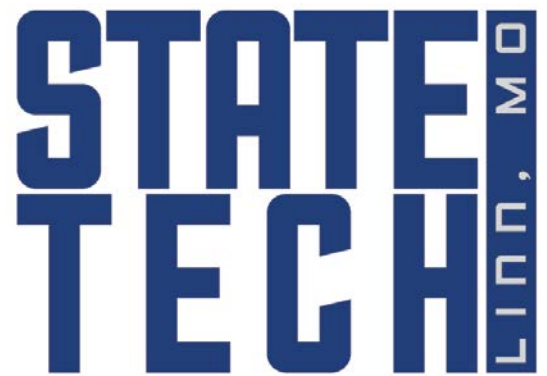


MARCH 22, 2017



## Strategic Growth Plan

### ACADEMIC PROGRAMMING

Strategic Growth Plan

Part 1 of 4

1. **Academic Programming**
2. Institutional/Plant
3. Marketing/Recruitment
4. Miscellaneous

## STRATEGIC GROWTH PLAN

### 1. UTILITY TECHNICIAN DEGREE

<b>Overview:</b>	The utility technician degree falls under State Tech's mission to deliver highly specialized technical degrees. This degree would serve as a complement to Electrical Distribution Systems and several other utility related degrees serving needs of utilities beyond electrical distribution.
<b>Revenue Generating:</b>	Yes
<b>Number of New Students:</b>	50
<b>Cost:</b>	Unknown
<b>Priority (1 highest 10 least):</b>	1
<b>Timeline:</b>	Proposal Spring 2017, Implement Fall 2018
<b>Initial Responsibility:</b>	Chief Academic Officer

#### OBJECTIVES

1. Develop program that can serve technician needs of utilities that may include telecommunications, gas, water, and electricity.
2. Grow Enrollment

#### NEXT STEPS

Send proposal to be considered by Coordinating Board for Higher Education in Spring 2017. Work with programs who may complement the new program such as an option to Electrical and Communications Technician.

#### ADDITIONAL COMMENTS

None

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## 2. ASSOCIATE DEGREE IN NURSING (ADN)

Overview:	The need for RNs is well documented. This degree could be a stand-alone degree or a complement for our existing one-year nursing degree program.
Revenue Generating:	Yes
Number of New Students:	30
Cost:	Unknown
Priority (1 highest 10 least):	2
Timeline:	Proposal Summer or Fall 2017, Implement Fall 2018
Initial Responsibility:	Chief Academic Officer

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### OBJECTIVES

1. Develop program that can serve needs of healthcare for RNs.
2. Grow Enrollment

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### NEXT STEPS

Develop work plan over Fall 2017.

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### ADDITIONAL COMMENTS

None

### 3. CONSTRUCTION TRADES PROGRAMS

Overview:	The need for employees in the construction trades is well documented. A program that focuses on industrial or commercial construction falls within State Tech's mission to deliver highly specialized technical degrees.
Revenue Generating:	Yes
Number of New Students:	50
Cost:	Unknown
Priority (1 highest 10 least):	2
Timeline:	Proposal Summer/Fall 2017, Implement Fall 2018
Initial Responsibility:	Chief Academic Officer

#### OBJECTIVES

1. Develop program that can served technician needs of the construction trades.
2. Grow Enrollment

#### NEXT STEPS

Develop work plan over Summer 2017.

#### ADDITIONAL COMMENTS

The construction trades were the most commonly mentioned programs in the strategic growth survey. Plumbing/pipefitting, steel construction, flatwork/masonry, sheet metal, and Heating, Ventilation, & Air Conditioning Controls are all areas that have been mentioned recently and should be considered.

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## 4. MISCELLANEOUS OFFERINGS

Overview:	Other specialized technical courses, certificates, or programs either not yet thought of or niche programs that respond to a specific need may have the greatest potential.
Revenue Generating:	Yes
Number of New Students:	50
Cost:	Unknown
Priority (1 highest 10 least):	3
Timeline:	Proposal Summer/Fall 2017-2018, Implement Fall 2018-2019
Initial Responsibility:	Chief Academic Officer

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### OBJECTIVES

1. Develop program that can serve needs of business or industry.
2. Grow Enrollment

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### NEXT STEPS

Develop work plan over Fall 2017.

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### ADDITIONAL COMMENTS

Crane Operations, CPR, CDL, Drone, and Taxidermy are a few examples that were suggested in the strategic growth survey. In the case of a program like Taxidermy, when combined with a business degree could result in a unique program with a larger regional interest.

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## 5. ONLINE PROGRAMS

Overview:	Potential for online programs could be significant. Entirely online programs have not been implemented at State Tech. The trend in higher education is growth in these programs.
Revenue Generating:	Yes
Number of New Students:	40
Cost:	Unknown
Priority (1 highest 10 least):	4
Timeline:	Proposal Spring/Summer 2018, Implement Fall 2019
Initial Responsibility:	Chief Academic Officer

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### OBJECTIVES

1. Develop programs that can generate revenue and potentially deliver in demand degrees.
2. Grow Enrollment

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### NEXT STEPS

Develop work plan over Fall 2018.

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### ADDITIONAL COMMENTS

Administration is not interested in the delivery of online courses, only online programs. Higher Learning Commission approval will be required to deliver online programs. A program that could deliver a high-quality technical program online could potentially differentiate itself. The only online program to be suggested on the strategic growth survey was Airframe and Powerplant Maintenance.

The only way these types of programs work is through the efforts of a faculty member who has a passion for online education.

## 6. BUSINESS PROGRAMS

Overview:	Business programs are some of the most common in two and four year schools. The competition for business students is significant. Developing a differentiated business program or one attractive to entrepreneurial students in other technical programs using existing capacity might have potential.
Revenue Generating:	Yes
Number of New Students:	25
Cost:	Unknown
Priority (1 highest 10 least):	5
Timeline:	Proposal Summer/Fall 2017, Implement Fall 2018
Initial Responsibility:	Chief Academic Officer

### OBJECTIVES

1. Develop program that can serve needs of business.
2. Grow Enrollment

### NEXT STEPS

Develop work plan over Summer/Fall 2017.

### ADDITIONAL COMMENTS

A spring semester only Associates degree in Small Business Management or Entrepreneurship that could be confirmed after completion of a companion AAS in any program at State Tech might have potential. This type of program could accommodate spring start students and those students who might want to get a business degree. Four required business courses could be taught late in the day or evening so any fall start student could complete the degree over two years. Another option could be a BS transferrable degree (state school).

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## 7. DUAL CREDIT/DUAL ENROLLMENT

Overview:	Potential for dual credit/dual enrollment expansion could be significant.
Revenue Generating:	Yes
Number of New Students:	40
Cost:	Unknown
Priority (1 highest 10 least):	5
Timeline:	Proposal Summer/Fall 2017, Implement Fall 2017-18
Initial Responsibility:	Chief Academic Officer

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### OBJECTIVES

1. Grow Enrollment

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### NEXT STEPS

Develop work plan over Summer 2017.

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### ADDITIONAL COMMENTS

Market pressures may demand large dual credit/dual enrollment sections to be profitable. This may counter conventional wisdom with regard to dual credit sections which may also be the reason many schools hire adjunct faculty.

The only way these types of programs work is through the efforts of a faculty member who has a passion for dual credit/dual enrollment.



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## 8. HEALTH RELATED PROGRAMS

Overview:	The demand for specialized medical personnel is expected to increase. Programs such as Dental AAS, Dental Hygiene, Sonography, Pharmacy Tech, or those related to Radiation Protection might have a place at State Tech.
Revenue Generating:	Yes
Number of New Students:	50
Cost:	Unknown
Priority (1 highest 10 least):	6
Timeline:	Proposal Summer/Fall 2017, Implement Fall 2018
Initial Responsibility:	Chief Academic Officer

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### OBJECTIVES

1. Develop program that can serve needs of the healthcare profession.
2. Grow Enrollment

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### NEXT STEPS

Develop work plan over Summer 2017.

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### ADDITIONAL COMMENTS

In general, health professions tend to have a lower rate of return than other technical programs. The addition of healthcare programs becomes difficult if they cannot operate at or above breakeven.

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## 9. AGRICULTURE PROGRAMS

Overview:	Ag students fit the State Tech “profile” well.
Revenue Generating:	Yes
Number of New Students:	50
Cost:	Unknown
Priority (1 highest 10 least):	7
Timeline:	Proposal Summer/Fall 2017, Implement Fall 2018
Initial Responsibility:	Chief Academic Officer

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### OBJECTIVES

1. Develop program that can serve needs of ag-business.
2. Grow Enrollment

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### NEXT STEPS

Develop work plan over Summer 2017.

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### ADDITIONAL COMMENTS

Ag related programs were recommended numerous times on the Strategic Growth Survey. Much like a business program, extensive university competition exists as well as competition from other two-year schools. Salaries, demand, and position as a highly specialized technical program are all concerns that would have to be addressed before moving forward.

## 10. CREDIT FOR PRIOR LEARNING/EXPERIENCE

Overview:	Competing with Community Colleges who regularly articulate credit from Career Centers may be an area State Tech is losing students. Understandably, there is some reluctance to articulate credit without regard to individual student mastery of content. The ability to state, “we take all Career Center credit” through credit for prior learning might be a very strong recruitment tool. The same could be said for prior experience.
Revenue Generating:	Yes
Number of New Students:	40
Cost:	Unknown
Priority (1 highest 10 least):	8
Timeline:	Proposal Summer/Fall 2018, Implement Fall 2019
Initial Responsibility:	Chief Academic Officer

### OBJECTIVES

1. Develop widely accepted and painless process for offering credit for prior learning/experience.
2. Grow Enrollment

### NEXT STEPS

Develop work plan early Fall 2018.

### ADDITIONAL COMMENTS

The potential for an online or on-campus business degree that relies heavily on prior experience might be well received.