

# 2016-2021 ACADEMIC MASTER PLAN

At Weatherford College, we care about our:

- Students
- Colleagues
- Institution
- Community
- World

We cultivate student success by:

- **Connecting** with one another in a professional, accessible environment. (Communication)
- **Creating** pathways that support the attainment of goals and objectives. (Critical Thinking)
- **Collaborating** within and beyond the classroom. (Teamwork)
- **Championing** personal and professional growth and development in local and global contexts. (Personal/Social Responsibility)
- **Capitalizing** on technological, physical, and financial resources in the delivery of curriculum and services.
- **Challenging** one another to pursue continuous improvement. (Empirical/Quantitative Analysis)

Because **connecting** with one another in a professional, accessible environment is a priority, we will:

**ACADEMIC GOAL**

1. Improve advising and customer service.
  - o Counsel, one-on-one, with underachieving students to enhance academic achievement.
  - o Put faculty teaching and office schedules online for 24/7 access.
2. Improve communications.
  - o Work toward a web model of communication while maintaining respect for the institution's structure.
  - o Improve communications between departments, divisions, and locations.
  - o Publish minutes of meetings to improve information access.
3. Emphasize student achievement in communication skills.

**STRATEGIC GOAL**

- 1 & 3
- 1 & 5
- 1

Because **creating** pathways that support the attainment of goals and objectives is a priority, we will:

**ACADEMIC GOAL**

4. Advise students in order to define appropriate and attainable pathways to success.
5. Maintain reasonable faculty/student ratios to facilitate quality student learning.
6. Reward innovation and commitment to quality in course development.
  - o Improve consistency and quality of online, hybrid, and dual enrollment courses.
  - o Develop transfer-designed, field-of-study coursework and degrees.
  - o Encourage cross-disciplinary initiatives that help students make connections across courses.
7. Encourage the integration of technology, improving access and diversifying modality.
  - o Develop more online and hybrid courses.
  - o Provide access to core curriculum at all college locations.
8. Consult with students to develop course-scheduling options that fit their needs.
  - o Create a more effective roster of night, flex, and weekend classes.
9. Coordinate with education partners to create transitional bridges.
  - o Partner with four-year institutions to create transfer agreements.
  - o Collaborate with secondary education providers to ensure quality and appropriate variety of dual credit opportunities.

**STRATEGIC GOAL**

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- 1 & 5



Because **capitalizing** on technological, physical, and financial resources in the delivery of curriculum and services is a priority, we will:

**ACADEMIC GOAL**

- 10. Develop tutoring zones and staffing based on the needs of students.
- 11. Dedicate staff to existing and emerging mentoring needs of students.
- 12. Develop educational seminar courses and programs for the general public.
- 13. Promote co-curricular activities.

**STRATEGIC GOAL**

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- 1 & 5
- 1 & 3

Because **challenging** one another to pursue continuous improvement is a priority, we will:

**ACADEMIC GOAL**

- 14. Provide training opportunities to facilitate the expansion of instructional access and opportunity.
  - o Design modality-based solutions to reach target populations.
  - o Increase the quality and variety of technology training for students, staff, and faculty.
- 15. Support continued scholarship and lifelong learning for all stakeholders.
  - o Support faculty and staff development opportunities.
  - o Create a system for employee advancement (Grow your own leadership).
- 16. Improve our evaluation systems to address weaknesses and reward excellence.
- 17. Prepare students to engage in regional, national, and global communities.

**STRATEGIC GOAL**

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Because **collaborating** within and beyond the classroom is a priority, we will:

**ACADEMIC GOAL**

- 18. Improve classroom technology.
- 19. Continuously improve the Learning Management System.
- 20. Create more open lab opportunities.
- 21. Increase WiFi access and printing capabilities in underserved locations.

**STRATEGIC GOAL**

- 1 & 4
- 1 & 4
- 1 & 4
- 1 & 4

Because **championing** personal and professional growth and development in local and global contexts is a priority, we will:

**ACADEMIC GOAL**

- 22. Evaluate workforce efficiency.
- 23. Focus on accountability in the evaluation of personnel, courses, and programs.
- 24. Improve assessment of student learning outcomes.

**STRATEGIC GOAL**

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