

**Institutional Planning**

***D. SWOT ANALYSIS 2018***

In our last report, The Chicago School identified the following three goals as related to the strengths/weaknesses realized in its strategic plans. Any applicable updates have been noted for each goal below.

1. ***Establish New Markets***
	1. Create a robust development pipeline to mitigate increased costs and risks of market expansion
	2. Explore opportunities to serve an expanding population of non-degree track students
	3. Expand degree offerings to offer joint degrees and multidisciplinary expertise

*UPDATES*

* Opened a new campus location in San Diego, CA and began classes in Fall 2017.
* Opened a new campus location in Dallas, TX and began classes in Fall 2018.
* Launched TCSPP Global, a strategic engine within the University focused on global expansion, partnership development, and international education, while also expanding varied learning modalities to broaden domestic reach.
* Signed an MOU with Canadian University of Dubai with the intention of creating pathways for students at the schools in the form of arbitration agreements.
* Signed an MOU with York University English Language Institute in Toronto and the University is on track to seat over 50 new international students during the Fall Term.
1. ***Foster the Development of New Competencies in Our Students and Graduates***
	1. Provide more value to our students by listening to alumni
	2. Provide more value to our students by listening to employers
	3. Calibrate our programs to develop more competencies in our students so they have more options as graduates

*UPDATES*

* The Chicago School honored in “Military Advanced Education & Transition’s 2018 Guide to Colleges and Universities.”
* Celebrated International Education Week (IEW) offering a plethora of activities for TCSPP community members including a presentation on crisis intervention across cultures, a workshop on creating welcoming experiences for international students, a global open mic showcasing experiences living abroad, and a presentation on how to increase your chances of being selected as a Fulbright Scholar.
* The Online Ed.D. Educational Psychology and Technology Program was one of seven programs given 2018 membership to the selective Carnegie Project on the Education Doctorate Consortium (CPED).
* The Online Masters in Clinical Mental Health Counseling Program has been granted eight years accreditation by the Board of Directors of the Council for Accreditation of Counseling and Related Educational Programs through March 31, 2026.
* The Washington, D.C. Campus' Clinical Mental Health Counseling Program has been granted accreditation by the Board of Directors of the Council for Accreditation of Counseling and Related Educational Programs (CACREP).
* TCSPP’s Community Internship Consortium (CIC) was granted accreditation, on contingency by the APA Commission on Accreditation. CIC consists of three clinical training sites where students from The Chicago School and other universities can complete their clinical training.
* Continued to issue our annual student satisfaction survey in which students shared their experiences, ideas, and critiques in the areas of academic and student support.
1. ***Use New Modalities and Technologies to Achieve Complete Online Learning Integration***
	1. Create a dynamic education environment to motivate and inspire students and remain competitive in the new educational landscape
	2. Utilize emerging technologies that facilitate online learning
	3. Utilize new pedagogies and instructional systems

*UPDATES*

* Quality Matters (QM), an international non-profit organization specializing in standards, processes, and professional development for quality assurance in online and blended learning nationally, has recognized the [Online Campus'](http://r20.rs6.net/tn.jsp?f=001EAFKdwkXGnCrLI8lF-1EfpfYYEVJ2ghpoJ-0sbtElvYVte1P-d7yKoVHHEUNYQVvH5uXHwjlCBCkB4k_CpXfIqSWQ-Mt_76wv8FyjX2sW9ZgAFk0nZoK-74tlapuXJuy1j2pj-M_n33rDaJSjb6F2PWIidr5wNEm3wPVJNXi-uZ9f1oxDTJtytFBjtu1mEaDEgNjpx9mGcg=&c=TcBZnpNL3Tu1MF8JzLH8mZwUP5SnuBNIYaVqoMogGN8caxxleVmYbw==&ch=4esQSl4HlyC5Awb7sLmdejsdaDYTkwrvmPW0xLr2zo7wifRM0drv5Q==) commitment to its students' success and has awarded the Campus The Online Learner Support Certification.

In our last report, The Chicago School identified the following three goals as related to the opportunities/threats realized in its strategic plans. Any applicable updates have been noted for each goal below.

1. ***Advance Faculty Distinction and Prominence in Teaching, Clinical Training, Service, and Scholarship***
	1. Help students succeed by strengthening faculty teaching skills and ensuring the quality of our product
	2. Champion faculty collaboration across campuses, programs, and disciplines to develop new programs that leverage our extensive talent across the country
	3. Promote faculty scholarship to enhance the prestige of the institution and to identify and follow up on opportunities for federal grants

*UPDATES*

* In order to advance faculty visibility in scholarship and further The Chicago School's commitment to serving communities, The Chicago School conceived and developed a speakers bureau. The bureau is comprised of several talented and knowledgeable faculty members who can offer expertise in their respective fields for presentations, workshops, lectures, the news media, and more.
* Hosted J-1 scholars to present on various topics during academic year 2017-2018 including -
	+ Dr. Tracie Rogers, a Qualitative Researcher and Assistant Professor at the University of the Southern Caribbean, presented several times to the Chicago Campus community over a 24-day period in May. She discussed qualitative research methodologies for social justice and cultural competency, and the ethical concerns in working with children and adolescents.
	+ Dr. Alessandro De Oliveira Dos Santos, a psychology professor from the University of Sao Paulo to the campus discussed the vulnerability of native people who live in host communities of tourism.
	+ Dr. Wumei Xiong of Zhuhai City Polytechnic in Guangdong, People's Republic of China, and Mr. Yifei Shao presented on Sandplay Therapy and led workshops on the topic.
1. ***Strengthen the Efficiency of our Operations to Support our Expanded Scope and Size***
	1. Build scalable and standardized policies and procedures to ensure legal and regulatory compliance, guidance and accountability for staff and faculty, quality and consistency of student service, and protection of TCSPP’s reputation
	2. Deliver premier student services to improve retention, enrollment, and reputation
	3. Ensure accreditation and licensure by requiring clear understanding of and implementation of all regulatory requirements, and inform future policy through engagement of academic and administrative leaders in accreditor and affiliate associations

*UPDATES*

* Named Dr. Justin G. Cassity as Campus Dean of the San Diego campus (March 2018)
* Elected Michele Hudgins Ozumba to the Board of Trustees. Ozumba is the new President of the Women’s College Coalition and brings a distinguished career in nonprofit and academic leadership, and thought leadership.
* Launched professional licensure disclosures and FAQs for all programs that disclose the states that students are eligible for licensure or certification in upon graduation.
1. ***Maximize our Community Engagement***
	1. Connect scholarship, professional practice, and community service into a multi-modal, comprehensive experience to enhance development of engaged practitioners
	2. Further develop service learning to incorporate student self-determination, enhanced collaboration among entities and individuals, and stronger connection with TCSPP curricula
	3. Develop diverse training and service opportunities to expand student experiences with varied populations, organizations, and types of services

*UPDATES*

* Faculty and students from across all departments, community training partners, external professionals and students, alumni, new students joining the campus in Fall 2018, and students applying to the Forensic Program, attended the Washington, D.C. Campus' inaugural Forensic Mental Health Awareness Conference.
* The Naomi Ruth Cohen Institute for Mental Health Education at The Chicago School's (NRCI) Community Mental Health Conference this year focused on the mental health of older adults, 20% of whom the CDC estimates experiences some type of mental health concern. The June 3rd conference held in Evanston, IL, featured experts from Harvard, the University of Chicago, and the National Alliance of Mental Illness and covered those topics most pressing to older adults and their families, including managing anxiety and depression as one ages and developmental issues in aging.
* The Chicago Campus held its inaugural Social Impact Leaders Awards Luncheon on March 29. Recognizing local mental health advocates for the impact they've made in the areas of mental health, behavioral health, and psychology, the luncheon hosted more than 170 attendees.
* The Community Partnerships Department announced the recipients of the Spring/Summer 2018 Service Learning Faculty Awards, which are designed to encourage innovative approaches to integrate service learning into TCSPP's curricular offerings. Students participating in service learning crystallize concepts learned in the classroom through direct or indirect service in the community. This year's recipients will be implementing their work in the community with schools, nonprofits, and townships.