

# Haywood Community College Strategic Plan for 2021-2026

*Focused on 2024-2025*

## VISION

To Enrich Everyone Through Education

## MISSION

We serve the educational needs and economic growth of our community, by promoting lifelong student learning and success.

## VALUES (SCEnIC)

- Support: Providing a helpful and encouraging environment where exceptional learning and experiences can exist.
- Collaboration: Working together for a shared purpose by fostering positive and productive relationships with diverse populations throughout the college and our community.
- Excellence: Striving for the ongoing pursuit of the highest quality inside and outside the classroom.
- Integrity: Maintaining honest and open relationships, utilizing strong ethical principles, in everything we do.
- Creativity: Encouraging thinking and exploring beyond the bounds of traditional ideas.

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Goals are defined for a 5-year period. The Objectives defined herein are for the 2024-2025 academic year only. Further objectives will be defined in the second half of the academic year for the following academic year.

Goal 1 Increase enrollments by 5% over a three-year period college wide, with a focus on targeted populations (eg. high school, adult learner, workforce continuing education, career & technical education, college transfer) and an emphasis coming from Haywood County residents (Enrollment).

- Objective 1 – Develop and execute a formal strategic enrollment management plan that focuses on increasing the variety of the student body and prioritizes programming that proactively responds to community and student needs.
- Objective 2 – Develop standardized metrics for enrollment in targeted populations and programs with a plan to create tactics for improvement.
- Objective 3 – Creation of holistic onboarding processes in coordination with NCREconnect to increase new student enrollment.

Goal 2 Consistent year-over-year improvement on our engagement levels with students, alumni, community, and employees (Engagement).

- Objective 1 – Use a variety of measurement tools to track student engagement with a focus on tracking communication method success and event/meeting attendance. Review trends to determine which methods are most effective and how to strengthen those not.
- Objective 2 – Create an alumni engagement plan to engage and connect with students following graduation consisting of event invitations and sharing success stories.
- Objective 3 – Engage with our community in a variety of ways to increase overall brand awareness. Tracking community events in a new way will allow proper examination of the events which will be included in the formalized recruitment plan.
- Objective 4 – Engage with employees on a variety of levels to encourage organic program marketing, community involvement, and overall awareness of campus happenings.

Goal 3 Progress on our short- and long-term facilities and infrastructure needs based on our comprehensive infrastructure, academic, and facilities master plan. (Facilities & Infrastructure).

- Objective 1 – Develop a formal, comprehensive, and well-integrated technology, infrastructure, and facilities roadmap.
- Objective 2 – Conduct annual evaluation to prioritize capital projects needs
- Objective 3 – Create a communication strategy to inform faculty, staff, and students about the progress and future plans for capital improvements and projects.

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Goal 4 Meet or exceed expectations on employee engagement, diverse representation, people development, and talent recruitment, based on a defined workplace culture of excellence, well-being, and high performance (Talent).

- Objective 1 – Improve and grow employee satisfaction by listening to employee needs and then developing planning and execution strategies relative to these needs.
- Objective 2 – Provide meaningful and frequent employee professional development opportunities.
- Objective 3 – Monitor, measure, and respond to employee turnover; perform proactive planning for transitions.

Goal 5 Increase student success metrics by 5% over a three-year period, to ensure students are progressing on or meeting their goals and the college is providing skilled workers to the community (Growth).

- Objective 1 – Monitor the standardized set of student success data indicators (graduation rate, retention rate [fall-to-fall, fall-to-spring], course success rate [fall, spring]).
- Objective 2 – Increase student completion rate of course evaluations to 40%.
- Objective 3 – Implement a strategic retention plan for all instructional program areas.
- Objective 4 – Develop a standardized set of student success data indicators for continuing education / workforce development.