**Revised Info for EAB- 8/30/18**

The Milwaukee Campus of the School of Professional and Continuing Studies has been under the stable leadership of Antonio Guajardo, Jr., Campus Director. The Community Advisory Board along with the entire campus community, faculty, staff, and administration, has been working to develop additional community partnerships to expand recruitment connections and resources for students.

Effective 1/1/16 John A. Eisler PhD became Dean of the School of Professional and Continuing Studies, Springfield College.

The graduate-level Mental Health Counseling concentration receives regular monitoring of its students and practicum placements by an administration/academic team from the campus. The Mental Health Counseling (MHC) Coordinator continues to work to develop practicum site locations. The faculty teaching in the MHC program are clinical social workers, professional counselors, marriage and family therapists, or psychologists. The College is currently preparing for application for CACREP accreditation as a school-wide program and strategically hired qualified faculty for the program.

Other efforts to provided expanded service to students include the addition of other concentrations and approval by EAB for an MBA program currently accredited and in use at other Springfield College locations and initiating its first cohort Fall 2017. Additionally, in the Fall 2017 term, classes will be added Tuesday and Thursday evenings. Expanding upon this we are currently submitting application to MA-SARA seeking to implement the NEASC accredited BSHS and MBA programs on line

**D. SWOT Analysis,** Institutional goals:

**1. Stabilize enrollment after the impact of the recent campus relocation with increased outreach and an annual goal of 250 FTEs. Progress will be measured by actual enrollment numbers.**

**2. Enhance community outreach and partnerships. Progress will be measured by actual numbers.**

* Organize annual Community Outreach events.
* Involve community leaders in our Community Advisory Board.
* Increase practicum and internship agreements with community organizations
* Increase the number of articulation agreements with educational institutions in Wisconsin.
* Provide campus facilities for community and industry education classes and seminars based on our new facility.

**3. Enhance marketing and promotional efforts. Progress will be measured by output and outcome analysis.**

* Review and revise as appropriate all associated policies, procedures, form letters, and promotional materials to enhance effectiveness and efficiency for target audience (i.e., responses to student inquiries, follow-up communication, application process, and so forth).
* Develop advertising and promotional campaigns. Utilize traditional promotional techniques as well as multi-media campaigns (digital marketing, social media, mobile media, etc.)
* Enhance other informational publications such as posters, college-level and program-level brochures and flyers, display units, banners, manuals, catalogues, newsletters, give-away-items, interactive promotional CDs with PowerPoint presentations, DVDs, etc. Enhancement of our website and inclusion of website address in all materials.
* Distribute recruitment materials to internship and practicum sites.
* Distribute recruitment materials to traditional and nontraditional settings.

**4. Enhance faculty and staff development.**

* Organize annual orientation sessions.
* Take advantage of staff training sessions organized by the College.
* Encourage and support participation in national conferences and workshops
* Improve hiring process and standards.

**5. Enhance organizational effectiveness and efficiency**

* Maintain open and transparent communication with faculty and staff
* Delineate clear roles and responsibilities
* Enhance formal accountability mechanism
* Hold regular faculty and staff meetings
* Hold regular meetings with community advisory board members
* Hold regular meetings with student council members
* Hold regular all School/College meetings with the Dean’s Office and/or College Leadership
* Added Coordinator of Student Services position to support students across all campuses

**E. Future Think**

Our vision for the next five years includes the following:

* Increase enrollment to 400 in the next 5 years
* Increase diversity within students, faculty, and staff, particularly among Latino and Asian populations.
* Increase student assessment to better identify support services needed by implementation of Accuplacer Assessment tools and the PLA Accelerator
* Enhance concentration availability through evening and on line class offerings
* Broaden the College footprint in on-line programs with SARA application for 2 NEASC accredited programs (BSHS MBA) while seeking to other blended programs. (Currently working within the college to add BS business Program in the coming year.
* Become one of the best colleges in Wisconsin in the field of adult continuing education