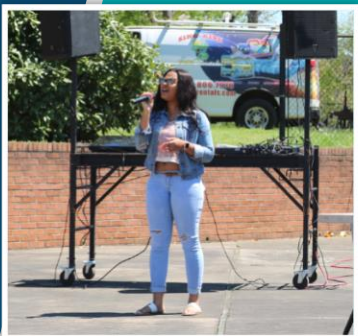


UKNIGHTED PLAN



DCC

Danville Community College

STRATEGIC PLAN 2019-2020

UKNIGHTED PLAN



Danville Community College's Strategic Plan 2019-20

Strategic Priority 1:

Student Success & Academic Support Services

GOALS

- 1.1:** Provide students with optimal support to ensure success by fully implementing the 2019-20 *Student Success Plan* to achieve: 1) an increase in Fall-to-Spring retention in 2019-20 to 73.5% compared to 70.9% Fall-to-Spring retention in 2018-19, 2) a 5% increase in the number of total graduates and overall awards conferred in 2019-20 compared to 2018-19, and 3) a 10% increase in club and organization participation.
- 1.2:** Guide students to set and meet academic goals, including a personalized education plan, through the execution of the fifth year of the Quality Enhancement Plan - “*Academic Goals: Engaging, Navigating, and Training for Success*” - to collect 100% of available QEP datasets for inclusion in the QEP Impact Report by June 30, 2020.
- 1.3:** Provide students with a coherent, shared experience and educational foundation by implementing the new *General Education Competencies Assessment Plan* to assess quantitative literacy and written communication in year one with the expectation that at least 60% of students will score a 3 or higher out of 5 on all assessment rubrics for designated courses.
- 1.4:** Enhance student services to increase student satisfaction with their experiences with DCC's student services, with a focus on improving student satisfaction with the helpfulness of tutoring services, academic advising, and transfer services by 10% each compared to 2018-19.
- 1.5:** Engage 100% of faculty in student success initiatives to support student achievement.
- 1.6:** Expand Outreach to Youth, At-Risk and Special Populations by increasing participation by at least 5% compared to 2018-19.

Strategic Priority 2:

Enrollment Stabilization & Growth

GOALS

- 2.1:** Fully implement the 2019-20 *Enrollment Management Plan* to achieve: 1) a Fall 2019 non-dual enrollment headcount in credit programs that meets or exceeds 1,795, 2) a Spring 2020 non-dual enrollment headcount in credit programs that meets or exceeds 1,741, and 3) a 20% increase in applications in Fall 2019 compared to Fall 2018.
- 2.2:** Accelerate and streamline communication and services with Business and Community Partners of Danville Community College's Workforce Services Programs to increase enrollment by 5%.
- 2.3:** Attract an increased number and diversity of students through proactive communication and engagement in the community to increase enrollment of first-time-at-DCC students by 5% compared to 2018-19.
- 2.4:** Explore and implement non-traditional and innovative instructional program methods and content delivery resulting in increased enrollment.

Strategic Priority 3:**Organizational Excellence & Continuous Improvement****GOALS**

- 3.1:** Ensure evaluation and continuous improvement within all core areas of the College.
- 3.2:** Foster a system in which 100% of innovative ideas to improve a Danville Community College process, service, challenge, or program that is formally submitted by DCC Personnel are evaluated.
- 3.3:** Create and sustain a campus climate that embraces diversity and inclusion for all campus members to feel welcomed, supported, included and valued by the College and each other.

Strategic Priority 4:**Financial Sustainability & College Resource Stewardship****GOALS**

- 4.1:** Position Danville Community College for future growth, development, and profitability by analyzing all areas.
- 4.2:** Increase and diversify Danville Community College revenue streams through fully executing a comprehensive institutional advancement fundraising plan.

Strategic Priority 5:**Strategic Communications & Marketing****GOALS**

- 5.1:** Track all identified prospects to promote a seamless internal process of converting leads to enrolled students.
- 5.2:** Analyze 100% of the service region and identify unleveraged market segments to inform the comprehensive marketing plan for FY 2020 and FY 2021.
- 5.3:** Increase DCC brand footprint at Southern Virginia Higher Education Center (SVHEC) in support of a 15% increase in credit hour enrollment in Halifax County.
- 5.4:** Develop and distribute a DCC brand standards guide and ensure 100% college-wide compliance with brand quality and consistency.
- 5.5:** Position Danville Community College as the region's "educational resource of choice" for delivering prepared students via excellent Academic Programs, Workforce Services, and short-term training.
- 5.6:** Increase the cohesiveness, consistency, and clarity of Danville Community College's communications.