

Strategic Plan

for Digital Media

This document comprises a strategic plan for Digital Media. It reviews its strengths, weaknesses, threats and opportunities; presents a series of fundamental statements relating to Digital Media's vision, mission, values and objectives; and sets out Digital Media's proposed strategies, goals and action programs.

Strengths, Weaknesses, Threats & Opportunities

This strategic plan addresses the following key strengths, weaknesses, threats and opportunities which apply to Northwest Vista College Digital Media now and in the foreseeable future:

Strengths:	Weaknesses:
<ul style="list-style-type: none">• Faculty diversity and workforce experience• Strong well rounded• Curriculum re-designed• Growing demand for our graduates	<ul style="list-style-type: none">• lack of awareness made for the program• lack of student recognition• Overdependence on few key faculty/staff• On-line/hybrid program development• lack of degree plan education• Lack of Adobe software agreement• Inadequate advising from our student success area• Not well equipped to compete with new programs in level ground• Lack support of administration and workforce program
Threats:	Opportunities:
<ul style="list-style-type: none">• Technical institutions offering similar degree plans• Other Alamo Colleges curriculum competition• Inadequate budget• Inadequate hardware and software to maintain industry standards• Computer lab staff very weak in filling our needs	<ul style="list-style-type: none">• Technology fields are in high demand• On-line/hybrid program development• Obtain Adobe software agreement• Communicate ideas, visions, and goals• Ability to integrate well into other areas and departments• Many service learning opportunities

Vision

The promoters' vision of Northwest Vista College Digital Media in 3-4 year's time is:

The Digital Media department will have all currently enrolled students on a degree/certificate plan audited by a faculty advisor on a quarterly basis. The number of degree/certificate enrollment numbers will have increased by 40% and completion rates will have increased by 30%.

Digital Media will have an in district as well as external internship/practicum program that partners with non-profit organization that help students gain hands on experience and through requesting digital media projects.

Digital Media Faculty will be in collaboration with the innovation center & other departments to aid in the creation and deployment of on-line courseware and teaching materials.

Digital Media will be the colleges leading resource center for Digital Media needs.

Mission Statement

The central purpose and role of Northwest Vista College Digital Media is defined as:

To provide students with the most in demand skillsets needed to obtain high level positions as they apply to:

- Digital Design
- Interactive Media
- Instructional Media
- Web Design
- Web Page Scripting

These skills prepare as well as advance workforce professionals for the technology environment.

Values

The corporate values governing Northwest Vista College Digital Media's development will include the following:

- Honesty – Educating and supporting completion can only be done with honesty and by truly assessing the student need and desires. When students are put on a correct path they lead the way to greatness
- Communication – In order to earn a reputation of excellence all systems must be aligned beginning with the smallest circle of influence and ending with the largest.
- Trust - The first step in aligning systems is to build trust through communication.

Objectives

Longer term objectives of Digital Media are summarized as:

- To align with the colleges strategic plan and focus on completion, learning, and sustainability.
- (These objectives could cover growth, profitability, technology, offerings and markets.)

Major Goals (These goals can't change)

The following key targets will be achieved by Digital Media over the next 2 years:

- Impact **graduation education** by increasing number of digital media students registering for completion - aligns with college strategic goal of "completion"
- Increase **communication** and faculty collaboration in the program and across disciplines - aligns with college strategic goal of "learning"
- Improve access to software and on-line **technology** - aligns with college strategic goal of "sustainability"

Key Strategies

The following critical strategies will be pursued by Digital Media:

1. Degree/Completion & Career Advising
2. Faculty development
3. Student surveys/evaluations (courses, contact, importance)
4. Non-Profit Relationships
5. Job Placement
6. Software acquisition
7. Promotion & Marketing
8. Build departmental relationships
9. Build community relationships

Key Performance indicators

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Strategic Action Programs

The following strategic action programs will be implemented:

1. completion action plans - develop modules for adjuncts that cover the importance of graduation that will be required to be uploaded and covered in every class each semester.
2. communication action plans - train and develop adjunct faculty through engagement and strength's. Inter college communications with academic program to collaborate and co-teach subjects.
3. technology action plans - work with the district to acquire an Adobe agreement to lower software costs for students rework hybrid and on-line courses to become instructional design models for on-line education.