

The Berkeley Post

Strategic Planning Newsletter

March 2017

Message from the President



This issue of *The Berkeley Post*, the Strategic Planning newsletter of Berkeley College, provides an overview of Strategic Planning and its intersection with the Middle States Commission

on Higher Education Accreditation Standards. You, our associates, are essential to shaping the future of our institution.

The goal of the Berkeley College Strategic Plan, titled, *ONE BERKELEY: Building on a Legacy of Excellence and Achievement 2015-2020*, is straightforward. It provides us with an opportunity to strengthen our mission of empowering students to achieve lifelong success in dynamic careers as we chart the course for the future.

A noted comedian, Professor Irwin Corey, once, so rightly said, "If you don't change your direction, you are going to wind up where you are headed."

In the first years of the 2015-2020 Strategic Plan, we continued to dedicate resources to improving student outcomes. This includes the implementation of new predictive analytics and assessment tools, and the reorganization and substantial investment in Academic Advisement under the redesigned Office of Student Success.

The Strategic Planning process allows us to evaluate our strengths and opportunities, and refine our strategies to enhance our capabilities and reputation. We each must play a role in strategic planning and be mindful of aligning our initiatives with our five institutional goals. Berkeley's future and the success of our students and graduates rest on how well we align our efforts, and in our ability to assess how we will best meet our mission at the College, individually, collectively, and collaboratively.

— Michael

MIDDLE STATES SELF-STUDY: A Time of Introspection

Berkeley College is currently seeking reaccreditation by the Middle States Commission on Higher Education (MSCHE). Accreditation speaks to the College's integrity as an institution and the value of the education the College delivers to its students. During the Self-Study, the College will carefully consider its educational programs, policies and services, and determine how well these programs accomplish its goals, fulfill its mission, and meet MSCHE standards.

The Self-Study Committee and associated Working Groups are comprised of more than 70 Berkeley associates, including faculty and staff, and representatives from BES and the Board of Trustees. The Self-Study Steering Committee Co-Chairs



(L to R): Rachel Fester, Ph.D., Associate Vice President, Institutional Effectiveness; Judith Kornberg, Ph.D., Associate Provost, Academic Affairs; Joseph Scuralli, D.P.S., Dean, Online; and Marianne Vakalis, Ed.D., Dean, Strategic Initiatives, serve as the Self-Study Steering Committee Co-Chairs.

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MIDDLE STATES COMMISSION ON HIGHER EDUCATION Seven Standards of Accreditation

-  **Standard I:** Mission and Goals
-  **Standard II:** Ethics and Integrity
-  **Standard III:** Design and Delivery of the Student Learning Experience
-  **Standard IV:** Support of the Student Experience
-  **Standard V:** Educational Effectiveness Assessment
-  **Standard VI:** Planning, Resources and Institutional Improvement
-  **Standard VII:** Governance, Leadership and Administration

62 conversations were held with students, faculty, staff, administrators, and the Board of Trustees for the Self-Study process. Participants were able to ask and answer questions on how well Berkeley College addresses the seven Standards of Accreditation.

How does Berkeley College define a dynamic career?

I would be interested in attending a Board of Trustees meeting.

How does a department know when it is successful in its work?

Where can I locate the College's Institutional Goals?



Berkeley College®

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are Marianne Vakalis, Ed.D., Dean, Strategic Initiatives; Rachél Fester, Ph.D., Associate Vice President, Institutional Effectiveness; Judith Kornberg, Ph.D., Associate Provost, Academic Affairs; and Joseph Scuralli, DPS, Dean, Online. Working Groups for each of the seven MSCHE standards have been meeting to develop the Self-Study document. During Convocation at each campus in 2016, President Smith shared the stage with Working Group members, who received feedback from associates on each standard.

For more information on the MSCHE Self-Study, including a timeline and list of Committee members, [click here](#).

Key Self-Study Dates

- Final Self-Study Standard reports due from Working Groups – March 2017
- Community-wide discussion of Self-Study draft – June/July/August 2017
- Preliminary visits by Evaluation Team Chairs – October 2017
- Final draft of Self-Study produced – December 2017
- Visiting teams on campus – March 2018
- Commission meets to determine re-accreditation – June 2018

The Strategic Plan at Work

One of the key objectives of strategic planning is to align the Institutional Goals of Berkeley College with departmental strategies.

How does your department bring the Strategic Plan to life?

Tell us at StrategicPlan@BerkeleyCollege.edu.



Coming Soon:

**POST IT,
LIVE IT.**



**What gives you pride in Berkeley College?
What is your vision for Berkeley's future?**

Berkeley College is preparing to roll out the POST IT, LIVE IT campaign – an exciting way to let your voice be heard and to align your efforts with the Strategic Plan. Associates will be engaged in Post-it activities and encouraged to share their ideas on Post It, Share It boards across campuses and online.

[Click here to watch the Marketing and VIA teams test out one of the POST IT, LIVE IT mural designs.](#)



(L to R): Denise McLaughlin and Jennifer Porter, Co-Chairs, 2015-2020 Strategic Planning Implementation Committee



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ONE BERKELEY

Building on a Legacy of
Excellence and Achievement
2015-2020

- 1 Mission
- 1 Strategic Plan
- 1 Vision
- 5 Values
- 5 Institutional Goals



1. RETENTION AND GRADUATION

Berkeley College will offer an environment that supports a student's path from enrollment to graduation.

PREDICTIVE ANALYTICS

Civitas
Blackboard Analytics

ACADEMIC ADVISEMENT

65+ Academic Advisement Staff

220+ Full-time Faculty

LIVE CHAT Support



2. EMPLOYMENT OUTCOMES

Berkeley College will prepare and provide students with opportunities for employment and advancement in dynamic careers.

CAREER SERVICES

35+ Career Services Team Members

1,700+ Internships

EXTENSIVE NETWORK OF EMPLOYER CONTACTS

4. INNOVATION AND COMPETITIVENESS

Berkeley College will create a culture that embraces innovation and fosters the College's competitiveness.

SCHOOL OF GRADUATE STUDIES

135 Students

MBA in Management,
Woodland Park, NJ (September 2015)

ONLINE MBA

COMBINED BBA/MBA Option

SCHOOL OF HEALTH STUDIES
RELOCATION AND EXPANSION

LPN to BSN

ONLINE ENROLLMENT

Up 4% in Fall 2016

STUDENTS TAKING ONLINE AND ON-SITE CLASSES

Up 11% in Fall 2016



GLOBAL INITIATIVES

550+ International Students

Graduate Studies Global Immersion Experience, India
Fresenius University of Applied Sciences
Guizhou University of Finance and Economics



3. ACCESSIBILITY AND AFFORDABILITY

Berkeley College will be accessible and affordable for a diverse population of students while maintaining sound institutional finances.

SEMESTER CONVERSION (June 6, 2016)

450+ Courses Redesigned

FINANCIAL LITERACY

iGrad 2,413 Online iGrad Sessions

INSTITUTIONAL AID

\$64M (2015-2016 award year)

STUDENT SERVICES KIOSKS

Academic Advisement, Financial Aid,
Student Accounts,
Personal Counseling



5. IDENTITY AND REPUTATION

Berkeley College will develop a clear brand identity, educate both internal and external audiences on the benefits of a Berkeley experience, and strengthen its reputation.

30+ Corporate Learning Partnerships

AWARDS AND ACCREDITATIONS

U.S. News & World Report

Middle States Commission on Higher Education



100+ Community Partnerships



MISSION

Berkeley College empowers students to achieve lifelong success in dynamic careers.

VISION

Berkeley College will be the college of choice for students pursuing lifelong success in dynamic careers and employers seeking graduates prepared to meet the demands of the global marketplace.

VALUES

- Students First
- Applied Learning
- Integrity
- Respect
- Renewal

