

**Bachelor of Applied Studies  
Fire and Emergency Response**

**Strategic Plan**

***Fire & Emergency Response Management Strategic Plan***

<b>Vision</b>	To be recognized as a Center for Excellence in the State of Wisconsin for premier Fire and Emergency Response Management education through partnerships with professional organizations, local fire departments and state agencies.
<b>Mission</b>	Assist fire and emergency response management personnel in acquiring management, leadership, critical thinking and communication skills that will expand their career perspective promote lifelong learning and enrich their personal and civic life.

<b>Objectives</b>	<b>Measures</b>	<b>Responsible Person</b>	<b>Evaluation Period</b>
<b>Curriculum</b> Advisory Committee to review current curriculum. Advisory Committee to recommend future curricular changes. In 2016, recommendations to divide the core curriculum into two emphases. Implementation began in Fall 2017. An emphasis in Fire and Emergency Administration Management was developed and implemented in Fall 2018.	Committee meets annually.	Program Manager (PM)	Annually ongoing
<b>Partnerships</b> Establish and maintain partnerships with WI Fire & EMS professional organizations. Establish and maintain articulation agreements with Wisconsin Technical College System schools. Establish and maintain partnerships with local area Fire and EMS departments.	Number of organizational memberships; review of articulation agreements; participation in community events.	PM	Annually ongoing
<b>Marketing</b> Review and update marketing plan and costs established by Marketing unit. Determine signage and giveaways for conference attendance. Assist in providing names for new ad campaigns to Marketing.	Establish plan review New signage and giveaways List of students	Marketing PM Director	Annually
<b>Recruitment</b> Establish and update annually the travel schedule. Make visible who are partners are on the website. Seek reciprocal linking to partners' website. Recruit students and potential instructors for degree; increasing the number of Fire/EMS instructors in the degree program.	New Travel Schedule Website updates; see site Website updates; see site Increase in student enrollment; increase in instructors	PM Marketing PM PM	Annually ongoing Annually
<b>Staffing</b> Additional staff hires with growth of the program. Seek and achieve external accreditation for the program.  Seek new articulation agreements with schools in the Midwest. Review and revise the Master Plan of Education biannually.	New staff hired Submission of self-study, etc.  Seek new and update contacts. Biannually	Director PM  PM PM	As needed 2015, 2020 Ongoing

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<i>Resources</i>	<i>Measures</i>	<i>Responsible Person</i>	<i>Evaluation Period</i>
<b>Personnel</b> Our unit is comprised of the following positions, Executive Director, Program Assistants, Director of Curriculum and Instruction, Director of Advising Director of Continuing Education, Advisors, Outreach Program Manager(s) and Program Assistants..  We do receive assistance from the campus Marketing staff.		PM Director	Annually
<b>Finance</b> OCE has a dedicated budget analyst that assistance in preparing, reconciling and reporting of each program's financial status.		PM Director	Annually
<b>Facilities</b> This program is delivered through the online learning environment Canvas and is supported by the university IT department.  OCE instructors are supported by the OCE Director of Curriculum and Instruction and the campus Instructional Designer staff for all faculty and instructors. A new distance learning platform will begin in Summer 2019-Canvas.		IT & Instructional Design Staff	Annually  ongoing

Master of Public Admin, offered Online with an emphasis in Fire and Emergency Administration and Management (FEAM).	Assessment was developed And completed by MPA faculty.	Online & Emphasis proposal was presented to the campus and approved Spring 2017.	Instructors identified, for emphasis, syllabus prepared for offering of courses.	MPA online & FEAM added to the course rotation, Fall 2018.
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*Division of Online and Continuing Education*

*Organizational Structure for Fire & Emergency Response Management Degree*

