

2018-2023 Strategic Goals

Increase Enrollment

1. Implement a strategic enrollment management plan for student recruitment and admittance to increase student enrollment.
2. Implement a student success plan to improve retention and degree completion.
3. Revise the institution scholarship program for improved effectiveness in recruitment and retention of students.
4. Continued development of current programs to reach new student populations and evaluate programs in order to support retention and completion.

Expand Resource Base

1. Expand the resource base of the institution.
2. Create a major gift strategy.
3. Articulate a clear narrative regarding the Endowment Scholarship Fund.
4. Expand participation to Trustees and other advisors.

Launch Graduate Programs

1. Continued planning of graduate programs.
2. Market and recruit for the first group of graduate students upon approval from accrediting agencies.
3. Launch graduate program (or programs).
4. Develop additional graduate programs and/or extension campus.

Modernize Campus Facilities

1. Continued improvement of IT infrastructure in classrooms, offices, and other campus spaces.
2. Improve recreational spaces.
3. Update the Campus Master Plan.
4. Create an ADA Compliance Master Plan.

Promote the College with Targeted Initiatives

1. Implement a comprehensive and integrative marketing strategy.
2. Continued expansion of the Next Level program.
3. Promote faculty service to constituents.