

PLANNING/OUTCOMES DOCUMENT

Name of person(s) completing form:		Paul Wolf		Curriculum/Department:		Outdoor Leadership	
Purpose/Mission Statement:				Vision Statement: (3-5 years)			
The Outdoor Leadership program is designed to prepare individuals to be successful professionals in outdoor adventure education and leadership.				The Outdoor Leadership program seeks to become a nationally reputable training institution in the adventure education field.			
Program Strengths:				Program Weaknesses:			
The program is located in a service area that is dominated by the outdoor tourism industry. Outdoor programming sites are close and numerable. There is an abundance of qualified adjunct faculty to choose from. Certifications built into the curriculum are desirable to local employers. Both graduates and employers are very satisfied with this program. Full articulation with WCU is helpful to students.				Quality and preparedness for college varies amongst entering students. Relative "unknown" of what an Outdoor Leadership degree is can make advertising difficult. Retention and graduation of students can be low.			
Program Opportunities:				Program Threats:			
Expansion of program to offer ODL classes at area high schools. Partnering with local outdoor companies to provide necessary training for their employees.				Enrollment numbers are not large and attrition of students can dampen FTE numbers. Other area agencies offer non-credit specific courses (raft guide training , WFR) that could dilute student base. HCC natural resource division has an aggressive advertising initiative. Expansion of WCU PRM program offerings could also dwindle program enrollment.			
Goal #	Values for T	College Goals	2006-2007 Department Outcomes/Goals	Success Criteria (e.g. outcomes, enrollment increases)	Plan of Action (including resources needed)		
1	7	8	Program attracts and retains students with the potential to succeed in the outdoor industry	a. Enrollment in program increases by adding four new students in spring semester. b. There will be a 90% retention of current students between semesters.	a. Solicit input and assistance of advisory committee members for an effective marketing strategy. b. Continue to explore and utilize low-cost marketing methods to attract new students to the program.		
2	6, 9	1	Employers will be satisfied with the entry level skills of graduates from this program.	90% of employers surveyed will indicate they are satisfied with the entry level skills of graduates of this program.	Monitor results of survey of employers as conducted as part of the annual program review.		
3	6	4, 8	Local Outdoor companies utilize the ODL program for technical skills and first aid training	a. Three companies agree to schedule and send new employees to SCC for Training.	a. Solicit companies for training program b. advertise for general population enrollment.		
4	6, 9	1	Student graduates will be satisfied with the training received in the ODL program	90% of students surveyed will indicate satisfaction with the ODL program	Monitor results of survey of students as conducted as part of the annual program review.		
5	4, 5	1	Initiate a process to determine if an Introduction to ODL class could be offered at Swain high school.	Swain High school agrees to host course	Meet with Director of Concurrent Enrollment and high school officials		
6	1, 5	1	ODL Students will be trained to the national standard for backcountry outdoor professionals.	90% of ODL students will successfully complete national certification as a Wilderness First Responder	Monitor and record certification pass rate at end of examination		

Budget Item Description: (Budget items requested from college funds)	Current Year Budget:	Ongoing Operational Budget:	Expansion Budget:
Supplies-	\$5000.00	\$4000.00	\$1000.00
Equipment-	0	\$2000.00	
Travel-	\$500.00	\$1000.00	
Program Accreditation-	\$390.00	\$260.00	
Other-	0	\$425.00	\$4750.00
TOTALS	\$5890.00	\$7685.00	

Criteria Results Be sure to utilize most current data available	End of Year Analysis (Goals achieved, impact of equipment purchased, improvements to your program, contingencies, etc.) Describe how you used the results to improve your program

Mid-point Review

Progress Notes:
