2024-2025 Strategic Plan Strategies

(Note: Blue text represents duplicated strategies across more than one priority theme.)

Priority Theme #1: Student Enrollment, Engagement & Completion

1. Create no fewer than 5 new programs and/or certificates aligned to existing or emerging workforce demand. [Academic Affairs #1]

2. Improve College scheduling practices: 1) increase enrollment at all campuses/centers by 4% year on year; 2) increase hybrid and/or 8-week session options for students by 3% in one year (current baseline: 9% of courses are offered in hybrid modality.) [Academic Affairs #2]

3. Increase number of industry-recognized credentials awarded by 15%. [Academic Affairs #3]

4. Develop a first-year experience plan with the goal of improving retention rates for new students. [Academic Affairs #4/Student Success #4]

5. Collaborate with program directors and chairs to outline effective recruitment, enrollment, and retention strategies. Establish realistic enrollment goals for each academic program. [Academic Affairs #5]

6. Invest in state-of-art technology infrastructure. [Information Technology #1]

7. Invest in and train personnel to develop, implement, and launch customized technology-based training. [Information Technology #2]

8. Develop a data dictionary to help guide departments in understanding campus data elements and ensure data integrity for proper campus decision making. [Information Technology #4]

9. Develop and maintain a progression plan to transition the College's systems to a cloud-based platform. [Information Technology #5]

10. Develop and maintain an equipment replacement schedule for aging hardware and incorporate it into the annual budgeting process. [Information Technology #6]

11. Update the College's website to ensure academic program information is accessible, accurate, navigable, and appealing to prospective students. [Strategic Communications #3]

12. Ensure the College's website is mobile friendly. [Strategic Communications #4]

13. Prioritize advertising and communication strategies to ensure Associate in Arts and Health Sciences programs meet enrollment objectives. [Strategic Communications #5]

14. Assess, modify, and improve the student onboarding process to create a streamlined experience for students from application to registration. (Increase percentage of completed applications and registered students each term until term-to-term comparisons are available.) [Student Success #1]

15. Work with Institutional Research to identify where the College is losing students prior to completing the Associate in Arts and develop strategies to retain these students. [Student Success #2]

16. Develop strategies to increase Health Sciences enrollments. [Student Success #3]

17. Collaborate with program directors and chairs to outline recruitment, enrollment, and retention strategies that focus on the utilization of student success technology and define the enrollment goals for each academic program. [Student Success #5]

Priority Theme #2: Sense of Community

1. Hold at least five employee engagement events for FY25. [Human Resources #1]

2. Create and roll out supervisor training to all supervisors before the end of CY24 (even if phases are necessary). [Human Resources #2]

3. Hold or participate in at least three focus group events to gain insight on employee and campus/center engagement (i.e., attend round table discussions for faculty at convocation) throughout FY25. [Human Resources #3]

4. Plan at least three employee wellness events/activities (i.e., Health & Wellness Fair, health challenges, etc.). [Human Resources #4]

5. Hold 2-3 volunteer opportunities throughout FY25 (i.e., collect goodies for the Raider pantry at Christmas, have the dunk tower for Field Day, hold a volunteer opportunity with CBA). [Human Resources #5]

6. Invest in state-of-art technology infrastructure. [Information Technology #1]

7. Invest in and train personnel to develop, implement, and launch customized technology-based training. [Information Technology #2]

8. Provide adequate and ongoing support to faculty and staff in using technology. [Information Technology #3]

5. Develop and maintain a progression plan to transition the College's systems to a cloud-based platform. [Information Technology #5]

6. Develop and maintain an equipment replacement schedule for aging hardware and incorporate it into the annual budgeting process. [Information Technology #6]

7. Address the efficiency and effectiveness of the on-boarding process. [Information Technology #7]

Priority Theme #3: Culture of Service & Stewardship

1. Increase number of industry-recognized credentials awarded by 15%. [Academic Affairs #3]

2. Increase marketing efforts for Mattie Kelly Center Arts Center, Art Gallery, and the Northwest Florida Symphony Orchestra events to promote the College as a cultural hub for the region. [Strategic Communications #1]

3. In collaboration with the Foundation and Raider Athletics, prioritize marketing and public relations efforts to ensure a successful Sound the Siren athletics campaign. [Strategic Communications #2]

4. Hold 2-3 volunteer opportunities throughout FY25 (i.e., collect goodies for the Raider pantry at Christmas, have the dunk tower for Field Day, hold a volunteer opportunity with CBA). [Human Resources #5]