

# The Higher Learning Commission Action Project Directory

## Southwest Wisconsin Technical College

Project Details			
<b>Title</b>	Marketing to an adult population		<b>Status</b> ACTIVE
<b>Category</b>	1-Helping Students Learn		<b>Updated</b>
<b>Timeline</b>			<b>Reviewed</b>
	<b>Planned Project Kickoff</b>	07-01-2013	<b>Created</b> 06-25-2013
	<b>Target Completion</b>	06-27-2014	<b>Version</b> 1

### 1: Project Goal

**A:** The college has formed a cross functional committee comprised of student service, support staff, faculty and administration to develop an action plan to increase the number of adults served. This committee has developed a charter stating the purposes for this committee.

They are:

- Recruitment activities
- Data analysis
- Identify barriers to success & develop strategies to overcome barriers.
- Develop benchmark information both internally & externally.
- Recommend Action Plan to create Learner Success for this population.

This committee will be part of a larger effort in Learner Success that will encompass action plans from two other committees that have been similarly formed.

### 2: Reasons For Project

**A:** The college has identified seven strategic directions with input from a wide range of stakeholders. This list of strategic directions was shared with the district board of trustees and were approved. One of the strategic directions is to increase college access. The Student and Academic Affairs Council developed the Learner Success Initiative and tasked it with creation of an action plan for Learner Success that would compliment the strategic direction of increasing college access. The Learner Success Initiative (LSI) will develop an action plan in the coming 2013 - 14 academic year by synthesizing the action plans from three committees. These committees; Traditional High School Students, Adult Population & Retention/Completion will develop action plans to submit to the LSI. The action plan developed by the adult population committee will be forwarded to the larger Learner Success Initiative committee. This committee will provide feedback and critiques to the committee and with assistance from the LSI will develop an implementation plan. This plan will be achieved through a process of consensus decision making.

### 3: Organizational Areas Affected

**A:** The academic affairs division consisting of academic deans, department coordinators, faculty and adjuncts, student services consisting of the admissions, advising, and student support services, Center for Teaching and Learning, all credit and Business and Industry training, financial aid and bursaring function.

### 4: Key Organizational Process(es)

**A:** This committee will define adult population and identify data to be collected. This data will provide a picture of how well the college serves adults. Once definitions are agreed to, data elements will be identified and analyzed by the committee. The committee will also study the existing literature on recruiting adults to seek insight to what data elements may need to be collected for study. This research will lead to the development of an action plan that will inform key budgeting, recruiting & marketing processes. The college expects marketing will be an area impacted by action plans and developing sufficient financial resources will require careful planning. Budgeting processes require sufficient lead time to identify and are reviewed by the CEO, CFO & CAO of the college. The state of Wisconsin operates on a biennial budgetary process so state funding will be a known amount for the 2013 - 14 & 2014 - 15 Academic year. This provides a stable planning basis on which to implement action plans for this time period. Continuing plans call for

budgeting after this period to be conducted in an ongoing manner based on budget availability.

## **5: Project Time Frame Rationale**

- A:** The Adult Committee will spend the period in developing an action plan. This action plan is used to inform budgetary processes for the following year. Because the college will be engaged in developing an overall strategy for Learner Success, the need to integrate this action plan into the larger Success Initiative requires review by the LSI Committee. With an objective of developing an action plan it is believed the committee will remain better focused.

## **6: Project Success Monitoring**

- A:** The LSI Committee will be setting due dates for the submission of action plans. These due dates will also include periodic (quarterly) updates to the committee in order to monitor the progress.

## **7: Project Outcome Measures**

- A:** Benchmark data will be determined by the definition developed by this committee. The action plan will include a recommendation as to how effectiveness of our efforts to attract more adults will be measured. Once these measures are identified, the analysis can include a dashboard indicator.