



## Tab 4 2020 Department Placemat Update

Coordinating Board for Higher Education  
June 17, 2020

### BACKGROUND

The Coordinating Board for Higher Education (CBHE) approved the department's 2020 strategic "placemat" at its December 2019 meeting. The placemat includes the department's vision/aspiration: Every Missourian empowered with the skills and education needed for success. That vision will be central to the department's plans for the foreseeable future. The placemat also includes themes: Raise awareness of options, put more Missourians on a path to success, increase quality attainment, make the department the best place to work, and drive performance and outcomes. Those themes represent high-level goals that will carry forward from one year to the next until the department revises its priorities significantly. Finally, the placemat includes initiatives intended to drive progress toward its goals.

### CURRENT STATUS

Department staff have made progress on the key higher education-related initiatives:

#### Raise awareness of options

- **Promote Big Goal and 5 to Thrive (1).** As originally conceived, this item relied heavily on in-person meetings and events. Staff are still tentatively planning to visit campuses to highlight best practices in the fall.
- **Partner with college public information officers to promote Missouri higher education (2).** In recognition of the fact that institution staff time is highly focused on responding to health, budget, and other urgent issues, Assistant Commissioner for Communications & Outreach Becky Dunn has paused the part of this initiative that required public information officers to provide content. DHEWD staff have promoted higher education through social media postings and the commissioner's public remarks.

#### More Missourians on a Path

- **Complete roll-out and implementation of Fast Track (9).** The CBHE approved additional academic programs students can use Fast Track for at their March 4, 2020, meeting. The budget approved by the general assembly includes General Revenue funds, which will allow students at private institutions to participate. Department staff will make plans for promoting the program based on the Governor's final decisions regarding the FY 2021 budget.

#### Increase Quality Attainment

- **Develop quality attainment strategy for modern students (12).** In recognition of the fact that institution staff time is highly focused on responding to health, budget, and other urgent issues, Assistant Commissioner for Postsecondary Policy Mara Woody have continued to research best practices but have temporarily suspended moving forward with policy recommendations in this area.
- **Study, implement, and convene individuals around equity strategies (13).** Office of Postsecondary Policy staff are working with regional groups to establish equity hubs. The Departments of Higher Education and Workforce Development and Elementary and

Secondary Education plan to formally announce a partnership and issue a joint statement on the departments' commitment to equity at the September 2020 joint SBE/CBHE meeting. Staff are also working on the department's second equity report and planning the second equity summit and hackathon, which will be held on October 29, 2020. A detailed status report on implementation and a report on the Equity Summit will be provided at the December 2020 CBHE meeting.

#### **NEXT STEPS**

Department staff will continue to move forward with their 2020 priorities and will provide updates to the board and Presidential Advisory Committee. Staff will also begin planning for the department's 2021 priorities with a goal of finalizing plans by the board's September 16, 2020, meeting.

#### **RECOMMENDATION**

This is an information item only.

#### **ATTACHMENT**

- 2020 Strategic Placemat

## ASPIRATION

**EVERY MISSOURIAN EMPOWERED WITH THE SKILLS AND EDUCATION NEEDED FOR SUCCESS.**

## THEMES

**RAISE  
AWARENESS OF  
OPTIONS**

**MORE MISSOURIANS  
ON A PATH TO  
SUCCESS**

**INCREASE QUALITY  
ATTAINMENT**

**MAKE DHEWD THE  
BEST PLACE TO  
WORK**

**DRIVE  
PERFORMANCE  
AND OUTCOMES**

## INITIATIVES

### LAUNCH BIG GOAL AWARENESS CAMPAIGN

- (1) Promote 60% attainment goal and Five to Thrive postsecondary paths (new marketing materials, and digital and road campaign)
- (2) Partner with college public information officers to promote Missouri higher education

### INCREASE AWARENESS OF RESOURCES TO PLAN CAREER AND POSTSECONDARY PATH

- (3) *Launch Phase 1 of job center marketing strategy (understand customers, services, and brand awareness and positioning) [no longer a standalone initiative; combined with (6)]*
- (4) Integrate and redesign DHEWD website; develop plan for MERIC and jobs.mo.gov websites

### INCREASE HIGH SCHOOL MATRICULATION TO POST- SECONDARY EDUCATION

- (5) Expand Journey to College program outreach to K-8 and adult high schools (Five to Thrive focus)

### INCREASE OUT-OF-SCHOOL MISSOURIANS IN QUALITY JOBS OR POSTSECONDARY EDUCATION

- (6) Develop strategy for job centers and partnerships
- (7) Develop strategy to improve WIOA performance

### ENSURE AFFORDABILITY

- (8) Benchmark best practices to increase FAFSA filing and begin implementation
- (9) Complete roll-out and implementation of Fast Track as funding for adult education

### BETTER ALIGN POST- SECONDARY EDUCATION WITH WORKFORCE NEEDS

- (10) Expand delivery of industry recognized credentials
- (11) Expand apprenticeship and work-based learning program options, and launch Apprenticeship Connect portal

### DECREASE BARRIERS

- (12) Develop quality attainment strategy for modern students (e.g. military transfer equivalency, adult learners, etc.)
- (13) Study, implement, and convene individuals around equity strategies
- (14) *Advocate for resources to expand access to dual credit (removed to reflect new priority on core funding)*

### INSPIRE TEAMS BY CONNECTING THEM TO MISSION AND VALUES

- (15) Connect staff to their role in DHEWD's mission
- (16) Develop and connect team members to organizational values (*on hold; will reevaluate on 8/15*)

### ENSURE ALL STAFF HAVE OPPORTUNITIES TO LEARN AND GROW

- (17) Standardize onboarding for all new DHEWD employees
- (18) Establish professional development and training plans for all employees

### CREATE ONE-TEAM CULTURE

- (19) Establish Best Place to Work committee and fun/social events calendar
- (20) Implement rewards and recognition program

### USE FORWARD-LOOKING INSIGHTS TO DRIVE DECISIONS

- (21) Improve workforce data inputs, analyses, and outputs to drive usage and system outcomes
- (22) Design service model to provide analytical support internally and to partners

### PROACTIVELY TRACK AND MANAGE PERFORMANCE

- (23) Develop performance management metric dashboards for education and workforce system
- (24) Launch regular organizational health survey and dashboard
- (25) Launch project management tool and initiatives dashboard

### IMPROVE MANAGEMENT OF FINANCIAL RESOURCES

- (26) Overhaul fiscal and budget structure and processes