Mission / Purpose
The Demopolis Higher Education Center is a unique educational partnership between the University of West Alabama and the City of Demopolis that offers opportunities for collaboration with other regional educational entities. This modern comprehensive learning center seeks to expand opportunities for citizens and the business community of west Alabama and beyond through academic, technical and continuing education offerings as well as a range of university services and resources.

I. Other Outcomes/Objectives, with Any Associations and Related Measures, Targets, Findings, and Action Plans

A. Goal: Address major educational issues
Address the major educational, social, cultural, and economic issues of the region and in doing so promote a positive self-image of the institution and the area.

1. Objective: Awareness
Through outreach and expanded advertising the DHEC will increase awareness of its facilities, programs and services in the surrounding community in service to the University of West Alabama.

a. Measure: Advisory Board
Continue to develop the role and functions of the advisory board to ensure the DHEC meets the needs of the community we serve.

1. Achievement Target:
The DHEC Advisory Board will bring greater awareness of programs and services of the University of West Alabama made available at the DHEC by organizing outreach efforts, revising and promoting the dual enrollment program, and creating a business and industry committee.

2. Findings (2011-2012) - Target: Met
The DHEC Advisory Board was established and held its first meeting. Committees were also established for Funding, Outreach, Business/Industry, as well as an Academic Committee. The Academic Committee met numerous times and successfully created a new plan for enhancing the dual enrollment program with local high schools. Dual enrollment increased about 25% as a result of these efforts. The results achieved by the work of the Academic Committee indicate that the board and its various committees are effective in guiding the Demopolis Higher Education Center toward reaching its goals.
3. Action Plan:
   Action Plan for DHEC Advisory Board
   Action plan to enhance the membership and role of the DHEC Advisory Board
   Established in Cycle: 2011-2012
   Implementation Status: Planned
   Priority: High
   Implementation Description: 1. Review current members of the advisory. Update and make additions or deletions as needed. 2. Review committee chairpersons to make changes as needed. 3. Convene a meeting of the board as a whole and schedule committee meetings.
   Projected Completion Date: 08/01/2013
   Responsible Person/Group: Angelia Mance, with guidance from Dr. Edwards, Dr. Taylor, and Dr. Holland
   Additional Resources Requested: None

b. Measure: Needs Assessment
   The DHEC will conduct needs assessment studies and focus groups to determine the need for credit and non-credit programs

1. Achievement Target:
   Needs assessment results will demonstrate the need for career technical training in the region.

2. Findings (2011-2012) - Target: Met
   A needs assessment study was conducted for Demopolis High School students to assess interest in programs that might be offered at or in partnership with the Demopolis Higher Education Center. The study found that approximately 50 students (almost evenly split among Juniors and Seniors) would be interested in career technical training programs if they were offered at the center. The results of this study can be used to plan future offerings at the center.

3. Action Plan:
   Needs assessments
   A plan to continually seek feedback on programs and offerings at the DHEC
   Established in Cycle: 2011-2012
   Implementation Status: Planned
   Priority: High
   Implementation Description: 1. Review success of current programs 2. Review requests for new programs 3. Evaluate enrollment and survey current and potential students 4. Create a plan for future offerings
   Projected Completion Date: 07/01/2013
   Responsible Person/Group: Angelia Mance
   Additional Resources Requested: None
c. Measure: Awareness
Through increased awareness, the DHEC will see an increase in enrollment and facility usage

1. Achievement Target:
Create new opportunities for outreach

2. Findings (2011-2012) - Target: Met
The DHEC is seeing an increase in Dual Enrollment for the Fall 2011 semester, and has increased booking for the Community Rooms by approximately 25% over the previous year. We are continuing to see an increase in usage of the facility and in the expansion of dual enrollment programs.

3. Action Plan:
Enhance awareness of the DHEC
A plan for enhancing awareness of the DHEC
Established in Cycle: 2011-2012
Implementation Status: Planned
Priority: High
Implementation Description: 1. Review current opportunities for outreach
2. Solicit input from current students, faculty, and staff on additional opportunities to increase awareness
3. Create new means to publicize the DHEC
Projected Completion Date: 07/01/2013
Responsible Person/Group: Angelia Mance
Additional Resources Requested: None

B. Goal: Provide administrative services
Provide effective administration services to support the University's mission.

1. Objective: Partnerships
The DHEC will seek business/industry partnerships and partnerships with other educational entities to expand offerings and better meet the needs of the community in service to the University of West Alabama.

a. Measure: Advisory Board
Continue to develop the role and functions of the advisory board to ensure the DHEC meets the needs of the community we serve.

1. Achievement Target:
The DHEC advisory board will serve as a network to expand partnerships for the DHEC.

2. Findings (2011-2012) - Target: Met
The DHEC Advisory Board was an effective tool in bringing about greater awareness of the DHEC to the region, and created a network among its board
members that is useful in guiding the center toward future success. Since the initial meeting, board members have partnered with the facility for various meetings and outreach events and have helped promote the center in numerous ways (as a training center, meeting facility, resource for grant partnerships, etc).

b. Measure: Partnerships
Create a list of potential partners and establish meetings to discuss partnerships

1. Achievement Target:
Create a list of potential partners and establish meetings to discuss partnerships

2. Findings (2011-2012) - Target: Met
The DHEC will establish at least one new partnership per year with business/industry that will result in mutually beneficial expanded opportunities in the local community on an ongoing basis. New partnership[s have resulted in training opportunities with state agencies and local business and industry in the past year that brought new opportunities through the region. Examples include Hazwopper and OSHA training.

3. Action Plan:
Partnerships
Continue to seek a two year partner as well as partnerships with other educational entities for the DHEC to help the center realize its role as an educational consortium
Established in Cycle: 2011-2012
Implementation Status: Planned
Priority: High
Implementation Description: 1. Review current opportunities for partnership 2. Solicit input from administration on appropriate partnerships for the center 3. Find common goals that can be shared with new partners to enhance the DHEC 4. Establish guidelines for working with new partners
Projected Completion Date: 07/01/2013
Responsible Person/Group: Angelia Mance, with guidance from Dr. Edwards, Dr. Taylor, Dr. Holland
Additional Resources Requested: None

II. Analysis Questions and Analysis Answers

A. What specific strengths did your assessments show? (Strengths)
Overall, the assessments demonstrated that the Demopolis Higher Education Center is successful at seeking input from the region served, and seeking guidance from community leaders in deciding how to best meet the demonstrated needs. Assessments were used to determine future plans for the center as well as to reflect on what has been offered in previous years. The assessments also indicated the success of establishing
new partnerships and the value of outreach during the past year. The center will continue to use assessments such as these to continue to plan for the future.

B. What specific weaknesses or challenges did your assessments show? (Weaknesses)
The assessments demonstrated that although progress has been made toward increasing enrollment in programs and awareness of the center, there is still much work to do in reaching numbers that indicate we are serving the region at our full capacity.

C. What plans were implemented?
Plans that were implemented included the Advisory Board and its various committees, and the enhancement of the dual enrollment program. These plans are ongoing and will continue to be implemented through future planning cycles.

D. What plans were not implemented?
There were no plans that were not implemented.

E. How will assessment results be used for continuous improvement?
The center will continue to plan programs and offerings based on the assessment results. In addition, guidance from the advisory board will be continually sought and implemented on an on-going basis to increase potential partnerships and awareness of the center.

III. Annual Report Section Responses

A. Key Achievements
1. A new plan for dual enrollment was implemented at the Demopolis Higher Education Center resulting in at least a 25% increase in the number of dual enrollment students. 2. Approximately $10,000 in dual enrollment scholarship funds were donated by the community for use at the Demopolis Higher Education Center. 3. The Demopolis Higher Education Center was selected as the site for regional training presented by the Alabama Technology Network. This represents the first time that training of this type was offered in Demopolis. 4. Additional lithographs in the Basil Eade Wild Birds of America series were donated for display at the Demopolis Higher Education Center. 5. Hosted meetings with the Federal Chairman and Co-chairman of the Delta Regional Authority. 6. Established an office for Congresswoman Terri A. Sewell

B. Staff Achievements
Ms. Angelia Mance

- Received “Citizen of the Year Award” from the Demopolis Chamber of Commerce
- Served as co-author for a Department of Labor grant
- Served as a member of the Marengo County JOBS Task Force
- Served as a Consultant for the SIRIUS online course program at Florida College at Jacksonville
- Earned Instructional Design Certification from Florida State College
- Served as Consultant for the State of Michigan standardized testing program for the social studies subject area
- Served as a Consultant for the State of Minnesota standardized testing program for the social studies subject area
- Speaker, Demopolis Kiwanis Club
- Speaker, Shoals Rotary Club
- Taught Geography and UWA 101 courses at the Demopolis Higher Education Center
- Hosted over 100 professional meetings and conferences as Director at the Demopolis Higher Education Center

C. Public/Community Service

The center and its staff serve as volunteers with West Alabama Mental Health.
### ANNUAL PLAN

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<thead>
<tr>
<th>Item</th>
<th>Approved</th>
<th>Remarks</th>
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<tbody>
<tr>
<td><strong>Goals</strong></td>
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<tr>
<td>Goals are broad statements describing what the unit wants to accomplish. Goals relate to both the unit's mission and the University's mission. The goal(s) is stated as the University goal(s) a unit is attempting to meet.</td>
<td>YES ✓</td>
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<td><strong>Outcomes/Objectives</strong></td>
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<td>Outcomes and objectives are statements that describe in some detail what the unit plans to accomplish. Outcomes/objectives are associated with all applicable goals, strategic plans, standards, and institutional priorities.</td>
<td>YES ✓</td>
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<tr>
<td>Objectives are active-verb descriptions of specific points or tasks the unit will accomplish or reach. Outcomes are active-verb descriptions of a desired end result related to student learning and the unit's mission.</td>
<td>YES ✓</td>
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<td><strong>Measures</strong></td>
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<td>Measures are statements to judge success in achieving the stated outcome or objective. Measures contain information on the type of evidence and assessment tool that a unit will use to verify if stated outcome/objective has been met.</td>
<td>YES ✓</td>
<td>However, more detailed assessment procedures are needed.</td>
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<td><strong>Achievement Targets</strong></td>
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<td>Achievement targets are the thresholds that the measures must meet for the unit to determine that it has been successful in meeting its specified outcomes/objectives. Achievement targets are measurable statements.</td>
<td>YES ✓</td>
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## Self-Study

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<tr>
<th>Item</th>
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<tbody>
<tr>
<td><strong>Findings</strong></td>
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<td>Findings are indications whether an outcome/objective was met or not. Findings are put into the system under each achievement target. Findings include an interpretation of results, possible uses of results, reflection on problems encountered, indicated improvements/changes and strengths or weakness.</td>
<td>YES ✓</td>
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<td>NO</td>
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<td><strong>Action Plans</strong></td>
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<td>Action plans are detailed plans created by the unit to meet an outcome/objective that was only partially met or not met or to make improvement to those outcomes/objectives that were met but still need some strengthening. The plan includes a projected completion date, implementation description, responsible person(s)/group, resources required, and budget amount (if applicable).</td>
<td>YES ✓</td>
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<tr>
<td><strong>Annual Report</strong></td>
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<td>The Annual Report section contains information on key achievements, faculty and/or staff achievements, and community/public.</td>
<td>YES ✓</td>
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<td>NO</td>
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<tr>
<td><strong>Analysis Report</strong></td>
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<td>The unit has reflected on and created narratives for each of the following areas: specific strengths and progress made on outcomes/objectives, specific weaknesses or challenges, plans that were and were not implemented, and how assessment results will be used for continuous improvement.</td>
<td>YES ✓</td>
<td>However, more specific areas are needed regarding strengths and weaknesses</td>
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<td>NO</td>
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Approved by: [Signature of Dean or Vice President]

Received by OIE: [Signature of Coordinator of Planning and Assessment]