



Verve College Strategic Plan (2021 – 2023)

Mission

Verve College, guided by its unique national and diverse heritage, provides the student body with educational opportunities that promote learning, ensure success and provide knowledge and skills that allows them to meet current and the future demands of educational needs in our changing nation. We exist to provide educational opportunities to those seeking to enhance the quality of their lives and that of others. We recognize that a quality education is essential in assisting the student develop a sense of worth, high ethical standards and a sense of self-actualization as they pursue their professional and educational goals.

Vision

Verve College will be a leading provider of clinical education in the community and the region. It will be known for its responsiveness to today's needs for qualified professionals, the excellence of its programs of study, and the skill and ability of its graduates. The Verve College graduates will also express in their professional lives and their service to the community the core value of the school, and they will demonstrate high ethical standards and the sense of self-actualization as they pursue their professional and educational goals.

Values

The School assists each student in their journey toward becoming a meaningful, participating member of society through its integration of core values throughout the fabric of the institution. The core values which guide Verve College in realizing its mission are:

Integrity:

We uphold honesty, ethical behavior, trust and open communication as attributes of a value based institution. The institution's reputation, relationship with students and institutional stakeholders is contingent upon the demonstration of these characteristics. We believe that everyone in the Verve College community must possess these attributes in order to accomplish our goals and demonstrate professionalism in work and study. Administration, faculty and staff role model these behaviors which our students demonstrate both in the educational setting and in the community.

Respect:

We respect the dignity and worth of each individual and foster a climate of acceptance, trust, support and collegiality. We are a welcoming community and our goal is to enrich and enhance the quality of life for each person who comes in contact with the School, its administration, personnel and students.

Service:

We value collaborative partnerships with groups and organizations in the community with mission and values that mirror our own. These partnerships strengthen our bonds with the

community and allow both students and School personnel develop a spirit of humanitarianism, the ability to appreciate the culture of giving and the ability to enhance their own potential for growth.

Knowledge:

We acknowledge that the ability to teach and learn is a gift and responsibility that should be respected and nurtured. We support faculty who are dedicated to the mastery of their area of expertise and who engage students to be actively involved in the pursuit of knowledge. We honor, celebrate and reward high performance in both teachers and students who excel in this endeavor.

Diversity:

We celebrate the diversity of our school and neighboring communities as we seek to provide opportunities for all those we serve. We recognize that everyone brings some form of diversity to our community and we strive to welcome each one's differences as well as the common bond that unites us as the academic community.

Excellence:

We are dedicated to setting high standards with the right priorities for ourselves and our students through the "Verve College Community for Excellence". We infinitely endeavor for the institutional evolution through the assessment, strategic planning, curricula expansion and the outcome evaluation.

Objective #1: Maintain Institutional Accreditation with COE and ABHES

Verve College is a reputable and a legitimate nursing college in the state of Illinois and its management understands the importance of accreditation. Verve College understands that accreditation means that our institution provides a quality education, while giving students an opportunity to be successful and advance in their career. Therefore, Verve College's main priority is to remain in compliance with the COE commission and ABHES by annually submitting the annual report, paying annual dues, and attending workshops as needed for reaffirmation of accreditation. Also, Verve College wants to maintain a first time NCLEX-PN pass rate above 90%, a completion rate above 75%, and a placement rate above 75% as well. In order to achieve this, Verve College faculty and management has to regularly review the curriculum along with the resources being provided to the students. Moreover, this means that some faculty members may have to attend some webinars or participate in training in order to achieve such a high NCLEX-PN pass rate. In general, Verve College closely monitors its NCLEX-PN pass rates and results are retrieved quarterly from IDFPR. Also, the progress is evaluated on a quarterly basis. Additionally, on a monthly basis, Verve College management will analyze reports regarding the completion and placement rate as well.

Strategies for Achieving and Evaluating this Objective

Undoubtedly, to maintain institutional accreditation Verve College administration, faculty, and management will all have to maintain a consistent work ethic. Consequently, meetings will occur regularly and certain faculty along with staff members will be held accountable for completing certain tasks. Also, Verve College's management team will review reports highlighting retention, placement, and completion on a consistent basis throughout the year.

Furthermore, progress toward achieving this objective will be measured by Verve College's success in meeting deadlines established by the accreditor and meeting the benchmarks required for successful annual report completion.

Objective #2: Provide Student Support and Success, While Maintaining Academic Excellence

Verve College wants to be an elite nursing college within the United States of America and therefore is eager to establish services that encourage student support and success. More specifically, Verve College will continue to put effort towards providing students with better equipment and facilities to use, which will provide the students a greater chance of being successful in the classroom. Furthermore, Verve College will implement more resources and tools to encourage student success. Moreover, the library will be enhanced and computers within the computer lab will be upgraded. Also, students will be provided more opportunities for tutoring. Additionally, students will be given awards for academic excellence, such as recognition with an honors society.

Strategies for Achieving and Evaluating this Objective

Everything Verve College implements, is for the betterment of the student, and it is important that Verve College remains adaptable and flexible in the coming years. Moreover, all the current procedures and policies in regards to student support must be evaluated annually and proper feedback from administration and faculty is necessary.

In order to evaluate progress toward achieving the objective, surveys will be given to students and faculty to help the Verve College management team better analyze if the institution is maintaining academic excellence.

Objective #3: Provide More Quality College Resources for Students

Already, Verve College provides its students with a plethora of resources, but Verve College never likes to settle and is always looking for ways to improve. Therefore, Verve College will look to expand its library resources, while providing students more insight on local recreational,

child care, and health services. Additionally, Verve College will attempt to provide students with more financial aid options and scholarships as well as food and family services resources, books and study materials. The aforementioned resources are critical, but Verve College would also like to implement more online resources that could benefit the student. Ultimately, Verve College wants to see its students be successful, so it plans to make available more online resources such as online research databases, APA guideline tools, more comprehensive career advising and academic counseling. Lastly, Verve College plans to share information regarding crisis centers/hotlines, fitness facilities, and health and wellness resources.

Strategies for Achieving and Evaluating this Objective

In order to achieve such an objective, lots of analysis on student performance needs to occur. Therefore, during faculty meetings, the quality and quantity of Verve College resources will be addressed along with student needs. Additionally, Verve College administration and management will continue to research new tools that could benefit its students, while implementing them accordingly.

Next, in order to evaluate progress toward achieving the objective, students and faculty may be surveyed and it is also important to ensure that administration and faculty are included on presentations regarding new resources.

Objective #4: Maintain Enrollment Standards, while Continuing to Offer Classes with Sufficient Frequency.

Essentially, Verve College understands the importance of enrollment and would like to continue to achieve certain metrics, while addressing certain analytics. Moreover, Verve College would like to have a diverse and intelligent student body, while encouraging all students to strive for greatness. Furthermore, Verve College is starting PN classes with an expectable number of students and is in compliance with the completion and licensure exam pass rate set forth by ABHES and COE. Undoubtedly, Verve College wants to create an infrastructure that enables students to pursue their dreams, while learning how to positively impact the community.

Strategies for Achieving and Evaluating this Objective

When evaluating the success of our enrollment, the program institutional outcomes will definitely be analyzed and student concerns will be addressed. More specifically, during meetings, input from faculty and the advisory board will also be taken into consideration regarding student enrollment and opportunities to be successful at Verve College.

Objective #5: Develop a Plan for Expansion, while Associating itself with Other Nursing Organizations and Growing the Verve College Brand.

All in all, Verve College wants to grow and become a dominant nursing college in the state of IL. In order to better relate to people, Verve College will increase its influence by becoming more active on social media platforms. Also, to increase its brand name, Verve College management may choose to meet with nursing organizational leaders to discuss the future of education. Some organizations, Verve College may choose to affiliate itself with are the Illinois Society for Advanced Practice Nursing or the Illinois Nurse's Association.

Understandably, social media platforms, like Facebook, LinkedIn, and YouTube can help an organization better relate with its clientele, while sharing more information about the college with others. In general, Verve College can gain followers via these platforms and increase the exposure of its brand, while establishing authentic relationships with others. Also, Verve College's management is interested in formulating strategic partnerships with other relevant companies and organizations within the field of nursing.

Strategies for Achieving and Evaluating this Objective

Verve College plans to remain aggressive on social media by choosing a designated staff member that will pay attention to all of its social media pages and address student questions and concerns accordingly. Also, Verve College is going to choose to make more posts about the college, which should attract more students.

Additionally, in order to evaluate progress toward this objective, social media usage reports will be analyzed and contacts made with industry leaders in nursing will be documented.

Current and Projected Financial Resources that Provide a Basis for Initiatives Specified in the Strategic Plan

Fortunately, Verve College has been financially stable over the last few years and is in a position to make appropriate upgrades or even hire and train new staff members to achieve specific objectives. Moreover, based on the financial savvy of the Verve College management team, Verve College has been able to achieve its most of its goals and looks forward to greater success in the future. Understandably, Verve College enrollment is projected to remain stable or even increase since their remains a high demand for Licensed Practical Nurses and therefore, Verve College projects to have adequate financial resources to maintain its accreditation status, network effectively and efficiently, while exploring new resources that may benefit students.

Conclusion

Overall, the strategic plan is reviews annually by the faculty, administration, and institutional advisory committee and the results of the evaluation of progress toward achieving the objectives are documented annually.