

Northwest-Shoals Community College

STRATEGIC PLAN
2019 - 2024



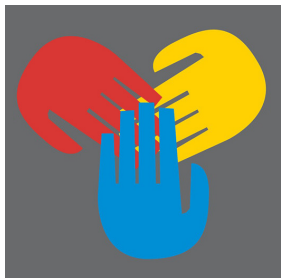
Northwest-Shoals Community College **Strategic THEMES for 2019-2024**



Achieving Academic Excellence



Forming Strategic Stakeholder Partnerships



Creating a Meaningful Faculty/Staff Culture



Advancing Student Engagement



Promoting Recruitment & Enrollment

Northwest-Shoals Community College

Strategic GOALS for 2019-2024

Theme	Goal
Achieving Academic Excellence	Northwest-Shoals Community College will provide innovative, responsive, relevant, and accessible educational programs which assist in the development of a trained workforce that meets the current and future needs of business, industry, and the community.
Forming Strategic Stakeholder Partnerships	Northwest-Shoals Community College will establish and maintain supportive relationships with area stakeholders - primarily business, industry, and education - responding to the diverse needs of the community.
Creating a Meaningful Faculty/Staff Culture	Northwest-Shoals Community College will foster a faculty/staff culture that encourages a unified purpose to support student learning, an environment to professionally thrive, and all personnel to improve where they work and serve.
Advancing Student Engagement	Northwest-Shoals Community College will provide an exceptional experience in student service, student engagement, and instructional services.
Promoting Recruitment & Enrollment	Northwest-Shoals Community College will promote strategies to improve overall enrollment and increase retention, completion, and graduation rates.

Strategic Theme - **Achieving Academic Excellence**

Strategic Goal 1

Northwest-Shoals Community College will provide innovative, responsive, relevant, and accessible educational programs which assist in the development of a trained workforce that meets the current and future needs of business, industry, and the community.

Objectives

Northwest-Shoals Community College will:

- Promote an overall learning-centered environment
- Implement best practices and utilize new and evolving learning technologies and strategies that support a learning-centered environment
- Strengthen professional development for effective teaching/learning practices and environments in both traditional and distance delivery formats
- Foster a data-driven culture of student success and utilize data to improve student learning in all educational programs
- Develop and deliver innovative educational programs based on best practice methods of pedagogy that promote student success
- Ensure the relevance of all educational programs through ongoing curriculum development and program reviews

Strategic Theme - **Forming Strategic Stakeholder Partnerships**

Strategic Goal 2

Northwest-Shoals Community College will establish and maintain supportive relationships with area stakeholders - primarily business, industry, and education - responding to the diverse needs of the community.

Objectives

Northwest-Shoals Community College will:

- Initiate and maintain relationships with business, industry, and educational partners to ensure program relevance
- Increase connections with K-12 and universities with an emphasis on developing career/academic pathways for students
- Invite stakeholders to participate in College activities
- Work with business/industry partners to establish shared goals to benefit students
- Work with area partners to create a skilled, ready workforce by responding to the training and academic needs the diverse business/industry community

Strategic Theme - **Creating a Meaningful Faculty/Staff Culture**

Strategic Goal 3

Northwest-Shoals Community College will foster a faculty/staff culture that encourages a unified purpose to support student learning, an environment to professionally thrive, and all personnel to improve where they work and serve.

Objectives

Northwest-Shoals Community College will:

- Engage employees in continuous improvement initiatives
- Ensure part-time employees are engaged and supported in the learning environment at the college
- Encourage the understanding, analysis and interpretation of data for all personnel to inform decision making
- Prepare employees to anticipate and respond appropriately to issues within a college-wide framework
- Facilitate a more collaborative and cohesive work environment in line with the College's mission and goals
- Promote communication and cross-functional collaboration to support student learning

Strategic Theme - **Advancing a Culture of Student Engagement**

Strategic Goal 4

Northwest-Shoals Community College will provide an exceptional experience in student service, student engagement, and instructional services

Objectives

Northwest-Shoals Community College will:

- Foster a data-driven culture of quality improvement and utilize data to improve customer service in all student oriented areas
- Utilize information from a variety of sources to highlight exemplary customer service as well as improve those areas needing assistance
- Focus on increased opportunities for student engagement both in and outside the classroom
- Promote a culture focused on the educational and service needs of the student rather than the structure and needs of the College
- Develop and implement student engagement activities to improve professional skills as a component of student success

Strategic Theme - **Promoting Recruitment & Enrollment**

Strategic Goal 5

Northwest-Shoals Community College will promote strategies to improve overall enrollment and increase retention, completion, and graduation rates.

Objectives

Northwest-Shoals Community College will:

- Increase public knowledge of the educational opportunities and services at the College
- Increase enrollment
- Provide educational programs that meet the demand of potential students and employers in the region
- Optimize efficiency in course scheduling and enrollment
- Leverage distance education offerings to meet student enrollment needs
- Increase student retention through student success and student support initiatives
- Increase the number of student completions (Credentials, certifications, etc.) and increase graduation rates