HALIFAX COMMUNITY COLLEGE

INSTITUTIONAL GOALS & OBJECTIVES

2009-2013

I. To ensure a qualified workforce by providing high quality, accessible, flexible training and transfer programs to a diverse student population.
   A. Provide technical and vocational education leading to an associate in applied science degree, a diploma, or certificate that meets the employment needs of the community.
   B. Provide a two-year college transfer program to facilitate enrollment in a four-year college or university or entry in today’s high skilled, global workforce.
   C. Provide appropriate support services for students.
   D. Meet North Carolina Community College System annual critical success factors performance measures.

II. To ensure that graduates of the Associate Degree Programs (AA/AS/AAS) are competent in the following areas:
   A. Communicate effectively in reading, writing, and oral communication.
   B. Demonstrate fundamental mathematics skills.
   C. Demonstrate positive life skills applicable in the workplace.
   D. Demonstrate competency and information literacy through use of computers.
   E. AAS graduates will perform specialized technical skills related to their program major.

III. To support economic development in the Roanoke Valley.
   A. Provide continuing education programs to support the on-going training and retraining needs of the workforce.
   B. Offer programs and services to support business and industry.
   C. Offer enrichment courses and cultural events that contribute to the quality of life.
   D. Participate in regional economic development activities.
IV. To enhance the Enrollment Management Program
   A. Develop a comprehensive admissions and recruitment program to attract diverse student populations to the college.
   B. To increase enrollment by ten percent over the next four years.
   C. Increase faculty and staff training in enrollment management, recruitment, retention, financial aid, and academic advising, in order to effectively communicate with prospective and current students.
   D. Build a clear framework between Enrollment Management, Institutional Effectiveness, and Student Learning Outcomes to guide decisions and priorities and assess accountability measures.

V. To upgrade the foundation of basic skills of the adult population to meet individual and workforce needs.
   A. Offer ABE (Adult Basic Education) and GED (General Education Development) programs at accessible times and locations.
   B. Progress of Basic Skills Students will be at least seventy-five percent.
   C. Provide compensatory education for adults with special needs.
   D. Offer developmental education courses to enable students to attain the basic skills necessary to enter and succeed in curriculum programs.

VI. To assure effectiveness in instructional programs, support services, and administrative processes.
   A. Develop a comprehensive institutional effectiveness program implementing appropriate planning and assessment.
   B. Implement appropriate management practices.
   C. Implement effective and efficient use of technology.
VII. Increase Public Awareness of the College

A. Continually develop and implement a strong community outreach program designed to enhance the programs of the college and the community it serves.

B. Provide a healthy, safe, and aesthetic campus environment that is inviting to all.

C. Establish a strong alumni association.

D. Increase public awareness of the college through electronic and print advertisement.

E. Create promotional materials that bridge generational technology gaps and cultural differences.

Approved by Board of Trustees on April 28, 2009