second Chance scholarship has made a real impact to a few students. Strategies to reduce textbook costs have seen little financial impact.

## **C. Guided Pathways/Career Development**

- 1. Research "Goals" program for degree/certificate seeking students*
- 2. Track, monitor and provide assistance to keep students on track for graduation within three years*
- 3. Assess effectiveness of multiple-measure strategies for initial course placement*
- 4. Review mentoring program*

All four matrix items have been completed. Student coming to DACC often use their high school GPA as a means to opt out of a developmental reading course, although the math measure is used less frequently.

### **III. Institutional Excellence**

#### **A. Budget**

- 1. Maintain essential spending guidelines*
- 2. Identify and apply for grant opportunities in support of teaching and learning that fund equipment and facilities*
- 3. Explore strategies to increase Assessment Center staffing, service, and space to meet student and community demand*
- 4. Investigate more cost effective health insurance*

All four matrix items have been completed with the \$360,000 Industrial Career Program grant being awarded for the benefit area individuals seeking employment in conjunction with the American Jobs Center.

#### **B. Infrastructure Renewal and Expansion**

- 1. Assess recent changes to improve energy efficiency*
- 2. Investigate future expansion of campus facilities*
- 3. Assess the SBDC and Community Ed location moves*
- 4. Establish continuation of operation plans to prepare for short and long term calamities*
- 5. Investigate upgrades to campus building HVAC units*

Campus facilities are continuing to work on improving the energy efficiency of lights, HVAC units, and other equipment, as well as prepared to upgrade a number of HVAC units. Recent location moves have been deemed successful while expansion of usable campus space continues to be explored. Continuation of operation plans are not as far along as the other items in this category.

#### **C. Technological Enhancements**

- 1. Assess improved methods for student test-taking in Assessment Center*
- 2. Investigate scanning software and electronic form capabilities*
- 3. Evaluate online tutorials*
- 4. Investigate improvements to television production and studio*
- 5. Investigate online Financial Aid accessibility for students*

The five matrix items have all been met, with courses now being taught with the improved television studio and a Financial Aid module purchased and being added to the online Student Planner tool.

#### **D. 2019 Accreditation**

- 1. Produce previously missing evidence for the Assurance Argument*
- 2. Provide “closing the loop” examples of assessment for departments*
- 3. Assess the coordination of the planning processes (budget, strategic, assessment and other plans)*
- 4. Evaluate HLC Mandatory Advisement Quality Project*

The college has produced previously missing evidence, including “closing the loop” examples for academic programs and non-academic departments. The Quality Project write up is almost complete and planned on being sent to the HLC this summer after more evidence of the project’s success is available.

#### **E. Professional Development**

- 1. Develop succession plans*
- 2. Train and implement staff and faculty on intrusive advisement strategies and embedded advisement*
- 3. Assess and enhance emergency planning by holding “table top” drills*
- 4. Evaluate faculty training on the development of a culture of learning and awareness of DACC student services*
- 5. Continue to recruit and retain a diverse workforce*
- 6. Evaluate the summer work schedule*

Although almost every matrix item in this area was addressed, succession plans continue to be a weak point. The awareness of DACC student services faculty training especially went over well when presented at one of the in-services.

## **IV. Organizational Advancement**

#### **A. New Revenue Streams**

- 1. Evaluate and revise a facility rental plan*
- 2. Investigate grants or alternative funding opportunities with existing business partners*
- 3. Plan for a Foundation fundraising campaign*
- 4. Implement strategies to build a revitalized Alumni Association*
- 5. Implement an entrepreneurial approach to Community Education*
- 6. Research a CDC partnership*
- 7. Research expanded class offerings at Danville Housing*

All the matrix items in this area were addressed except finding a CDC funding partner. The Housing Authority course offerings have expanded to include Churchill Towers.

## **B. Brand Marketing**

- 1. Institutionalize the 'Power of 3' branding*
- 2. Evaluate marketing to millennials*
- 3. Evaluate the use of student and alumni testimonials in recent marketing*
- 4. Market 3 + 1 bachelor programs*

Marketing has made progress in recent shifts to more millennial friendly marketing techniques and is tracking the effectiveness of those efforts. This shift includes bringing more than just the Community Relations and Marketing Department on board with the changes.

## **C. Community Relations**

- 1. Market degree completion to dual credit students*
- 2. Update marketing dual enrollment to K-12 families*
- 3. Enhance relationships with public officials*
- 4. Continue College participation in Danville's East/Main corridor development*
- 5. Continue sustainability initiatives*
- 6. Explore enhancement to services, usage and purpose of the Hoopston Learning Center*

Most items in this section were successfully completed. Hoopston has seen an additional continuing education course added as well as more student traffic as a result of tutoring and testing. Involvement in the East/Main corridor project has not been relevant.

## **D. Corporate Education/Workforce**

- 1. Implement a regionalized workforce development system through AJC and WIOA*
- 2. Continue to increase community linkages with Corporate Education*

A regionalized workforce development system has been implemented, which includes a career pathway at DACC. Corporate education has added EMT and safety classes and is looking to increase health care credits as well as adding additional ties to the regional workforce system.