University of Wisconsin-Parkside
Center for Adult and Returning Students
Strategic Goals - FY 2020-2024

Goal	Task	Indicators of Success	Measurement Tools	Target Dates	Lead(s)	Assist
Goal I	*Become the information hub on campus for prospective and enrolled adult students.*					
Objective 1	**Become the first stop for potential adult students.**					
	Collect baseline data about prospective adult students.	Basic database of information.	EMAS; manual weekly reports based on Outlook, Cisco Phone systems, etc.	FY2020	Stacy	Admissions, Ginger, Crista
	Increase number of prospective students interacted with.	More inquiries, more outreach, more webpage visits.	EMAS; manual weekly reports based on Outlook, Cisco Phone systems, etc.; Google analytics	FY 2021-2023	Stacy	Marketing, Ginger, Crista
Objective 2	**Provide targeted information for adult students via the University's website.**					
	Work with marketing to develop CARS webpage and ensure that it is connected to relevant information across the University's website.	CARS webpage and active links	Webpage(s)	Qtr 1-2 FY2020	Ginger, Stacy	Marketing, Crista
Marketing take lead	Collect baseline data on traffic to adult-student oriented webpages.	Basic database of information	Data from Google Analytics	FY2020-2021	Kim	Ginger, Stacy, Crista
	Add information to webpage about new adult student developments and opportunities.	Webpage updates	Webpage and its traffic	FY2020-2023	Ginger, Stacy	Marketing, Crista
	Increase traffic to webpage and links clicked.	Increase traffic to webpage and links clicks by 5%	Data from Google Analytics	FY 2020-2023	Ginger, Stacy	Marketing, Crista
Objective 3	**Support adult students through the enrollment process by providing unofficial transfer credit evaluation and aligning that with adult students' education and career goals and other needs.**					
	Collect baseline data on number of appointments, number of unofficial transfer evaluations, and number of dials to applicants and leads.	Number of appointments, applicants/enrollments, number of evaluations, number of dials.	Weekly reports based on information from EMAS, Outlook, Cisco phone records, etc.	FY2020-2021	Stacy	Admissions, Ginger, Crista
	Maintain number of students appointments, unofficial transfer evaluations, and dials to applicants and leads as transition to Continuing Education.	Maintain same number of appointments, applicants/enrollments, number of evaluations, number of dials.	Weekly reports based on information from EMAS, Outlook, Cisco phone records, etc.	FY 2021-2022	Stacy	Admissions, Ginger; Crista

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	Increase number of student appointments, unofficial transfer evaluations, and dials to applicants and leads.	Increase number of appointments by 5%. Increase number of applicants/enrollments, number of evaluations, number of dials.	Weekly reports based on information from EMAS, Outlook, Cisco phone records, etc.	FY 2022-2023	Stacy	Admissions; Ginger, Crista
Objective 4	**Advocate for enrolled adult students across campus.**					
	Collect baseline data on number of students assisted, type of assistance, and outcome.	Basic database of information	EMAS; manual record (Excel, OneNote) based on Outlook, Cisco Phone systems, etc.	FY2020	Stacy, Ginger	Crista, Gary
	Increase number of students helped.	Increase number of students assisted by 5%	EMAS; manual record (Excel, OneNote) based on Outlook, Cisco Phone systems, etc.	FY2021-2023	Stacy, Ginger	Crista, Gary
Objective 5	**Provide pathways for experiential learning credit.**					
	Implement online PLA Portfolio Development Course.	Course completed, reviewed, and approved by Online Course Development Workshop; Curriculum Committee approval of Course change.	Online Course; course in catalog	Qtr 1-2 FY2020	Ginger	Stacy, Crista, Gary
	Collect baseline data on numbers of students who contact and who enrolled.	Basic database of information	Database	FY2020	Ginger	Stacy, Crista, Gary
	Improve enrollment in PLA Portfolio Development Course.	Increase enrollment in PLA Portfolio Development class by 5%.	Enrollments. Number of PLA Portfolio Submissions.	FY2021-2023	Ginger	Stacy, Crista, Gary
	Collect baseline data on number of Challenge Exams requested and administered	Basic database of information	Database	FY2020	Ginger	Stacy, Crista, Gary
	Increase number of Challenge Exam requested and administered.	Increase number of Challenge Exams by 5%.	Number of Challenge Exams. Credit from Challenge Exams.	FY 2021-2023	Ginger	Stacy, Crista, Gary
Goal 2	***Serve as a source of information for Faculty and Staff questions relating to adult students and improving service to adult students.***					
Objective 1	**Become the logical first stop for internal questions relating to adult students.**					
	Collect baseline data about number and type of inquiries from Faculty and Staff about adult student related questions.	Basic database of information	Database, emails, and other records of communications.	FY 2020	Ginger, Stacy	Crista

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	Act as a resource and a convener to provide assistance for program review and revision, policy change, and best practice recommendations.	Number and type of inquiries	Emails and other records of communication	FY2021-2023	Ginger, Stacy	Crista
	Increase number of inquiries about adult student related questions as programs develop and awareness of adult student best practices increases.	Increase number of inquiries by 5%.	Emails and other records of communication	FY2021-2023	Ginger, Stacy	Crista
Objective 2	**Provide information about adult students for Faculty and Staff via the University's website .**					
	Work with Marketing to ensure CARS webpage includes information for Faculty and Staff about Center Staff contact information and FAQ about adult student related questions, as well as links to other resources.	CARS webpage, number of visits, and number of clicks	Data from Google Analytics	FY2020-2023	Ginger, Stacy	Marketing, Ginger, Crista
Objective 3	**Train Staff in Admissions, Advising and Career Center, Financial Aid, Veterans' Services, and other relevant offices about best practices for serving adult students, including options for Prior Learning Assessment.**					
	Develop and provide training about best practices for serving adult students to relevant offices across campus.	Delivered training to Admissions, Advising and Career Center, Financial Aid, Veterans' Services, and other offices. Maintaining on-going conversations resulting in changes, such as appointment scheduling windows, streamlined education plans, and improved connection between education and career goals.	Number of trainings delivered. Manual reporting of email and interactions with various offices.	FY 2020-2023	Ginger, Stacy	Crista, Gary
	Provide training for staff about types and benefits of PLA.	Delivered training to Admissions, Advising and Career Center, Financial Aid, Veterans' Services, and other offices. Improved dissemination of information from those offices about PLA opportunities at Parkside.	Delivery at least one training per year. Offer additional trainings on at-need basis. Train 15 people per year.	FY 2020-2023	Ginger, Stacy	Crista, Gary
Objective 4	**Train Faculty to serve as PLA assessors, to write PLA-friendly syllabi, and to develop Challenge Exams.**					
	Develop and deliver training about serving as PLA Portfolio assessors.	Deliver training to 20 faculty members annually. Number of PLA Portfolios Assessed. Amount of credit earned through PLA Portfolio.	Number of trainings delivered. Manual reporting of email and interactions with Faculty and Staff.	FY 2020	Ginger	Stacy, Crista, Gary

Goal	Task	Indicators of Success	Measurement Tools	Target Dates	Lead(s)	Assist
	Develop and provide training about writing PLA-friendly syllabi for Portfolio and Challenge Exam classes.	Deliver training to 20 faculty members annually.	Number of trainings delivered. Manual reporting of email and interactions with Faculty and Staff.	FY 2021-2023	Ginger	Stacy, Crista, Gary
	Develop and provide training for writing and assessing Challenge Exams.	Deliver training to 20 faculty members annually. Number of Challenge Exams administered. Amount of credit earned through Challenge Exam.	Number of trainings delivered. Manual reporting of email and interactions with Faculty and Staff.	FY 2021-2023	Ginger	Stacy, Crista, Gary
Objective 5	**Collect, consolidate, and analyze enrollment, persistence, and graduation rates for adult students, along with data like popular class times, delivery methods, and student satisfaction.**					
	Collect data about adult students from the Office of Institutional Assessment and Research, departments and programs, and support offices.	Developed understanding of current adult student population and their programming needs, as well as potential barriers to enrollment, retention, and graduation.	Reports generated based on IAR information	FY 2020	Stacy, Ginger	Crista, Gary
	Continue to analyze Parkside's ability to serve and support adult students.	Inquiries from potential students. Number of adult student enrollments. Persistence rates and graduation rates. Anecdotal evidence.	Emails and other records of communication. Enrollments. Persistence and graduation rates.	FY2020-2023	Stacy, Ginger	Crista, Gary
	Provide recommendations about how to improve service for adult students.	Adoption of recommendations	Enrollments. Persistence and graduation rates.	FY2020-2023	Stacy, Ginger	Crista, Gary
Goal 3	***Raise awareness of measures taken to support adult students at UW - Parkside.***					
Objective 1	**Foster relationships across Academic and Student Life sides of campus to provide connections for adult students with questions, concerns, or problems.**					
	Connect with Admissions, Advising and Career Center, Financial Aid, Veterans' Services, and other offices that provide support for all students.	Identifying individuals within each office to serve as a point of contact for adult students.	List of contacts	Fall 2019	Stacy, Ginger	Crista, Gary

Goal	Task	Indicators of Success	Measurement Tools	Target Dates	Lead(s)	Assist
	Providing training about best practices for serving adult students to relevant offices across campus.	Delivered training to Admissions, Advising and Career Center, Financial Aid, Veterans' Services, and other offices. Maintaining on-going conversations resulting in changes, such as appointment scheduling windows, streamlined education plans, and improved connection between education and career goals.	Changes in support offices' service schedules and delivery.	FY 2020-2022	Stacy, Ginger	Crista, Gary
Objective 2	**Market to and engage community to raise awareness of adult support options.**					
	Work with Marketing to market adult programs online and physically in the region.	CARS webpage and active links, number of visits, number of clicks. Print materials produced and circulated. Other marketing media as warranted.	Google analytics and materials produced.	FY 2020-2023	Stacy, Ginger	Crista
	Connect with local community and regional employers to boost awareness of adult programming options and help develop employer incentive programs for employees to upskill.	Relationships with local employers. Number of community outreach events and career or college fairs attended or held. Number of leads generated; applicants/enrollments from leads generated.	EMAS; manual record of effectiveness of event/number of leads generated (Excel spreadsheet, etc.).	FY 2020-2023	Stacy, Ginger	Crista
	Explore development of Coordinated Community Outreach Recruitment Plan.	Identification and convening of stakeholders. Plan developed. Implementation of plan and number of employer relationships developed, number of students referred to those employers.	Convening of committee, development of plan, implimentation of plan, as tracked by emails and manual record of progress.	FY 2020-2023	Stacy	Ginger, Crista, Advising and Career Services and the Center for Community and Business Engagement.
Goal 4	***Collaborate to improve adult-oriented programming.***					
Objective 1	**Advocate for a range of delivery and scheduling options to accommodate adult students' schedules and responsibilities.**					
	Based on analysis of adult-oriented programming, collaborate across campus to provide evening and weekend hours for support services, as well as distance options like appointments by phone.	Change to current schedule in support offices to include evening and weekend appointments. Increased options for appointments by phone.	Time of appointment availability. Number of phone call appontments.	FY2020-2021	Stacy, Ginger	Crista, Gary

Goal	Task	Indicators of Success	Measurement Tools	Target Dates	Lead(s)	Assist
	Based on analysis of adult-oriented programming, collaborate across campus to increase number of evening classes offered.	Changes to current class schedule.	Number of evening classes scheduled.	FY2020-2023	Stacy, Ginger	Crista, Gary
	Based on analysis of adult-oriented programming, collaborate across campus to improve number and frequency of Gen Ed classes offered online.	Increased frequency of Gen Ed classes online.	Number of times annually a Gen Ed class is offered online.	FY2020-2023	Stacy, Ginger	Crista, Gary
Objective 2	**Analyze existing adult-oriented programs and provide recommendations for improvements as an expert in adult student needs.**					
	Research best practices for serving adult students and analyze existing adult-oriented programs--Certificates, Degree Completion Programs, and Online Programs--to offer recommendations for improving their accessibility and reach.	Changes to Certificate Programs, Degree Completion Programs, and Online Programs to improve accessiblity. Increased enrollments in Certificate Programs, Degree Completion Programs, and Online Programs. Improved success and completion rates in all three.	Number of enrollments, success rates, and class and program completion rates.	FY2020-2023	Ginger	Stacy, Crista
Objective 3	**Study market data and trends and offer recommendations for new adult-friendly programs.**					
	Research emerging employment trends regionally and best practices for serving adult students to offer recommendations about future adult-oriented programming to develop.	Development of new programs based on recommendations. Number of enrollments, success rates, and completion rates in new programs.	Number of new programs developed and number of studetns enrolled in and completing those programs.	FY2020-2023	Ginger	Stacy, Crista