

# DRAFT

## North Carolina Wesleyan College 2012-2015 Strategic Plan

### Priority Area: Enrollment and Retention

North Carolina Wesleyan College will strive to create an attractive and relevant educational experience for traditional and adult learners. Focusing on enhanced student engagement with academic and co-curricular programs, faculty, staff, and administrators will provide opportunities for deserving students to obtain higher education. We have identified the following goals in support of the Strategic Theme. (See Appendix B.)

Goal	Responsible Unit, Person, etc.	Timeline	Cost	Completion Date
Provide significantly enhanced student support through exceptional and individualized assistance.	Student Success Center Staff; ASPIRE Staff; Faculty	2012-2015	To be determined	On-going
Create new academic and social programs	College Vice-Presidents  Faculty	2012-2015	To be determined	On-going
Increase international student enrollment and support	Admissions Office/Student Life	2012-2015	To be determined	On-going
Create Trips/Activities and Experiential Learning Opportunities	Retention Task Force  Student Life	2012-2015	To be determined	On-going

There will be an annual Plan for Retention that is reviewed and updated annually. It will be communicated to faculty and staff on a regular basis so that the Wesleyan community acts as one in improving retention.

The graduation rate, currently at about 25 percent for four-year students, is unacceptably low. Further research will be done, comparing our rates to peer schools, and goals will be set for the three-year period of this plan.

Research indicates that adult learners will continue to grow and comprise over 50% of college/university student body populations in the coming years. Wesleyan has effectively addressed the needs of these students for over 30 years, and it is part of our mission. We will persist in being the leader in adult education by expanding our ASPIRE operations with more community colleges, establishing a uniform

student support structure, and growing our alumni participation. As we grow, we must do so in a strategic, thoughtful, and high-quality way.

Online learning is an aspect in the strategic growth of many public and private schools. It is an essential outreach that many colleges utilize to meet the educational needs of students in the 21st century. At Wesleyan, in the past year we have seen growth in online matriculation of more than 20%.

The Department of Education has done a meta analysis on online learning and has concluded that students learn best with a mix of face-to-face and online learning opportunities. We agree. Wesleyan will strategically focus on expanding our online offerings through top-quality measures in a variety of formats that meet the needs of students.