

Strategic Directions and Goals

Transforming Lives: Everything we do is driven by our commitment to the success of our students.

- We will be the college of choice for a wider range of students.
- We will meet students where they are and take them where they want to be regardless of previous educational preparation, socio-economic status, race or gender.
- We will increase the percentage of students completing degrees, diplomas, and certificates.
- We will offer educational programs and services that are responsive, flexible and of the highest quality.
- We will expand course and program delivery through various regional sites, modality methods, partnerships and alliances.

Ongoing Pursuit of Excellence: We will only achieve excellence through the growth, development, and nurturing of our most valuable resource, our people.

- We will recruit and retain exceptional faculty and staff that reflect the global environment in which we live.
- We will establish a culture of trust and respect through open communication.
- We will provide a comprehensive professional development program.
- We will recognize and reward performance based on vision, mission, and values.

Culture of Continuous Improvement: We will embrace a culture of data driven decision making to systematically evaluate the effectiveness of our programs and services and use the results for continuous improvement.

- We will implement strategies to measure outcomes and analyze results to improve the college's effectiveness and excellence.
- We will engage in strategic and operational planning to build a culture of continuous improvement.

Strengthening Communities: We will be the preeminent catalyst for workforce and economic development in our service region and the state.

- We will proactively engage in community development throughout the region through partnerships, coalitions, strategic alliances.
- We will be proactive and responsive to the needs of business and industry.

Communicating our Mission: We will establish a strong brand identity to ensure widespread recognition of our role in and value to the communities we serve.

- We will develop a consistent and high-quality brand image.
- We will effectively communicate the College's values to all its constituencies.

Ensuring Sustainability and Growth: We will enhance existing revenue streams and identify new sources of funding to expand and improve the College's services.

- We will position the college to maximize all funding sources.
- We will advance the institution through comprehensive and successful grant writing that is aligned with the overall strategic plan.
- We will ensure campus facilities are modern, safe and environmentally efficient.