



GARDNER-WEBB
UNIVERSITY

School of Psychology and Counseling Strategic Plan 2020-2025

I. ENROLLMENT, RETENTION, AND STUDENT SUCCESS

Commitment 1. We will make our University a destination of first choice for an increasing number of students from around the state, from across the region, and beyond.

Objective 1. We will support the Office of Enrollment Management in their efforts to market the undergraduate psychology program and graduate counseling program offerings.

Metric 1.1. We will share, as appropriate, information about graduate programs at in-house events (such as through classroom visits (PSYC 228, PSYC 401), Psi Chi Honor Society, Psychology Club, Graduate and Professional School Fair, etc.), as measured by the number of student contacts.

Metric 1.2. We will, as appropriate and assuming financial support from the university, work with the Enrollment Management to design/review materials to be used in their strategies to market the graduate counseling programs as measured by scheduled meetings with Enrollment Management.

Metric 1.3. We will be represented at professional organization conferences by student and faculty presentation proposals as measured by data from faculty self-evaluations.

Objective 2. We will implement an Alumni Poster Program to advertise our undergraduate program.

Metric 2.1. We will have our first Alumni Poster on display in Elliott Hall by the end of the 2021-2022 academic year.

II. STRENGTHENING GWU'S FINANCIAL BASE

Commitment 2. We will increase and diversify the sources of revenue needed to sustain the growth and strengthening of our vibrant, comprehensive University.

Objective 3. We will increase revenue by offering the newly approved Marriage, Couples, and Family Concentration which will require additional coursework for students in the Clinical Mental Health Counseling Program and yield more enrollment dollars for the university.

Metric 3.1. We will introduce applicants and students enrolled in the Clinical Mental Health Counseling Program to the Concentration in Marriage, Couples, and Family as measured by the number of applicants to the counseling programs and number of students at advising events.

Metric 3.2. We will assess, as appropriate, perceptual data from students engaging in the Marriage, Couples, and Family Concentration to identify strengths and areas for improvement as measured by feedback from students.

Objective 4. We will increase revenue by offering the newly approved accelerated version of the Clinical Mental Health Counseling Program which will allow students to graduate sooner making our program more competitive with other similar programs.

Metric 4.1. We will monitor any changes in enrollment as a result of this accelerated program format as measured by enrollment numbers.

Metric 4.2. We will assess as appropriate, perceptual data from students engaging in the accelerated version of the Clinical Mental Health Counseling Program to identify strengths and areas for improvement as measured by student feedback.

Objective 5. We will find a donor to fund the naming rights for the School of Psychology and Counseling and list contacts.

Metric 5.1. We will actively seek a donor to fund the naming rights for the School of Psychology and Counseling as measured by number of contacts made in the academic year.

III. BECOME AND INDISPENSABLE PARTNER TO THE TOWN, COUNTY, AND REGION

Commitment 3. Gardner-Webb University is a private university with a very public mission. We will increase our positive impact in the broader community and in the region by partnering with those who share our interest in improving the quality of life in Cleveland County and beyond.

Objective 6. We will expand our annual Gamma Alpha Omega Counseling Symposium to invite attendance by counselors in the region and by students from other universities in the region.

Metric 6.1. We will document symposium-related contacts with counseling professionals and regional universities as well as attendance and participation in the symposium.

Objective 7. We will have students volunteer with local agencies and offer services to community members.

Metric 7.1. We will have students submit evidence of involvement in services to the community.

Objective 8. We will consult with local organization/school representatives to seek opportunities for collaborative approaches to support well-being of clients/students served.

Metric 8.1. We will document contacts with community organization/school representatives.

Objective 9. We will examine ways to promote our in-house journal (The Journal of Counseling and Psychology) in the region and beyond.

Metric 9.1. We will create a workgroup to promote the journal.

IV. RESPECT OUR HERITAGE, EXTEND OUR BRAND, AND SHARPEN OUR IDENTITY

Commitment 4. We will achieve and sustain a reputation as North Carolina's leader in Christian higher education.

Objective 10. We will intentionally incorporate GWU's institutional motto (*Pro Deo et Humanitate*) in the way that we communicate the Mission Statement of the Undergraduate Psychology Program and Graduate Counseling Programs and in program documents and events.

Metric 10.1. We will increase participation in the annual Gamma Alpha Omega Counseling Symposium as measured by attendance by emphasizing our Christian Identity as an institution of higher learning through the invitation of speakers/presenters who will address the Christian perspective on the counseling issues being discussed.

Metric 10.2. We will increase our regional influence as measured by the number of downloads by inviting authors to submit articles addressing

psychological well-being from a Christian perspective to the School of
Psychology and Counseling online Journal of Counseling and Psychology.