

Strategic Plan 2017 - 2022

“Building Pathways to Success”

The 2017-2022 Strategic Plan called “Building Pathways to Success” is designed to give direction to Halifax Community College (HCC) as we move forward into an era of accountability, demand for outcomes and use of results for decision-making and continuous improvement in higher education. The focus is on two-year degree completion, four-year transfer programs, increasing graduation rates and job-skills training. The key focus is on student success and the ability to contribute to the economic development of the community.

We are optimistic that our plan will be effective in yielding the results that meet the educational needs of our students and community in an ever-changing global environment that is impacted with rapid changes in technology.

Mission

HCC strives to meet the diverse needs of our community by providing high-quality, accessible, and affordable education, training and services for a rapidly changing and globally competitive marketplace.

Vision

HCC will continue to be a catalyst for educational, cultural and economic progress in the Roanoke Valley by anticipating and responding to the needs of an evolving global community.

Values

Integrity: We uphold the ethical standards of truth, humility, respect and fairness to all people.

Service: We actively support serving our community through our participation and collaboration in meaningful activities.

Continuous Learning: We value the process of teaching and life-long learning by maintaining a culture of excellence in a student-centered environment.

Collaboration: We promote the combined efforts of all stakeholders in accomplishing our common goals by fostering open communication and strengthening our partnerships.

Accessibility: We provide pathways and support to all who seek educational opportunities, personal enrichment and a higher quality of life.

Innovation: We embrace new and creative approaches to improve the quality of education and services for our community.

Diversity: We believe an appreciation of differences adds to the richness of our students, our learning environment and our community.

Accountability: We take responsibility for continuous quality improvement, student success and focused outcomes, serving the expressed needs of our community.

100 College Drive
P.O. Drawer 809
Weldon, North Carolina 27890
www.halifaxcc.edu
252-536-HCC1 (4221)



**Halifax
Community College**
“Building Pathways
to Success”

**Strategic Plan
2017 - 2022**



**Using Data for Decision-Making
and Continuous Improvement**

Approved by the Board of Trustees
June 27, 2017

Strategic Plan Initiatives

Goal I: To promote academic excellence in teaching and learning.

- 1.1 Develop and implement strategies to strengthen student learning outcomes and raise academic achievement in credential attainment, transfer and graduation
- 1.2 Implement an early alert process to facilitate intentional advising in order to increase persistence and graduation
- 1.3 Integrate global perspectives and experiences in the curriculum
- 1.4 Strengthen and expand the role of technology in the curriculum and online courses
- 1.5 Engage students in co-op and work-based learning opportunities to enhance employability and transferable skills
- 1.6 Develop and implement mentorship program for students and faculty to strengthen teaching and promote learning
- 1.7 Implement instructional strategies to meet diverse student needs
- 1.8 Review courses to enrich pedagogy and to enhance soft skills, computer literacy and critical-thinking skills in student learning outcomes
- 1.9 Implement professional development for continuous quality improvement in teaching and learning
- 1.10 Recognize and reward faculty, staff and students for excellence in service and academic accomplishments

Goal II: To ensure a qualified workforce by providing high quality, accessible and flexible educational programs to a diverse population.

- 2.1 Explore and provide professional development opportunities to enhance faculty credentials to meet new workforce demands
- 2.2 Seek and develop new curriculum programs and delete programs that are no longer viable
- 2.3 Create pathways of success to increase program-specific certification
- 2.4 Ensure students communicate effectively in reading
- 2.5 Ensure students communicate effectively in writing
- 2.6 Ensure students communicate effectively in oral communication
- 2.7 Ensure students demonstrate fundamental mathematics skills
- 2.8 Ensure students demonstrate competency and information literacy through the use of computers

Goal III: To enhance quality of life and support economic development in the Roanoke Valley.

- 3.1 Develop, implement and evaluate workforce and continuing education programs and services to meet the needs of the citizens of the Roanoke Valley
- 3.2 Provide training to meet the needs of business and industry
- 3.3 Create and actively engage business and industry advisory boards to advise on workforce development needs
- 3.4 Build a collaborative plan with admissions and continuing education to facilitate increase in enrollment for curriculum programs

Goal IV: To execute a comprehensive institutional effectiveness plan and process of evaluation and assessment toward successful retention of accreditation.

- 4.1 Develop, implement and evaluate a comprehensive institutional effectiveness and assessment plan
- 4.2 Develop, implement and evaluate academic programs using student learning outcomes, NCCCS performance measures, program-specific outcomes and accreditation standards
- 4.3 Develop and implement QEP to meet the quality enhancement plan goals and SACS requirements
- 4.4 Prepare, write and submit 10-year reaffirmation SACS report

Goal V: To strengthen private and public financial support for the college and students.

- 5.1 Develop and implement a comprehensive plan for internal and external fundraising to increase restricted and non-restricted funds
- 5.2 Set yearly benchmarks for increasing Foundation funds to \$2 million by 2022
- 5.3 Develop and implement a plan to increase alumni engagement and community support
- 5.4 Develop, implement and evaluate a comprehensive marketing and public relations plan to enhance community relations and college visibility
- 5.5 Develop and implement strategies to increase enrollment and FTE
- 5.6 Seek public and private grant-funding opportunities for the college
- 5.7 Develop, implement and evaluate advising techniques/practices that influence retention and persistence thereby increasing student success and funding for the college

- 5.8 Provide viable and successful support services for student academic success, retention, persistence and graduation
- 5.9 Develop innovative ways in sustaining financial aid opportunities for students and the college

Goal VI: To enhance the campus environment.

- 6.1 Conduct a facilities use and feasibility study to meet facility needs for instruction and develop a plan to meet identified needs
- 6.2 Develop and implement a facilities and grounds maintenance plan
- 6.3 Review and update the Disaster Recovery and Business Continuity Plan(s)
- 6.4 Review and update the Shooter/First Responders and Crisis Management Plan(s)
- 6.5 Gain bond plan approval by the Board of Trustees for new structure

Goal VII: To implement strategies to meet NCCCS Performance Measures annually.

- 7.1 Develop strategies to increase the percentage of students who transfer to a four-year institution and earn a 2.25 GPA or better after two consecutive semesters to meet NCCCS Performance Measure annually (87.6%)
- 7.2 Develop strategies to increase the percentage of students attempting and earning at least 12 credit hours within their first academic year to meet NCCCS first progression Performance Measures annually (75%)
- 7.3 Develop strategies to increase the percentage of students passing licensure and certification exams to meet NCCCS Performance Measure annually (90.9%)
- 7.4 Develop strategies to increase the percentage of credential-seeking students who graduate or transfer to meet NCCCS Performance Measures for curriculum completion annually (51.9%)
- 7.5 Develop strategies to increase the percentage of students who progress as defined by educational functioning level to meet NCCCS Basic Skills Student Progress Measure annually (68.3%)
- 7.6 Develop strategies to increase the percentage of first-time associate degree and transfer-pathway students within their first two academic years to meet the NCCCS Performance Measure for Credit English annually (55.9%)
- 7.7 Develop strategies to increase the percentage of first-time associate degree and transfer-pathway students within their first two academic years to meet the NCCCS Performance Measure for Credit Math annually (32.5%)