2020-2025
Strategic Initiatives

Foster a Culture of Student Engagement
Kevin Peck
Candee Skousen

Develop a Strategic Enrollment Plan
Erik Lehmann

Enhance Program Offerings
Kenny Smith
Dr. Melanie Russell

Strengthen Fiscal Responsibility
Troy Ainsworth
Foster a Culture of Student Engagement
BETTERMYND'S MISSION

To help colleges and universities make mental health and wellness resources more accessible to their students through confidential online therapy sessions from our diverse network of licensed clinicians.
**How BetterMynd Supports the Mental Health of College Students Across the Country**

- Access to counseling in 1-2 days of registering
- Day, night, and weekend session availability
- Diverse counselor backgrounds and mental health specialties to meet the needs of all students
- Free mental health self-help tools, videos, blogs, and group therapy sessions
- Available to students no matter where they’re located

50+ College & University Partners

450K College Students Covered Across the U.S.

9.3/10 Average Student Rating of Their BetterMynd Experience

“It couldn’t have been easier to register on BetterMynd and start working with a counselor. I’ve really enjoyed the convenience and flexibility that BetterMynd offers, and my counselor has been amazing!”

Student Testimonial
HOW DO STUDENTS USE IT?

REGISTER
on their school’s custom BetterMynd portal 24/7

INSTANTLY SELECT A COUNSELOR OF THEIR CHOICE
based on student’s mental health needs & counselor preferences

SCHEDULE THEIR FIRST SESSION
with their counselor to take place within the next 48 hours

HAVE THEIR SECURE TELERAPY SESSION
from anywhere that they have an internet connection
NEW BETTERMYND SERVICES: COMING AUGUST 2022!

**TELEPSYCHIATRY & MEDICATION MANAGEMENT**
- 30-minute sessions
- Psychiatric Diagnoses
- Medication Management
- Treating more severe mental illnesses for those students needing a higher-level of care

**24/7 CRISIS SERVICES**
- 24/7/365 Crisis Hotline with trained counselors responding on-demand to students experiencing mental health emergencies.
- Immediate assessment of student’s level of crisis and responding based on established protocols and procedures of their school.
- Campus follow-up reports to keep your staff up-to-date on any crisis calls from your students.
Enhance Program Offerings
Define E-Learning strategy and improve the quality of online offerings.
Define E-Learning strategy and improve the quality of online offerings.

25-module online course

- Creating an Inclusive and Supportive Online Learning Environment
- Promoting Active Learning Online
- Inspiring Inquiry and Preparing Lifelong Learning in Your Online Course
- Designing Student-Centered Courses
Define E-Learning strategy and improve the quality of online offerings.
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Define E-Learning strategy and improve the quality of online offerings.

Center For Teaching and Learning

Schedule a training/Consultation Appointment
Develop a Strategic Enrollment Plan
Strategic Enrollment Plan

- RECRUIT
- ENROLL
- RETAIN & PERSIST
- COMPLETE

Enrollment Life Cycle
<table>
<thead>
<tr>
<th>#</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Situational analysis that articulates the Colleges Vision, Mission, Purposes and Competitive Advantage (the EAC Brand) and…</td>
</tr>
<tr>
<td>1A</td>
<td>defines the type(s) of students that have been attracted to and have been successful at EAC.</td>
</tr>
<tr>
<td>2</td>
<td>Develop and define Enrollment Growth Strategies.</td>
</tr>
<tr>
<td>2A</td>
<td>Develop and define Branding Guidelines.</td>
</tr>
<tr>
<td>2B</td>
<td>Develop and define fiscally viable advertising campaigns that are competitive and attractive.</td>
</tr>
<tr>
<td>3</td>
<td>Decrease net cost to students while protecting EAC’s Fiscal viability.</td>
</tr>
<tr>
<td>4</td>
<td>Institutionalize the Strategic Enrollment Plan framework to ensure regular, data informed planning in support of the long-term stabilization of EAC’s enrollment</td>
</tr>
<tr>
<td>3</td>
<td><strong>Decrease Net Cost to Students while protecting EACs Fiscal viability.</strong></td>
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</tbody>
</table>
Decrease net cost to students while protecting EAC's fiscal viability.

<table>
<thead>
<tr>
<th>Description</th>
<th>2022-23</th>
</tr>
</thead>
<tbody>
<tr>
<td>IN-STATE TUITION</td>
<td>$1,395 (15 or more credits)</td>
</tr>
<tr>
<td>DOUBLE OCCUPANCY DORM ROOM</td>
<td>$1,100 (Free Wifi, Utilities &amp; Parking)</td>
</tr>
<tr>
<td>BASIC MEAL PLAN</td>
<td>$500 (+$250 Meal Bonus for a $750 Value)</td>
</tr>
<tr>
<td>Total</td>
<td>$2,950</td>
</tr>
<tr>
<td>Max Pell</td>
<td>$3,448</td>
</tr>
<tr>
<td>Remaining Pell after direct expenses</td>
<td>$498</td>
</tr>
</tbody>
</table>
Strengthen Fiscal Responsibility
First Things First... Let's define what we mean by FISCAL RESPONSIBILITY.

Merriam-Webster's definition of responsible:

1. a: liable to be called on to answer
   b: liable to be called to account as the primary cause
   // a committee responsible for the job
   (2): being the cause or explanation
   // mechanical defects were responsible for the accident
   c: liable to legal review or in case of fault to penalties

2. a: able to answer for one's conduct and obligations: TRUSTWORTHY

3. : marked by or involving responsibility or accountability
   // responsible financial policies
First Things First... Let's define what we mean by FISCAL RESPONSIBILITY: Changing the Mentality to...

Value Added Spending

Value added is the EXTRA VALUE created OVER and ABOVE the original value of something.
Fiscal Responsibility Objectives

Quick Recap:
• Redesign Budget Process
• Efficient Facility and Resource Uses
• Optimal Return on Investment (ROI)
• Succession Planning / Emp Development / Institutional Knowledge Retention
• Maximize the amount of funding from external sources in alignment with the College’s strategy and Mission/Vision
Focus x 2:

- Redesign Budget Process
- Efficient Facility and Resource Uses
- Optimal Return on Investment (ROI)
- Succession Planning / Emp Development / Institutional Knowledge Retention
- Maximize the amount of funding from external sources in alignment with the College’s strategy and Mission/Vision
Fiscal Responsibility Objectives

• Succession Planning / Emp Development / Institutional Knowledge Retention

• BEFORE

• What’s the inherent problem?
Focus x 2:

• **AFTER**

- More prominent role w/ GCC
- Campus Store
- Contract Management (35“ish”/mth)
- Strategic Budgeting
- Maximize Purchasing Power and Opportunities
- Internal Growth Opportunities
  • Succession Planning
- Financial Analysis
  • Maximize Funding Sources
Fiscal Responsibility Objectives

• Maximize the amount of funding from external sources in alignment with the College’s strategy and Mission/Vision

1. General (Fund 5) - used to account for all General Taxes and other Revenues that are not dedicated to be used for another purpose
   1. Tuition
   2. Student Fees
   3. Local & Government Contracts
   4. Property Taxes
   5. State Appropriations

2. Special Revenue (Restricted: Fund 1) - those that receive financing from a specific source that is to be used for a specific purpose
   1. Grants – State & Federal
   2. WFD
   3. STEM
   4. HEERF (All consumed)

• Which should we spend first? AND why???
Real-World Application
“What gets measured gets managed” – Peter Drucker

**EAC Initiatives:**
- Foster a culture of student engagement
- Enhance program offerings
- Develop a Strategic Enrollment Plan
- Strengthen Fiscal Responsibility

**How Do “We”/”You” accomplish these initiatives?**
- Start by understanding our “Box”
  - Resources and Restrictions
    - What are our Resources?
    - What are our Restrictions?
- Understand what YOU can do to help EAC
Thank you!

Search "Accreditation & Institutional Effectiveness" in Office 365 for more information.