



## Tab 5 Department Placemat Update

Coordinating Board for Higher Education  
March 4, 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).** Staff will advance this goal through visits to campuses that have made significant gains in graduation rates and presentations to regional groups.
  - **Campus visits.** Staff are working with the institutions that have made the largest gains in the community college, state technical college, public open enrollment university, public non-open enrollment university, and private university sectors to plan visits. Staff will meet with members of each campus community and engage local media and economic development leaders. Material collected during each visit will be shared on social media, included in the department's best practices newsletter, and to develop wrap-up videos at the end of the year that (1) provide information about best practices and (2) illustrate multiple postsecondary pathways.
  - **Regional presentations.** The commissioner has a goal of presenting to two statewide organizations, two organizations in major metropolitan areas, and two organizations in mid-sized metropolitan areas. To date, she has presented to one major metropolitan area and to two mid-sized metropolitan areas.
- **Partner with college public information officers to promote Missouri higher education (2).** Assistant Commissioner for Communications & Outreach Becky Dunn will work with PIOs to gather information to include in a quarterly best practices newsletter. Depending on the volume of items submitted, staff may develop a schedule for distributing information through social media.

#### More Missourians on a Path

- **Complete roll-out and implementation of Fast Track (9).** The CBHE will consider additional academic programs students can use Fast Track for at their March 3, 2020, meeting. About 20,000 postcards have been sent to individuals who received some credit but no degree in Fast Track-related programs at participating institutions. The department's Fast

Track web page gets about 20,000 hits every month. Department staff have secured funds to support another year of paid advertising to promote the program.

### **Increase Quality Attainment**

- ***Develop quality attainment strategy for modern students (12)***. Assistant Commissioner for Postsecondary Policy Mara Woody and her team are researching best practices in state-level work to increase attainment by this population. She will present an update at the CBHE's March 4, 2020, meeting and a proposal regarding initiatives to move forward with at the board's June 17, 2020 meeting.
- ***Study, implement, and convene individuals around equity strategies (13)***. Office of Postsecondary Policy staff are working with regional groups to establish equity hubs. 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.

### **NEXT STEPS**

Department staff will continue to move forward with their 2020 priorities and will provide updates to the board and Presidential Advisory Council. 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)
- (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

### 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

### 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