Wiley Inspires: Going Forth as a Beacon of Light
2022-25
Progress Report Dashboard At-a-Glance

OBJECTIVE	2022-23 TACTICS	PROGRESS: 2023-24 CONTINUED PROGRESS TOWARDS OBJECTIVE OR NEW OBJECTIVES	2023-25 Tactics	PROGRESS: 2023-25 CONTINUED PROGRESS TOWARDS OBJECTIVE OR NEW OBJECTIVES		IMPACT
GOAL 1: ENHANCE STUDENT ENROLLMENT AND COMPLETION						
1a. Increase Student Enrollment	100% Tactics Complete (4)	Engage Wiley College Alumni Determine the cadence for parent/support person engagement Establish system for tracking each new tactic	100%	Strengthen community relations Readmit Campaign Open new markets-2 Utilize Black Common App and HBCU Hub Design active integration of alumni clubs in a calling campaign Launch Wildcat Ambassadors Increase in campus experience with at least 200 tours		29.2% increase in enrollment, welcoming over 230 new students to the campus community. The fall 2025 enrollment brought the institution from 665 in 2021 to 1,014. 50%+ four-year increase
1b. Increase enrollment through	100% Tactics Complete	Increase visits in high yield markets Create two signature	100%	Implemented preview days and commitment days		

Recruitment Plan	(4)	experiences for top 10 high yielding high schools				
1c. Increase College's Employment Promise	75% Tactics Complete (4)	Defining Employment Promise 2023-24	0% Tactics Complete	Partner with employer, faculty and alumni to identify presenters/speakers Increase marketing of events Partner with student organizations to increase participation Increase integration of faculty in career readiness experience Implement survey for first year students Administer survey of employment or grad school of graduating students to maintain employment outcomes for the University Increase preparation of students for interviews, career fairs, etc.		
1d. Increase enrollment by reducing barriers	100% Tactics Complete (3)	Create an annual review process Share adjusted enrollment goals after Census Day Simply and update admissions application	75%	My Wiley portal for incoming students Awarding of Financial Aid Student Success Coaching		CCA Policy Cohort Automation of processes and forms
1e. Increase	100%	Create a baseline for	100%	Implement		Salesforce and

communication with prospective students	Tactics Complete (3)	communications specifically for parents/support Increase social media engagement by posting content at least 2-3 times Collaborate with marketing and communication to develop collateral Include social media handles on many communication pieces		Communication platforms Communications plan		Constant Contact implementation
1f. Increase AP transfer and cross-enrollment agreement	0% Tactics Complete (3)	Design engagements for AP/IB students Explore approaches that attract academically well-qualified student Gather current data AP students	100%	Honors Program Heman Sweatt Scholars	No new Tactics	
1g. Establish/Increase community college transfers from TX Comm. Colleges	50% Tactics Complete (4)	Identify/generate data Develop a review of strategies for offering early conditional admission	100%	Increase MOUs		Established MOUs with BPCC, SUSLA, and in communication with SCC
1h. Increase use of data to strengthen admission metrics	75% Tactics Complete (3)	Explore approaches Review Current Strategies	100%	Generate reports for monitoring Create dashboards for reporting		Increased communication with enrollment team members Increased clearance completion sooner
1i. Increase engagement	0% Tactics	Define well-qualified in relation to Wiley	100%	Identify programs to recruit students with		Launching of Honors Program (yr. 1- 16

of academically well-qualified students	Complete (1)	College expectations		high academic performance Purchase names of high academic performing students		students)
1j. Increase prospective student engagement before the senior year	0% Tactics Complete (3)	Establish baseline of current engagement of non-seniors Establish a baseline of current members in pool Partner with High School and Middle Schools and organizations	100%	Establish relationships with middle schools		Wassom ISD Partners for Rural Impact
1k.Increase academically extremely well-qualified International Students	0% Tactics Complete (3)	Identity markets to recruit Survey international alumni Review market for international students	100%	Establish Bahamas pathway Establish Anguilla Pathway Athletics pipeline		2 MOUs
1l.Increase rapid response decisions	20% Tactics Complete (5)	Onsite admissions acceptance Create rapid response plan Establish baseline Review admission process	75%	Review Admission Sequence Establish Admission flow for all affinity groups Portal for prospective students		Comprehensive University Clearance Process
1m. Increase implementation for intrusive admission counseling	50% Tactics Complete (2)	Identify Best Practices	100%	Increase recruitment staff Increase and monitor touchpoints for prospective student		Admission Counselor program
1n. Increase student experience	0% Tactics Complete (2)	Generate a report Develop annual baseline	50%	Implementation student activities Revitalize the Dance Team and		Intramural sports and Flag football program Three Flag football teams established

				Cheerleading/Mascot Program Increase student representation on SGA Reimagination of work study program		10 students on the dance team 12 students on the cheerleading team 3 graduate students appointed 47 students onboarded to the Work to Learn and Earn program Appointments of graduate student representatives in student government Incorporation of student hearing officers
1o. Bolster student engagement	100% Tactics Complete (2)	Increase the number of active student organizations	100%	Increase the number of student activities		Three (3) new recognized student organizations (business club lions club, dance team)
1p. Increase integration of advising processes career couns.&dev.	100% Tactics Complete (4)	Submitted no new tactics	100%	Integrate academic advising and career readiness		New advising model
1q. Increase student research	100% Tactics Complete (1)	Submitted no new tactics	100%	Capestone Experience Establish a graduation distinction		Senior Thesis Class Capestone Honors Program Senior Thesis Preparation Courses
1r. Increase alignment with student learning outcomes and career	75% Tactics Complete (3)	Create Career Plans				

readiness						
1s. Increase community engagement through development of continuing education	100% Tactic Complete (1)	Marshall Community Continuing Ed. Needs	100%	Workforce Development Program Financial Literacy Course Participate in Grant Programs		$150,000 for workforce development Community Development Committee Center for Digital Excellence and Workforce Development
1t. Increase employer outreach to impact enrollment	100% Tactic Complete (2)	Submitted no new tactics				
GOAL 2: PURSUE ACADEMIC PERFORMANCE AND ACHIEVEMENT						
2a. Increase implementation institutional effectiveness	75% Tactic Complete (3)	Institutional Planning and Assessment Committee Work	100%	Implement and manage ongoing surveys and feedback opportunities QEP Monitoring Process		Institutional effectiveness/ Institutional Research placed in the executive cabinet. Standardizing campus wide surveys
2b. Increase Program reviews and annual program assessments	82% Tactic Complete (7)	Academic Personnel Responsibility for Program Reviews Generate Development Opportunities	100%	Implement ongoing Assessment Cycle Process		
2c. Increase	33%	Link academic	100%	Establish Accreditation		Align strategic

academic programs sustainability	Tactic Complete (3)	programs Academic Program reviews		Continuous Council with a focus on Quality		initiatives with strategic plan priorities through a Quality Imperative Framework
<mark>2d. Increase the number of associate degrees in criminal justice</mark>	<mark>26% Tactic Complete (8)</mark>	<mark>Offer the associate degree online and face to face 2023-24 Offer Prior Learning Credits - 2023-2024 Call Applicants Visit surrounding police departments</mark>				
2e. Increase the enrolled student progression	0% Tactic Complete (5)	Freshman Programming Enhancement Established enrollment progression rate Explore freshman programming enhancement Space Revitalization First-year student retention program	100%	Wildcat Academy mandatory Establish training and alignment with Federal guidelines for aid and completion Degree plan process		First Year Experience codified 15 to Finish Program process implemented Degree plans updated
<mark>2f. Increase the number of college stakeholder in specific engagements</mark>	<mark>No tactic reported</mark>	<mark>Submitted no new tactics</mark>				
2g. Increase completion/graduation rate	50% Tactic Complete (4)	Early Alert Process	100%	Design a retention program Assess and identify barriers for for issues		Retention is everybody's business Student Success Coaches Program See enrollment numbers

2h. Increase rate of STEM program enrollment, retention, and graduation	66% Tactic Complete (3)	Create Baseline Investigate reasons for losing students before their senior year	25%	University mous Graduate school fee waiver program		UT-Tyler Medical Program
2i. Increase post-graduate opportunities	100% Tactic Complete (4)	Submitted no new tactics	100%	Pipeline to Wiley Graduate Programs Track student enrollment		Created Wiley University Graduate Program
2j. Enhance faculty professional development	50% Tactic Complete	Gather Faculty Experiences		Faculty support program through Office of the President Regular scheduled academic development Include in position description		Faculty support application announced
2k. Update promotion and tenure policies	0% Tactic Complete (2)	Make recommendations Review Faculty Handbook	0%	Re-design the tenure process		Process elements were discussed, document offered
2l. Increase recruitment and retention of diverse faculty and staff	0% Tactic Complete (1)	Develop/review recruitment and RETENTION faculty plans	0%	Faculty with PhDs Faculty with experiences in multiple academic areas Faculty with experience in technology based learning		
2m. Increase recognition programs of staff, faculty,	0%Tactic Complete (2)	Document number of recognition programs across campus Create a planning				

and students		committee				
2n. Increase research quality	33% Tactic Complete (3)	Research Quality Assurance- Infrastructure Establish a process to ensure Research Quality Establish Baseline for Optimum Research Productivity	100%	Quality Matters Membership Established Center for Teaching and Learning Excellence		Leverage collective faculty expertise to implement QM standards in courses and conduct SoTL Research. Implement Communities of Practice in the CTLE with an emphasis on Research
2o. Bolster faculty distinctivene ss	33% Tactic Complete (3)	Faculty Committee Identify External Funding for Recognition	100%	Created Assistant Provost for Innovation position		One of the functions of this role is to Identify and promote external funding and recognize the accomplishments when achieved
2p. Increase the number of faculty involved in interdisciplin ary research	60% Tactic Complete (5)	Interdisciplinary Research Retreats Interdisciplinary Research accountability framework Interdisciplinary Research honors	100%	Created Assistant Provost for Innovation position Established the Center for Teaching and Learning Excellence (CTLE)		The AP for Innovation in collaboration with the programming with the CTLE will facilitate Interdisciplinary Research Activities
2q. Increase faculty, staff, and student participation in CSG	0% Tactic Complete (1)	Define Conscientious Shared Governance	50%	Implement Administrative Cabinet		
2r. Increase student engagement in community service	100% Tactic Complete (4)	Track 100 % Community Service Sites	25%	Design campus service learning model Increase student engagement in		
2s. Promote	80%	Develop campus-wide	50%	Increase faculty		

Social Good and Leadership	Tactic Complete (8)	training Seek Grant Funding Increase faculty participation in events Implement a virtual internship		participation Identify opportunity in curriculum Increase student experiences through Heman Sweatt Center Institute Residency Program Leader development for student leaders start of each opening		
2t. Enhance processes necessary to ensure exemplary SACSCOC process	0% Tactic Complete (2)	Annual Reviews Establish Process	100%	Established the Accreditation Council		
GOAL 3: IMPROVE FINANCIAL STRENGTH AND OPERATIONS						
3a. Increase quality and efficiency in every all operations	33% Tactic Complete (3)	Technology as partner in learning and efficiency Review and Identify Institutional Policies and procedures Develop Usage Reports Implement Transformation Summit Launch Interactive process optimization website	25%	Transformation Officer Digitization of processes		
3b. Increase	0% Tactic	Review Reserves,	25%	Communicate process		Implemented six year

funding of strategic initiatives	Complete (3)	enrollment projections Develop budgeting processes Establish a baseline		Design a budgeting engagement experience and trainings Enrollment projections process		projection model and continuous improvement process
3c. Increase administrative performance through fund allocations	0% Tactic Complete (3)	Develop profit and loss reports to assess ROI Inform others of the importance of Attendance Develop a process	(75%) complete	Increase awareness of attendance reporting Share reports to facilitate broader input		Early Alert Improvements Shared reporting infrastructure
3d. Align Faculty workload with resources and program capacity	33% Tactic Complete (3)	Create stand-alone financials Bi-annual review	100%	Share reports in an effort to facilitate data based decision making		Attendance reports have allowed us to complete early alerts and drive retention. Share reports in an effort to facilitate data based decision making
3e.Enhance resource development through grants and contracts	0% Tactic Complete	Create a committee Set goal of amount acquired	100%	Committee for grant development Design institution need prioritize list		Committee implemented Schedule of priority list
3f. Implement Campus Master Plan	0% Tactic Complete (4)	Identify and prioritize projects that need to be added to plan Facilities master plan and benchmarking/deferred maintenance Alignment of key areas Review Campus Master	25%	Master plan review Summarize a campus beautification plan		Campus grounds updates Outline of campus building wants

		Plan				
3g. Address Deferred Maintenance	0% Tactic Complete (3)	Predictive maintenance schedule Update Help Ticket System Generate process of yearly review	25% The schedule is being updated. Help Ticket Instances have been increased so we	Predictive maintenance schedule Update Help Ticket System Generate process of yearly review		
3h. Increase the efficiency and user satisfaction of all bus. units	0% Tactic Complete (3)	Trainings and Communication Review Process for gathering information Create a baseline	25%	Digitize the process Trainings and Communication Review Process for gathering information Create a baseline		Process digitized Initial training schedule developed
3i. Reduce Energy Usage through Environmentally Sustainable Methods	0% Tactic Complete (3)	Signs and programming to reduce utility consumption Increase signage Review sustainability plan	33%	Need to create and post signs as reminders Need to conduct routine preventive maintenance checks Signs and programming to reduce utility		Generated a 112k savings by converting to LED Lights
4. GOAL: INCREASE INTERNAL AND EXTERNAL RESOURCES						
4a. Increase brand awareness and image of the Wiley College Brand	50% Tactic Complete (4)	Scan local environment to identify how much our brand is placed Complete surveys for internal and external markets	25%	Campus branding Value Proposition Guide Engage community to identify opportunities Brand vehicles and materials		Value Proposition Digital promotion of various online programs

				Design and implement universal materials about university		
4b. Increase internal and external communications	16% Tactic Complete (6)	Implement weekly marketing and communication campaigns Collect data from social media platforms Generate analytic information weekly to monitor and report Complete surveys for internal and external engagements Communicate to campus community Promote Value Proposition Create Institutional Timeline of Communications Collect data on effectiveness of weekly communication	100%	Data from social media Weekly marketing and communication campaigns		100% increase in digital communication
4c. Increase pride in Wiley College	0% Tactic Complete (5)	Create an assessment mechanism to determine campaign impact Create and implement two campaigns to increase campus pride Gather data on student/alumni pride Define "Pride" at Wiley College I "Heart" Wiley Campaign	0%	Design and Schedule University brand pride assessment		
4d. Increase	100%	Alumni Research	100%	Reclaim Alumni		Alumni reclaim through\

alumni feedback cycles	Tactic Complete (5)			Alumni Series Surveys		PRI Alumni Series Homecoming/Founders Alumni Registration Alumni call campaign
4e. Increase Tracking of Alumni	80% Tactic Complete (5)	Data Clean Up	75%	Identifying incorrect data		Reviewed and removed duplicates Implemented process from student to alumni
4f. Increase alumni feedback cycles	84% Tactic Complete (6)	Alumni Research	100%	Implement PRI process		PRI contact complete
4g. Increase fundraising	84% Tactic Complete (6)	Explore Coordination Models Create Fundraising Goal/Theme	100%			30% Increase the
4h. Increase relationships between the College and the local community	40% Tactic Complete (5)	2023 Develop Campus Facilities Rental Process 2023 Establish Juneteenth Programming Provide local community with opportunities to support Wiley External Affairs Cadence Establish Baseline Engage at least 15 community organizations in long term partnership	10%	Community Boards Space Rental Process [[place on website} Develop survey for campus community to gather community involvement		Juneteenth TEDX Wiley University

		Develop and Implement yearly award/recognition event Develop external campus process for renting campus facilities Generate KPIs for relationship impact on campus				
5. OBTAIN INSTITUTIONAL EFFECTIVENESS AND EFFICIENCY						
5a. Increase positive employee perceptions	0% Tactic Complete (1)	Identify Employee Perceptions	0%	Implement survey perceptions		
5b. Improve Campus Culture	28% Tactic Complete (7)	2022-23/24 Update institutional onboarding experience Re-imagining professional development opportunities The Revival Develop Talent Development Strategies and monitor progress Implement Strategic Activity that increases Belonging Continue to Refine Institutional Onboarding Experience Define Components of Campus Culture Institute Annual Campus Culture Survey	25%	The Revival Annual Campus Culture Survey Generate continuous improvement seminars Implement Human Resources Committee		CCA Participation in sensemaking

		Institute "Wiley Inspires" Values through visual form				
5c. Increase Wiley's Ability to meet Baldrige Criteria	0% Tactic Complete (1)	Review Baldrige Criteria				
5d. Increase institutional diversity	0% Tactic Complete (1)	Explore Institutional Diversity within context of HBCU				