

CREATING A STRATEGIC PLAN

INSTRUCTIONS:

- ❖ A template is attached for use with each goal you identify for your unit.
- ❖ A goal should not be a typical yearly accomplishment of your unit. It should be something you are striving to achieve or improve.
- ❖ Each goal will have objective/outcome(s) which should be SMART. These are the things you should be able to measure to see if you have achieved your goal.
- ❖ Each objective/outcome will have action items which will be the steps you will take to achieve your objective/outcome.
- ❖ This plan should be focused on this academic year (2016-17).
- ❖ Typically, a strategic plan should be visionary. Obviously, if you were in long-term planning, you could not possibly know how things might change and what kinds of transformations WVU and/or Potomac State may undergo at any given time. Everyone should be given the opportunity to adjust any long-term planning yearly.

- ❖ Your plan needs to be tied back into the University and PSC Student Life Strategic Plans (Pillars, Domains, Goals):

WVU - Strategic Pillars

1. Education – Recruitment, Retention, K-12 Education
2. Healthcare – Translational & Clinical Care, State’s Health Needs, Health & Wellness
3. Prosperity – Create One WVU, R1 Status, Transform WV Economy

PSC Student Life – Goals

1. Will be point of contact for WVU to implement WVU's student health insurance requirement for fall 2017.
2. Will assist in renovations to the armory to convert it to a student recreation center and oversee the facility after completion.
3. Will provide performance reviews on personnel who report to me.
4. Will develop processes and systems, when needed, and provide tools, services and programs that contribute to the health and safety of the College community.
5. Will collaborate with Student Life team to provide social, recreational, educational and cultural activities and programs that contribute to student physical and mental health, student satisfaction, student retention and graduation.
6. Will oversee Welcome Week Planning Committee. Will use evaluation results from fall 2016 to make program changes for fall 2017 to enhance the effectiveness of the program in preparing first year students for the start of the semester and in providing an entertaining and engaging start of the semester for the PSC community.
7. Will collaborate with WVU and PSC administrators to ensure compliance with Federal /State laws and WVU Board of Governor's Policies applicable to Student Life (Title IX, Policy 31, Policy 44, Clery, FERPA, Alcohol and Drug-Free Schools, Violence Against Women Act, Campus SAVE Act, etc.).
8. Will coordinate Title IX training and serve as PSC's point of contact for WVU's Division of Diversity, Equity and Inclusion during Title IX investigations.
9. Will help foster diversity and global awareness amongst students by incorporating diversity broadly into student life programming and experiences.
10. Will continue to review and make changes, when needed, to enhance the role and effectiveness of the "Behavior Intervention Team."
11. Will spearhead the development of Student Life assessment processes and implement assessment practices during the year.
12. Will administer AlcoholEdu and Transit Financial Wellness online programs to 1st year PSC students.
13. Will collaborate with WVU's Student Legal Services personnel to provide these services to PSC students.

STRATEGIC PLAN 2016-17

UNIT:

Mission:

Additional Information:

Goal 1:

WVU Pillar(s) - *__ Education, __ Healthcare, __ Prosperity.*

WVU Domain(s) - *__ Mountaineer Spirit, __ Be Curious, __ Be Supportive, __ Be Accountable, __ Make a Difference*

PSC Student Life Goal(s) - *__1, __2, __3, __4, __5, __6, __7, __8, __9, __10, __11, __12, __13.*

Objective/Outcome 1:

Action Items –

- 1.
 - 2.
 - 3.
-

Objective/Outcome 2:

Action Items –

- 1.
 - 2.
 - 3.
-

Objective/Outcome 3:

Action Items –

- 1.
- 2.
- 3.

Goal 2:

WVU Pillar(s) - __Education, __Healthcare, __Prosperity.

WVU Domain(s) - __Mountaineer Spirit, __Be Curious, __Be Supportive, __Be Accountable, __Make a Difference

PSC Student Life Goal(s) - __1, __2, __3, __4, __5, __6, __7, __8, __9, __10, __11, __12, __13.

Objective/Outcome 1:

Action Items –

- 1.
- 2.
- 3.

Objective/Outcome 2:

Action Items –

- 1.
- 2.
- 3.

Objective/Outcome 3:

Action Items –

- 1.
- 2.
- 3.

Goal 3:

WVU Pillar(s) - __ Education, __ Healthcare, __ Prosperity.

WVU Domain(s) - __ Mountaineer Spirit, __ Be Curious, __ Be Supportive, __ Be Accountable, __ Make a Difference

PSC Student Life Goal(s) - __ 1, __ 2, __ 3, __ 4, __ 5, __ 6, __ 7, __ 8, __ 9, __ 10, __ 11, __ 12, __ 13.

Objective/Outcome 1:

Action Items –

- 1.
- 2.
- 3.

Objective/Outcome 2:

Action Items –

- 1.
- 2.
- 3.

Objective/Outcome 3:

Action Items –

- 1.
- 2.
- 3.

Goal 4:

WVU Pillar(s) - *Education, Healthcare, Prosperity.*

WVU Domain(s) - *Mountaineer Spirit, Be Curious, Be Supportive, Be Accountable, Make a Difference*

PSC Student Life Goal(s) - *1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13.*

Objective/Outcome 1:

Action Items –

- 1.
- 2.
- 3.

Objective/Outcome 2:

Action Items –

- 1.
- 2.
- 3.

Objective/Outcome 3:

Action Items –

- 1.
- 2.
- 3.

Goal 5:

WVU Pillar(s) - __ Education, __ Healthcare, __ Prosperity.

WVU Domain(s) - __ Mountaineer Spirit, __ Be Curious, __ Be Supportive, __ Be Accountable, __ Make a Difference

PSC Student Life Goal(s) - __1, __2, __3, __4, __5, __6, __7, __8, __9, __10, __11, __12, __13.

Objective/Outcome 1:

Action Items –

- 1.
- 2.
- 3.

Objective/Outcome 2:

Action Items –

- 1.
- 2.
- 3.

Objective/Outcome 3:

Action Items –

- 1.
- 2.
- 3.

Goal 6:

WVU Pillar(s) - __ Education, __ Healthcare, __ Prosperity.

WVU Domain(s) - __ Mountaineer Spirit, __ Be Curious, __ Be Supportive, __ Be Accountable, __ Make a Difference

PSC Student Life Goal(s) - __1, __2, __3, __4, __5, __6, __7, __8, __9, __10, __11, __12, __13.

Objective/Outcome 1:

Action Items –

- 1.
 - 2.
 - 3.
-

Objective/Outcome 2:

Action Items –

- 1.
 - 2.
 - 3.
-

Objective/Outcome 3:

Action Items –

- 1.
- 2.
- 3.

Objective/Outcome 4:

Action Items –

- 1.
 - 2.
 - 3.
-

Objective/Outcome 5:

Action Items –

- 1.
 - 2.
 - 3.
-

Objective/Outcome 6:

Action Items –

- 1.
- 2.
- 3.

Objective/Outcome 4:

Action Items –

- 1.
 - 2.
 - 3.
-

Objective/Outcome 5:

Action Items –

- 1.
 - 2.
 - 3.
-

Objective/Outcome 6:

Action Items –

- 1.
- 2.
- 3.

Objective/Outcome 4:

Action Items –

- 1.
 - 2.
 - 3.
-

Objective/Outcome 5:

Action Items –

- 1.
 - 2.
 - 3.
-

Objective/Outcome 6:

Action Items –

- 1.
- 2.
- 3.

“SMART” OUTCOMES

Specific – clear terms that describes what ability, knowledge, value, attitude, performance that is targeted (*What am I measuring?*)

Measureable – it is feasible to get data that is accurate and reliable (*Can I get data on what I’m measuring?*)

Attainable but Aggressive – has potential to move the program forward (*Is this reasonable but challenging?*)

Results-oriented – describes what standard is expected (*What end result am I looking for?*)

Time-bound – describes the specific time period involved (*What time parameters am I using?*)

TYPES OF OUTCOMES

Operational – deals with functions, procedures, resources, efficiencies, existing information

- Retention & graduation rates
- Percent graduates that continue to graduate school/employment
- Satisfaction/customer service

Learning – describe what participants are expected to demonstrate; deals with something new that has been acquired or achieved

- Knowledge
- Skills
- Ability
- Attitudes
- Behaviors
- Values

LIST OF MEASURABLE VERBS USED TO ASSESS OUTCOMES

Bloom's Taxonomy of Educational Objectives (1956): Cognitive Skills. A group of educators, led by Benjamin Bloom identified a hierarchy of six categories of cognitive skills: knowledge, comprehension, application, analysis, synthesis and evaluation. As students learn, they start with the knowledge level and progress through the hierarchy. Thus, assessment involving upper-class students or advanced workshops, etc. should include skills at a higher level than introductory or basic skills courses. Below you will find a list of measurable verbs to assist you in writing outcomes.

Knowledge Level: The successful student will recognize or recall learned information.

list	record	underline
state	define	arrange
name	relate	describe
tell	recall	memorize
recall	repeat	recognize
label	select	reproduce

Comprehension Level: The successful student will restate or interpret information in their own words.

explain	describe	report
translate	express	summarize
identify	classify	discuss
restate	locate	compare
discuss	review	illustrate
tell	critique	estimate
reference	interpret	reiterate

Application Level: The successful student will use or apply the learned information.

apply	sketch	perform
use	solve	respond
practice	construct	role-play
demonstrate	conduct	execute
complete	dramatize	employ

Analysis Level: The successful student will examine the learned information critically.

analyze	inspect	test
distinguish	categorize	critique
differentiate	catalogue	diagnose
appraise	quantify	extrapolate
calculate	measure	theorize
experiment	relate	debate

Synthesis Level: The successful student will create new models using the learned information.

develop	revise	compose
plan	formulate	collect
build	propose	construct
create	establish	prepare
design	integrate	devise
organize	modify	manage

Evaluation Level: The successful student will assess or judge the value of learned information.

review	appraise	choose
justify	argue	conclude
assess	rate	compare
defend	score	evaluate
report on	select	interpret
investigate	measure	support

ACTIVITY:

PRACTICE WRITING GOALS & OUTCOMES

1. **Get with a partner or you can “go it” alone**
2. **Use the worksheet in your packet**
3. **Identify and write a goal about which you would like to measure/gather information**
4. **Write an outcome/objective(s) for the goal**
5. **Write action item(s) you will take to achieve the goal**

EXAMPLE

Goal 1:

Help to foster diversity and an inclusive campus culture.

WVU Pillar(s) - Education, Healthcare, Prosperity.

WVU Domain(s) - Mountaineer Spirit, Be Curious, Be Supportive, Be Accountable, Make a Difference

PSC Student Life Goal(s) - __1, __2, __3, 4, 5, __6, 7, 8, 9, __10, __11, __12, __13.

Objective/Outcome 1: Upon completing a course offered by the WVU SSS/TRIO program, participants will report increased knowledge of cultural diversity.

Action Items

- 1) Integrate diversity into the curriculum for courses offered by the SSS/TRIO program.
 - Guest speakers
 - Programs / Activities
- 2) Promote Diversity Week

Objective/Outcome 2: *At the end of the academic year 2016-17, guests visiting and staff in the WVU SSS/TRIO office will report a welcoming, safe environment.*

Action Items

- 1) Provide professional development offerings on diversity related topics (ex: Safe Zone)
- 2) Hire and retain staff members who are respectful, kind and fair
- 3) Present a physical environment consistent with that message

Worksheet: Writing Outcomes

Use this worksheet to draft your outcomes

After attending

(program/event),

(students/parents/staff,etc)

will be able to

(action verb)

(measurable outcome).

EXAMPLE:

After attending the **Assessment Workshop** on Wednesday, November 16, 2016, **participants** will be able to **apply** the **SMART process when writing outcomes/objectives.**

Worksheet: Writing Outcomes

Use this worksheet to draft your outcomes

As a result of participating in

(program/event),

(students/parents/staff,etc)

will be able to

(action verb)

(measurable outcome).

EXAMPLE:

As a result of participating in the **Assessment Workshop** on Wednesday, November 16, 2016, **attendees** will be able to **identify** the **two main types of assessment outcomes**.