

The Berkeley Post

Strategic Planning Newsletter

October 2017

Message from the President

A New Chapter in the "Story of One Berkeley College"



This academic year opens yet another chapter in the "Story of One Berkeley College." Each year I like to present to students and associates a theme that supports the mission and values

of our College. This year's theme, "Students Write Their Own Stories," challenges students to take responsibility for the narrative of their lives. This theme also entices students to draw on their creativity and to imagine their futures as graduates of Berkeley College.

What role do you play in shaping our students' narratives? How are you shaping the narrative of "One Berkeley?" There are many examples of progress in the evolution of Berkeley's history. This storyline is strengthened by use of assessment, strategic planning, and continuous improvement practices that enrich our institution in numerous ways.

Most recently, Berkeley's Bachelor of Fine Arts in Interior Design program was awarded accreditation by the Council for Interior Design Accreditation (CIDA). The accreditation is effective for a period of six years, and will be visited again for re-accreditation in 2023.

The School of Graduate Studies has also opened a new chapter in Berkeley's history with the graduation of the first M.B.A. class this summer.

The story of "One Berkeley College" is our story. It is a story we author together. Every student's story is evidenced in Berkeley's history.

— Michael



A Path of Continuous Improvement Strategic Planning Drives Initiatives for Student Success

The goal of strategic planning is to chart a course for the future in a way that aligns the ideas, values, and actions of Berkeley College for the good of its students. Here is a look at some initiatives that have been accomplished through the strategic planning efforts of departments and schools across the College.

Faculty-Student "Happy Hour"

The Larry L. Luing School of Business® provides additional opportunities for outside-the-classroom interactions between students and faculty by combining required office hours with Center for Academic Success activities, such as the "Happy Hour" program piloted in New York City. The pilot was such a success that all Berkeley College schools in Woodland Park and New York City will begin offering a "Happy Hour."

Introduction to School of Health Studies

The School of Health Studies offers an introduction to its academic programs during New Student Orientations, conducted by the Office of Student Development and Campus Life. Mini information sessions are also offered throughout the first two weeks of each new term with information about how to complete the clinical clearance process.

Increasing Student Engagement

Lead faculty from the School of Professional Studies work in collaboration with the Office of Student Development and Campus Life to create one new co-curricular program



The School of Health Studies offers an introduction to its programs at New Student Orientations

each semester, in order to engage students in all majors.

Communicating Across the Curriculum

The School of Liberal Arts conducted a "Communicating across the Curriculum" pilot during the spring 2017 semester and will use assessment data from students and faculty to adjust the program for broader implementation throughout 2017-18.

Tapping Alumni Talent

Academic Affairs is creating a Speaker's Bureau database of alumni who can enhance the learning experiences in various classes. The hope is to offer effective role models to current students while ultimately leading to more students graduating on time.

Fostering the Student-Advisor Relationship

In an ongoing effort to enhance the Academic Advisor-student relationship, the College began using a cohort-based advising model this past year. Each Academic Advisor has a cohort of approximately 150 to 200 students. This allows for relationship building and one-on-one interactions that promote a student's continuous academic progress.

— Academic Affairs Office of Assessment



Message from the Provost: The Importance of Measurement and Assessment



By now we have all learned that strategic planning and assessment at Berkeley College are continuous processes, not episodic events done now and then to fulfill outside requirements. I am

proud to say that in Academic Affairs, these processes have led to the emergence of a true culture of continuous improvement, with a focus on steering the College into the future envisioned in the Strategic Plan.

At the College we are proving that good assessment is what changes a strategic plan from being a document on a shelf to being the roadmap used to direct and focus all our activities. What gets measured gets done.

Clearly measuring our progress has become a standard process at Berkeley College. For every

initiative or tactic undertaken in the Strategic Plan, we have been challenged to answer the question: “As measured by what?” Holding ourselves to measurable outcomes allows us to monitor our progress on our tactics and make modifications to our activities as necessary to keep us on track to meet our goals.

For example, one strategy assigned to Academic Affairs is to “develop targeted approaches that facilitate adult learner certificate and degree completion.” A tactic we developed to support that strategy was to “create and implement a Credit for Prior Learning program to help students qualify for credit and expedite degree completion.” As you may know, we recently revamped and expanded the College Credit for Prior Learning program.

Does that mean the strategy is complete? No! The strategy was not the creation of a program. Instead, the strategy was to help students complete degrees. If students do not use the

new program, the tactic did not work and we will need to make adjustments to our activities to get us back to the achievement of the original strategy.

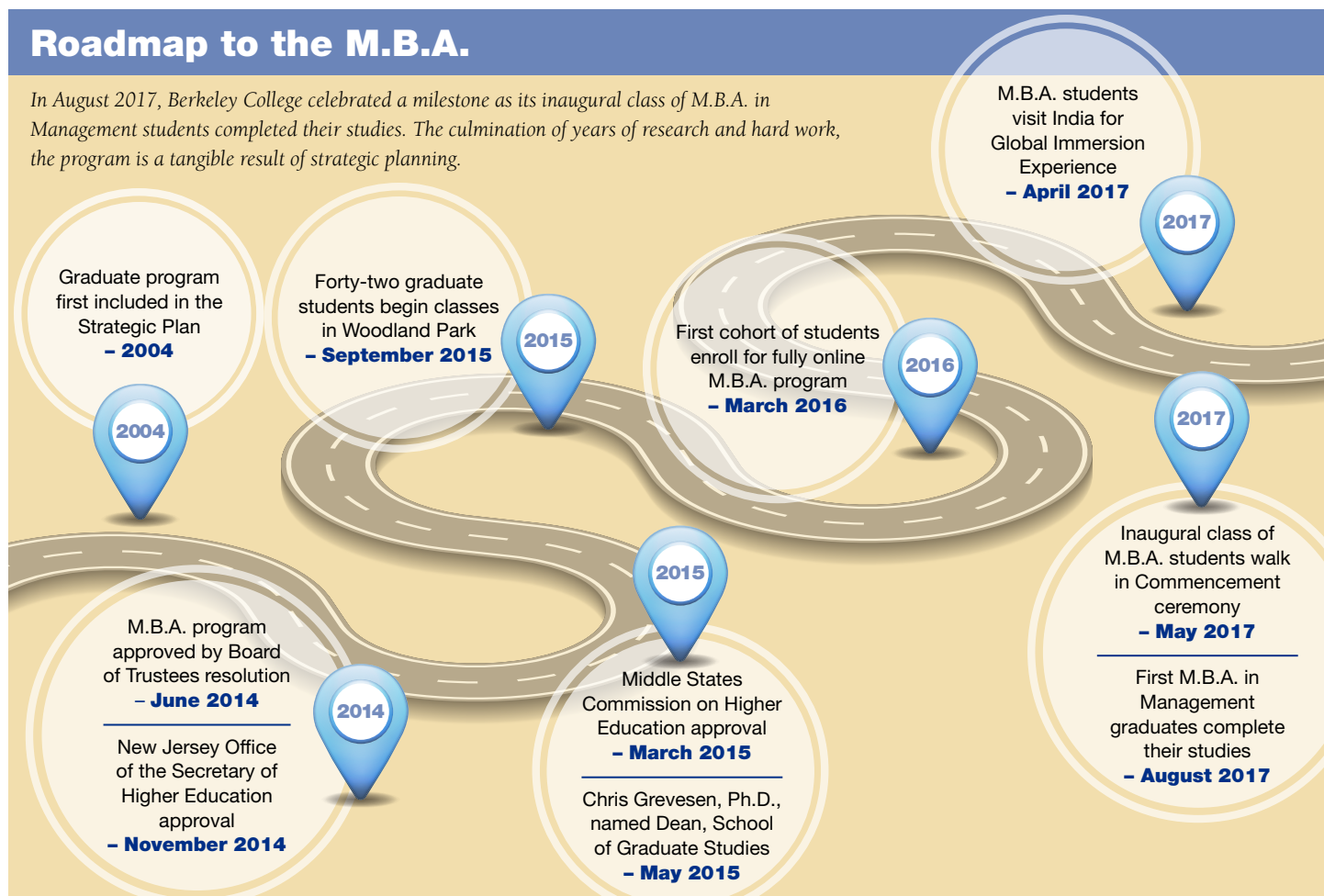
The assessment of that tactic, therefore, is measured by the number of credits completed successfully through prior learning each year. We set a clear, measurable assessment. In this case, we set a benchmark for this strategy of a 20 percent increase in student credits earned through prior learning between January 2017 and January 2018.

Assessments such as these are what make strategic planning successful. Many thanks to all of you who have worked with our Assessment Coordinators to hold ourselves accountable for achieving the goals we have set in our Strategic Plan.

– Beth Castiglia, Ph.D.
Provost

Roadmap to the M.B.A.

In August 2017, Berkeley College celebrated a milestone as its inaugural class of M.B.A. in Management students completed their studies. The culmination of years of research and hard work, the program is a tangible result of strategic planning.

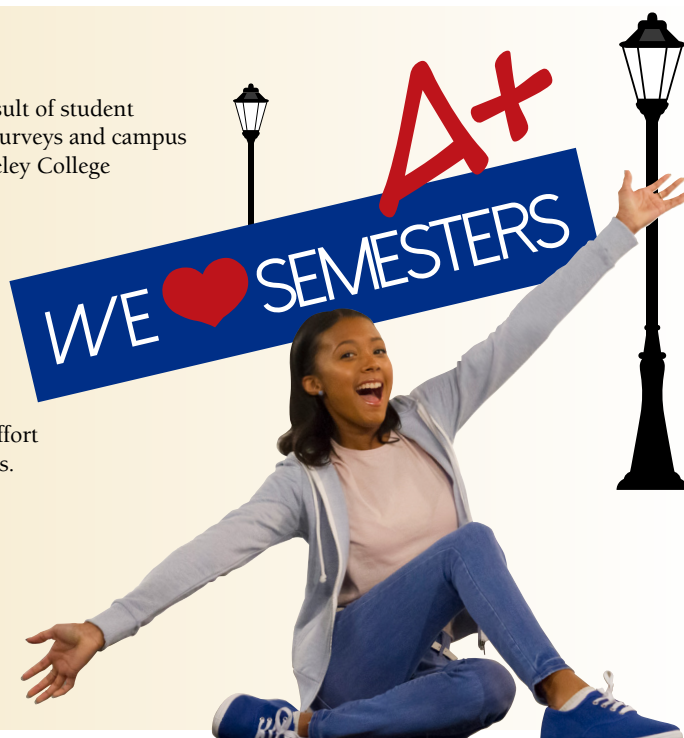


Student Voices Lead the Way

The initiatives accomplished through strategic planning are often the result of student suggestions acquired through interactions such as Student Satisfaction Surveys and campus conversations. Here are some ways student feedback has informed Berkeley College decision-making:

- **The Honors Program** was created when high-achieving students showed interest in having an advanced academic experience.
- **More lights** were installed to illuminate walkways and parking lots in response to student requests for increased campus safety.
- **Academic courses transitioned to an e-text format** in an effort to lower costs and address student concerns about books and supplies.
- **The conversion to semesters** was guided by student needs, aligning with a more traditional college calendar, providing for more seamless transition to post-graduate degree programs, and offering a longer summer break.

– Office of Institutional Effectiveness



Middle States Self-Study Meetings

The Middle States Self-Study team has been conducting meetings at every campus to review the major findings and conclusions from the Berkeley College Self-Study. In September and early October, meetings were held in Brooklyn, Newark, New York City, and through an online faculty discussion via Blackboard.

The Middle States evaluation team chair for Berkeley College in New Jersey made preliminary visits to the Woodland Park campus on September 25 and to the Woodbridge campus on September 26. The Middle States evaluation team chair for Berkeley College in New York will make preliminary visits to the New York City campus on November 2 and November 3.



Charlane Brown, J.D., Associate Chair, Justice Studies, School of Professional Studies and a member of the Self-Study Steering Committee, discusses the Self-Study report at a faculty meeting on October 4 in New York City.

Wednesday, October 11, 2 to 4 p.m., Room 103 – Woodbridge campus meeting and review of the Middle States Self-Study findings

Thursday, October 12, 2 to 4 p.m., Room 124 – Paramus campus meeting and review of the Middle States Self-Study findings

Monday, October 23, 2 to 4 p.m., Lower Level – New York City campus meeting and review of the Middle States Self-Study findings

Tuesday, October 24, 2 to 4 p.m., Financial Aid/Student Accounts Area – Online campus meeting and review of the Middle States Self-Study findings

Wednesday, October 25, 2 to 3 p.m., Community Room – Woodland Park faculty meeting and review of the Middle States Self-Study findings

Thursday, October 26, 2 to 4 p.m., Room 300 – Newark campus meeting and review of the Middle States Self-Study findings

Monday, October 30, 2 to 4 p.m., Room 315 – Brooklyn campus meeting and review of the Middle States Self-Study findings

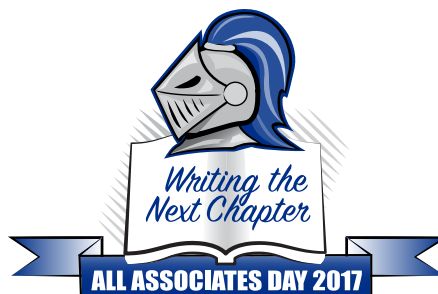
Tuesday, October 31, 2 to 4 p.m., Room 301 – Dover campus meeting and review of the Middle States Self-Study findings

Wednesday, November 1, 2 to 4 p.m., Theatre 316B – White Plains campus meeting and review of the Middle States Self-Study findings

What is an Assessment Coordinator?

Assessment Coordinators work in collaboration with the Office of Institutional Effectiveness and the Academic Affairs Office of Assessment, serving as project managers to implement, review and report on Continuous Improvement Plans across the Berkeley College system. Assessment Coordinators for the schools and some student service areas have been in place since 2015. This fall, the College will expand the number of Assessment Coordinators to include operational departments. Ultimately, Assessment Coordinators will better position the College to drive improvement through data-driven decision-making.

See You at All Associates Day!



Date and Time: Monday, October 9, 2017 • 8:30 a.m. to 4 p.m.

Location: The Sheraton Parsippany Hotel
199 Smith Road, Parsippany, NJ

All campuses will be closed for the day. Associates will have the opportunity to network, engage in BerkTalks, and enjoy games and amusements. Breakfast, lunch, and snacks will be provided.

For more information, email: AllAssociatesDay@BerkeleyCollege.edu

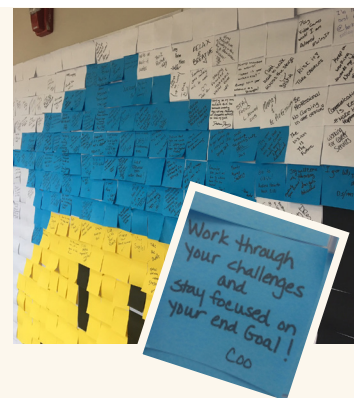
POST IT, LIVE IT Campaign Sparks Conversation about Institutional Goals

Over the summer, Berkeley College campuses took part in the second phase of the POST IT, LIVE IT strategic planning campaign, which focused on the Institutional Goals. Making use of the existing Post-it murals, associates and students responded to a question each week that corresponded with one of the five goals.

The activity sought to spark conversations about the Strategic Plan and the many ways associates and departments live the Institutional Goals in their work every day at the College.

Questions included:

- **Institutional Goal 1: Retention and Graduation** – What is your advice to encourage students to stay on track toward graduation?
- **Institutional Goal 2: Employment Outcomes** – How do you help students prepare for professional success?
- **Institutional Goal 3: Accessibility and Affordability** – What information would you share with students on managing their finances during college?
- **Institutional Goal 4: Innovation and Competitiveness** – What are examples of how Berkeley embraces innovation?
- **Institutional Goal 5: Identity and Reputation** – How do you contribute to the communities Berkeley serves?



College Will Share Preliminary Results of Every Voice Matters Survey



In June 2017, Berkeley College associates received the One Berkeley: Every Voice Matters survey, part of an initiative to gather, understand and act on faculty and staff feedback. More than 1,000 associates responded to the survey. The College will share preliminary results and findings during All Associates Day on October 9, 2017.

Learn More About the Strategic Plan

[Click here to visit the Strategic Plan website.](#)

Email: StrategicPlan@BerkeleyCollege.edu
to tell us how your department brings the Strategic Plan to life.



Produced by the Office of Communications and External Relations
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