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# Minnesota West Community and Technical College

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## 2020-2022 MASTER ACADEMIC AND STUDENT SERVICES WORK PLAN





## Overview

This plan outlines program priorities and commitments, along with student support including functional support plans, for executing the goals and objectives detailed in the college's 2017-2023 Strategic Plans/Goals.

## Minnesota State Colleges and Universities

Minnesota West Community and Technical College is a part of the Minnesota State Colleges and Universities System.

## Mission, Vision, and Strategic Direction of Minnesota West Community and Technical College

### Mission of Minnesota West Community and Technical College

Minnesota West Community & Technical College prepares learners for a lifetime of success.

### Vision of Minnesota West Community and Technical College

Minnesota West is the regional college of choice.

### Strategic Direction Mission Goals

1. Implement comprehensive program management
2. Improve curriculum delivery options
3. Develop college resources
4. Increase partnerships
5. Strengthen awareness of Minnesota West identity
6. Improve enrollment management

To view 2017-2023 Strategic Plan see <http://www.mnwest.edu/about/strategic-planning>

## Purpose of the Minnesota West Academic and Student Services Plan

The purpose of the Minnesota West Academic and Student Services Plan is to succinctly incorporate the vision and goals of the instructional, student services, technology, and academic support programs as they are integrated with the mission of Minnesota West, its Strategic Plan, the President's Workplan, and the Minnesota State Colleges & Universities (Minnesota State) Chancellor's Workplan. Multiple constituent groups have contributed to this plan, and organizational strategic planning, facility improvement proposals and planning, restructuring of student services, budget allocations and academic program review have been completed. Academic excellence, student services, curriculum development, faculty hiring and development, resources, infrastructure, accreditation, policy

development, and diversity efforts are at the heart of the Minnesota West Community and Technical College.

## Planning Process

The mission and vision of the Minnesota State and Minnesota West serve as the foundation for the college strategies. Planning efforts, grounded in the Minnesota State Strategic Plan, have resulted in the Minnesota West Strategic Plan, as well as a detailed workplan by the college President. The synergy created by the planning process created a congruent approach to providing accessible education to state and regional constituents. Emerging concurrently with those macro plans are the Carl D. Perkins Vocational Education Plan, information technology and distance learning plan, facilities plans, and academic and student affairs plan.

## Contributors

Minnesota West utilizes a task force consisting of academic and student affairs team members to ensure the plan is executed. This task force includes the following individuals:

- College President
- College Provost
- Vice President of Finance & Facilities
- Interim Vice President of Strategy
- Senior Human Resource Officer
- Dean of Agriculture & Business
- Dean of Allied Health
- Dean of Liberal Arts
- Dean of Science & Nursing
- Dean of Student Services
- Director of Admissions, Registration and Financial Aid
- Director of Marketing, Enrollment and Communications
- Director of Energy Center
- Safety Director
- LARC Coordinator
- Director of Finance
- Perkins Coordinator
- Faculty
- College Staff

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## *Strategic Direction 1*

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Minnesota West Community will implement comprehensive program management.

| <b>Minnesota West Goals</b>  | <b>Minnesota West Performance Indicators</b>  | <b>Minnesota West Strategies and Actions</b>  | <b>Minnesota West Results</b>   |
|--|---|---|---|
| 1.1 Implement an improved comprehensive program review and process map to strategically innovate, revitalize, or eliminate programs and courses to better meet student, community, and industry needs. |   | Develop new program review template.<br>Implement new program review process including action plans for Intended results.                 |   |
| 1.2 Create a new program development process to streamline idea to implementation in 12 months or less.  |   | Add to president's advisory committee agendas.<br>Involve Minnesota Department of Employment and Economic Development                     |   |
| 1.3 Invest financial resources to align with distinctive high quality program  | The nursing programs have aligned best practices from education and practice to incorporate simulation during the pandemic. | A grant will be written to secure funding for virtual simulation so that education for nursing students may continue during the pandemic. | The GEER grant was written and awarded in August 2020. \$172,800 was awarded to offer virtual simulation over 3 academic years to nursing (PN and AS) program students. |

| <b>Minnesota West Goals</b> | <b>Minnesota West Performance Indicators</b> | <b>Minnesota West Strategies and Actions</b> | <b>Minnesota West Results</b> |
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## *Strategic Direction 2*

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Minnesota West Community will improve curriculum delivery options.

| <b>Minnesota West Goals</b>   | <b>Minnesota West Performance Indicators</b>   | <b>Minnesota West Strategies and Actions</b>   | <b>Minnesota West Results</b>  |
|---|--|--|--|
| 2.1 Create 10% increase in hybrid programs and courses by May 2019. | Zoom technology is available to faculty to increase the opportunities for hybrid learning. | The science and math department faculty have reviewed the Zoom technology tool for application within courses. | 5/7 faculty in the science and math departments have added Zoom technology to courses for additional student curriculum delivery options in Fall 2020 and Spring 2021. The results to add Zoom technology were largely in response to the COVID-19 safety of students and faculty. |
| 2.2 Increase foot traffic/enrollment on each campus by 10%.         |  |  |  |

| <b>Minnesota West Goals</b>   | <b>Minnesota West Performance Indicators</b>  | <b>Minnesota West Strategies and Actions</b>  | <b>Minnesota West Results</b>  |
|---|---|---|--|
| 2.3 Increase number of online course offerings by 3%.   | The Science and Math departments added 1-2 online courses to the FY21 schedule in each department.          | Online interest for courses has been high, especially as COVID-19 and limited on-campus offerings due to student safety occurred.                       | Math and science course goals for online have been interrupted by COVID-19. Although online offerings have been attempted, Spring 2021 has seen less overall enrollment in these departments.                              |
| 2.4 Develop and implement competency-based adult online education program.                                      |   |   |  |
| 2.5 Upskill faculty and staff in use of innovative approaches through 10% increase in professional development. | An increase of 10% in simulation training for nursing faculty in the nursing programs is set for FY21-FY22. | The nursing program purchased simulation training from Laerdal medical. Vsim (virtual) simulation representative contacted for 1:1 simulation training. | Laerdal medical provided simulation of nursing skills and competency trainings for faculty on November 20, 2020. VSims purchased for students for FY21 and FY22. vSim representative provided simulation on virtual tools. |

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### *Strategic Direction 3*

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Minnesota West Community will develop college resources beyond state allocations.

| <b>Minnesota West Goals</b>   | <b>Minnesota West Performance Indicators</b>  | <b>Minnesota West Strategies and Actions</b>   | <b>Minnesota West Results</b> |
|---|---|--|-------------------------------|
| 3.1 Increase employee participation in Foundation giving to 80%.      |   |  |                               |
| 3.2 Increase the Foundation endowment to \$3 million by 2019.         |   |  |                               |
| 3.3 Increase alumni giving by 10% in participation and contributions. | The nursing alumni need to be identified and communicated with for increased participation and/or contribution to Minnesota West. | The nursing dean will work with the foundation director to identify past graduates and reach out for alumni relationships. |                               |
| 3.4 Generate 5% of general funds in federal grant dollars annually.   |   |  |                               |

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## *Strategic Direction 4*

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Minnesota West Community will increase partnerships.

| Minnesota West Goals   | Minnesota West Performance Indicators  | Minnesota West Strategies and Actions  | Minnesota West Results  |
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| 4.1 Increase overall regional/community partnerships for advancing career education. |  | Centers of Excellence<br>Southwest Minnesota Teacher Pathway Partnership )ISD 518/MnWest/SMSU)<br>LYFT<br>MRVED<br>CTE Articulations<br>Lower Sioux Indian Community Carpentry<br>Private Industry Council | Minnesota West offered a Carpentry Certificate at the Lower Sioux Indian Community in FY 21 with ___% of students completing their certificate. Working on securing grant funding to run a Plumbing certificate in FY22.  |
| 4.2 Add 15 new employer signed agreement for equipment or scholarships.              | The nursing department continues to accept donations and/or leveraged equipment for use in nursing skill training.<br><br>Technical program areas accept equipment from related businesses | Advisory Committee members and healthcare partners continue to offer donations.<br>Pipeline grants   | Mayo Health system donated \$67,000 of equipment for nursing and nursing assistance students – impacting 6-7 nursing and nursing assistant labs collegewide – in the summer of 2020.  |
| 4.3 Acquire 15 MOUs with K-12 partners   |  | LYFT, MRVED  |   |
| 4.4 Acquire 15 MOUs with partners in the health care industry.                       | The Nursing Department will grow regional and community partnerships through contracts/MOUs for nursing student educational experiences.   | The nursing dean will work with current and prospective healthcare locations for partnership.  | Sanford Health System has merged with Good Samaritan resulting in less contracts but continued strong relationships.<br>Avera Health has merged with some local independent hospitals also resulting in less contracts but continued strong relationships.<br>New contracts have developed with Monarch Health System, Carris Health/Centra Care, and others. |



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## *Strategic Direction 5*

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Minnesota West Community will strengthen awareness of Minnesota West identity.

| <b>Minnesota West Goals</b>   | <b>Minnesota West Performance Indicators</b>                         | <b>Minnesota West Strategies and Actions</b>   | <b>Minnesota West Results</b>   |
|---|--|--|---|
| 5.1 Assess awareness of brand identity using industry analytics.                          |  | Incorporate industry into various promotions/opportunities/communications. Implement community communication opportunities for outreach.   |   |
| 5.2 Bolster brand identity recognition by 20% from initial baseline.                      |  | Advertisements and consistent messaging approaches through multiple mediums including: various online approaches, social media, print, radio, billboard, tv.   | New entrance signage at all locations.<br><br>Bluejay mascot strategically incorporated into signage, advertising, clothing, promotional items.<br>Multiple mascot costumes purchased at all locations for community outreach events. |
| 5.3 Align Minnesota West branding and identity with Minnesota State branding initiatives. |  | Incorporate Minnesota State branding on web, signage, advertisements, press. Work with Minnesota State staff & Minnesota West students for a focus group to understand student perspective on branding recognition and identity markers. |   |
| 5.4 Implement consistent Minnesota West identity standards.                               | Nursing department uniforms have consistent Minnesota West branding. | Review current uniform with healthcare partners at Advisory Committees. Current uniform shirt and jacket have Minnesota West logo.   | FY21 – no change in current uniform for consistent branding.  |

## Strategic Direction 6

Minnesota West Community will improve enrollment management.

| Minnesota West Goals   | Minnesota West Performance Indicators   | Minnesota West Strategies and Actions  | Minnesota West Results   |
|--|---|--|--|
| 6.1 Re-engineer and implement updated enrollment management practices.                           |   | Minnesota West team members incorporated into Enrollment Management group with Minnesota State.                              |  |
| 6.2 Increase number of admitted students to registered students by 15% for FY19.                 |   |  |  |
| 6.3 Increase retention of current students by 1% and graduation/ completion rates by 4% by FY21. | The Practical Nursing and Associate Degree Nursing Programs will increase the program completion rate by 4% when completing their program in 150% or less time. | Annual data gathered and measured – completion rates calculated and submitted annually to the accreditation agencies.        | The Practical Nursing program completion rate in 2019 (2018&2019 graduates of 150% time) was 35%. 2020's completion rate was 46.8%, exceeding the 4% goal. The Associate Degree in Science of Nursing Program's completion rate in 2019 was 84%. In 2020 the completion rate climbed to 89% - a gain of 5% which also exceeded the goal. |
| 6.4 Increase enrollment of under-represented populations by 25% of student body by FY21.         |   | Develop more marketing materials in various languages.<br><br>Work with Lower Sioux Indian Community and Flandreau Community | 2021 Student Guides have been printed in Spanish<br>Various signage (COVID) is in multiple languages.<br>Added ReadSpeaker to Website which will read in in multiple languages.  |

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|  |  | to establish pathways<br>for student participation<br>in trade areas. |  |
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