Piedmont Virginia Community College

Goals and Strategies
2015-16 and 2016-17

VCCS COMPLETE 2021 GOAL:
TRIPLE THE NUMBER OF CREDENTIALS AWARDED ANNUALLY.

CONNECTION OBJECTIVE
SYSTEM: Increase VCCS fall admissions applications from 110,000 to 130,000 by 2017.

PVCC: Increase fall 2015 applications to 3,506.
Increase fall 2016 applications to 3,796.

Strategies:

- Increase admissions and recruiting events including parent open house nights at high schools and information sessions focused on adults at the College and strategic locations in the service region.
- Provide additional financial aid information sessions and presentations to high school students and parents and to adults in the service region.
- Create new educational programs in central services technician, cybersecurity, pharmacy technician, entrepreneurship, retail management, craft brewing/distillery, drone technology, commercial driver’s license, project management, workplace readiness, welding, and small engine repair.
- Transfer oversight of adult basic education from the public school system to PVCC. Align ABE/GED offerings with PVCC offerings in career and technical programs.
- Align GED competencies in English and math with VPT competencies so that all GED students are college-ready.
- Increase awareness of PVCC programs through targeted digital advertising.
- Increase awareness of PVCC programs by in-house production of high-quality television commercials, using funds previously spent to pay outside vendors to produce these commercials to significantly increase number of television commercials aired.
- Evaluate and implement new marketing strategies for each of PVCC’s current social media platforms: Facebook, Twitter, LinkedIn, YouTube, and the newly launched Instagram account.
- Raise awareness of PVCC by attending community events with special emphasis on events related to underserved populations including low income, minority and veterans.
- Hold a campus-wide community open house during spring semester.
ENTRY OBJECTIVE
SYSTEM: Increase admissions application enrollment yield to 60% systemwide.

PVCC: Increase applications yield to 56% in fall 2015.
Increase applications yield to 60% in fall 2016.

Strategies:

- Send a welcome letter to students upon applying with links to first steps and enrollment information.
- Implement Orientation to Placement program where students are presented information about the placement test in advance of taking it.
- For each degree program, create default full-time, first semester course schedule and use these at new student orientation in order to increase the percentage of full-time students.
- Offer metamajors for new students to choose at the time of application. Have students choose a major after the first semester at a mandatory advising session.
- Leverage technology so that when a student completes an application to the college an automatic email is generated with an appointment time to meet with an advisor.
- Increase means of communicating with students who will be dropped for non-payment. Use personal email, postcards, and call students one week prior to the non-payment drop deadline.
- Implement Saturday advising hours during peak-advising times before semesters start.
- Conduct audit of onboarding process by VCCS audit. Identify student hurdles/bottlenecks and streamline/improve processes.
- Identify all students who have taken the Orientation to Placement video but have not returned to take placement testing. Contact these students and follow up.
- Run query of all students that have taken placement test but have not enrolled and contact them.
- Run query to find students who filed a FAFSA but didn’t matriculate. Call students to see if they need help or ask why they didn’t attend.

PROGRESSION OBJECTIVES
SYSTEM: Increase overall VCCS Fall-to-Spring Retention to 71% systemwide.
SYSTEM: Increase overall VCCS Fall-to-Fall Retention to 60% systemwide.

PVCC: Increase fall-to-spring retention to 71% in 2015-16.
Increase fall-to-spring retention to 74% in 2016-17.
Increase fall-to-fall retention to 51% in 2015-16.
Increase fall-to-fall retention to 44% in 2016-17.
Strategies:

- Eliminate late registration and implement mandatory late start sessions (12 week session) for students who enroll for the first time during the first week of classes.
- Implement mandatory advising sessions for all students at the 30 and 45 credit threshold.
- Implement mandatory new student orientation and advising sessions for recent high school graduates and adults.
- Create faculty workgroup focused on increasing faculty engagement with students through implementing active learning strategies.
- Utilize SAILS to identify at-risk students. Fully implement a comprehensive intervention and student tracking system.
- Utilize predictive analytics to identify students who are at-risk of not completing and who, if provided an intervention, might succeed. Create the intervention that would be mandatory and provided early in the first semester.
- In the Student Information System, implement a way that a student cannot withdraw from all classes. Mandate that students meet with an advisor before completely withdrawing from the college.
- Convene Student Success Task Force to develop strategies to enhance student retention and completion.

COMPLETION OBJECTIVES

SYSTEM: Increase the overall annual associates degrees, certificates and career studies certificates by 6,000 over FY2015.

PVCC: Increase the overall annual awards to 978 in 2015-16.
Increase the overall annual awards to 1064 in 2016-17.

Strategies:

- Provide professional development opportunities for faculty in the following areas: presentation skills, student engagement, active learning, usage of instructional technology, critical thinking, cultural competence, students with disabilities, and classroom management.
- Create structured pathways for each program of study which include detailed curriculum maps, a sample schedule that identifies critical courses, and representative job titles and potential employers. Review electives and eliminate unnecessary elective offerings.
- Develop a “transfer back” program for those students who transferred but did not graduate with the associate degree.
- Provide a priority registration period for students close to graduation to ensure that they enroll in needed classes.
- Utilize technology in SIS to identify students who have met all graduation requirements but who have not formally applied for graduation. Present them with their award.
SYSTEM: Collect college-generated baseline information on top business-demanded industry certifications and licenses offered at each college and college-generated evidence of the number of students earning the intended industry certification or license as a numeric value and as a percent of students who complete noncredit training in preparation for the industry certification or license. (Year 1)

PVCC: Collect data on industry certifications and licensures obtained by PVCC non-credit and credit students.

Strategies:

- Identify in-demand/high-demand industry certifications by working with curriculum advisory committees, workforce and economic development agencies and data systems.
- Collect baseline completion data for each certification.

SYSTEM: Increase the number and percent of students for which the college obtains evidence of industry certification or license completion ___* systemwide. (Year 2)

*To be determined by baseline data collected in year 1.

PVCC: Increase the number and percent of students obtaining industry certifications and licensures by a figure to be determined after 2015-16 data collected.

Strategies:

- Review all credit curricula to align industry certifications with courses. Align course outcomes to prepare students to sit for industry certifications and exams.
- Engage certifying agencies to share credentialing information with the College.
- Search awarding databases to obtain licensure and certification information.
- Provide incentives for student to take industry certification and licensure exams. Fund a portion or all of the cost of the testing.
- Become a Pearson Vue testing site. Provide exam prep classes.

AFFORDABILITY AND SUSTAINABILITY OBJECTIVES

SYSTEM: Secure resources for an outcomes based funding formula for workforce credentials.

PVCC: Assist the Chancellor to secure resources for an outcomes based funding formula for workforce credentials.

Strategies: Conduct advocacy with General Assembly members and the Governor under the direction of the Chancellor.
SYSTEM: Secure funding for philanthropic and other investments for Year 2 of the Rural Virginia Horseshoe Initiative (RVHI).

PVCC: Not applicable

SYSTEM: Identify and implement efficiencies in college and system office operations.

PVCC: Identify and implement efficiencies in PVCC operations.

Strategies:

• Conduct onboarding process audit to identify inefficiencies. Revise to achieve greater efficiency.
• Integrate BlackBoard Call Center with financial aid and business office operations.
• Hire financial aid consultant to assist the financial aid office to become more effective and efficient.
• Advocate within the VCCS for a shared services approach to awarding credit for prior military experience.
• Participate fully in the VCCS shared services initiative.
• Reengineer the PVCC Human Resources Office to achieve greater efficiency and effectiveness.
• Collaborate with UVA on issues of public safety, emergency preparedness and Title IX to achieve greater efficiency and effectiveness.
• Successfully migrate to Office 365.