Bladen Community College's 2022-2027 Strategic Plan

Student Centered • Future Focused

Bladen Community College Mission Statement

Bladen Community College is dedicated to the educational and cultural enrichment of the local and global communities it serves. The college is committed to quality teaching through both distance and on-site environments for high-order learning, college transfer preparation, workforce development training, and entrepreneurship opportunities.

Bladen Community College Vision Statement

Bladen Community College will provide student-centered, future-focused and sustainable educational opportunities to enhance the quality of life for everyone it serves.

Goal 1: Student Success
The college will increase student enrollment, fall to fall student retention rates, and completion.

1.A The college will increase total student enrollment.

Objective 1A.1: Create a centralized advising system to holistically support students
- Strategy 1A.1.1: Train current and newly hired Center for Student Success and Engagement staff on the Adaptable Holistic Advising model
- Strategy 1A.1.2: Regularly assess the effectiveness of the implementation of the Adaptable Holistic Advising model and make necessary improvements
- Strategy 1A.1.3: Collaborate with the QEP Implementation Team to ensure NACADA resources and updates are shared and used effectively

Objective 1A.2: Develop and implement a recruitment and enrollment strategy that focuses on recruitment for the male student population and underserved populations
- Strategy 1A.2.1: Establish regular recruitment efforts within the community, including recruitment booths at agencies, such as DMV, Social Services, and others
- Strategy 1A.2.2: Use Aviso to track student recruitment and referrals to advising

Objective 1A.3: Develop a multi-year extensive marketing plan to include all social media outlets, news outlets, college website, and publications to ensure all parts of the county are reached
- Strategy 1A.3.1: Assess the college's market position and identify special target audiences
- Strategy 1A.3.2: Improve brand identity to promote community awareness and enhance BCC's reputation in the service area
- Strategy 1A.3.3: Implement an integrated marketing approach to communication, marketing strategies, and efforts from various groups and/or departments across the college
- Strategy 1A.3.4: Create and implement marketing activities to increase student enrollment
- Strategy 1A.3.5: Evaluate the effectiveness of marketing activities through data-driven research methods

Objective 1A.4: Make data informed decisions using data dashboards created through the IE office
- Strategy 1A.4.1: Collaborate with IT to build dashboards that provide data on enrollment, demographics, FTE, and student success and retention
- Strategy 1A.4.2: Collaborate with Instruction, Student Services, Business Office, and Institutional Advancement to provide additional data dashboards on functions essential for planning and growth in various divisions
- Strategy 1A.4.3: Enhance predictive analytics derived from data dashboards

I.B The college will increase fall to fall student retention rates.

Objective 1B.1: Fully implement and integrate Aviso into the student support system
- Strategy 1B.1.1: Train current and newly hired Center for Student Success and Engagement staff on the different Aviso functions, specifically those pertaining to Aviso administrative rights
- Strategy 1B.1.2: Track referrals and ensure that interventions are addressing student support system and impacting student retention and completion

Objective 1B.2: Create a centralized advising system to holistically support students
- Strategy 1B.2.1: Train current and newly hired Center for Student Success and Engagement staff on the Adaptable Holistic Advising model

- o Strategy 1B.2.2: Regularly assess the effectiveness of the implementation of the Adaptable Holistic Advising model and make necessary improvements
- o Strategy 1B.2.3: Collaborate with the QEP Implementation Team to ensure NACADA resources and updates are shared and used effectively

Objective 1B.3: Increase the knowledge and awareness of endowments, scholarships, and emergency funds offered to students
- o Strategy 1B.3.1: Develop a quick reference guide to provide information on scholarship description and selection criteria
- o Strategy 1B.3.2: Highlight endowments and special funds on the website on a rotating schedule
- o Strategy 1B.3.3: Revise Employee Giving Form
- o Strategy 1B.3.4: Create messaging for Moodle landing page highlighting Foundation support
- o Strategy 1B.3.5: Create a Foundation brochure for marketing

Objective 1B.4: Develop and implement early career explorations for students
- o Strategy 1B.4.1: Organize career exploration events
- o Strategy 1B.4.2: Train current and newly hired Center for Student Success and Engagement staff on how to guide students to research their strengths, the career requirements, job opportunities by location, and expected salaries/wages by degree

1.C The college will increase completion of degrees, diplomas, and certificates.

Objective 1C.1: Fully integrate one college model and transitions between non-credit and credit programs
- o Strategy 1C.1.1: Expand CE to CU articulations
- o Strategy 1C.1.2: Continue to cross-train CE and CU employees

Objective 1C.2: Create a centralized advising system to holistically support students
- o Strategy 1C.2.1: Train current and newly hired Center for Student Success and Engagement staff on the Adaptable Holistic Advising model
- o Strategy 1C.2.2: Regularly assess the effectiveness of the implementation of the Adaptable Holistic Advising model and make necessary improvements
- o Strategy 1C.2.3: Collaborate with the QEP Implementation Team to ensure NACADA resources and updates are shared and used effectively

Objective 1C.3: Develop a data dashboard to identify near completers
- o Strategy 1C.3.1: Collaborate with the Center for Student Engagement and Success and the registrar to provide data dashboards that identify near completers
- o Strategy 1C.3.2: Collaborate with the Center for Student Engagement and Success and the registrar to provide data dashboards that identify completers of declared and undeclared degrees, diplomas, and certificates

Objective 1C.4: Fully implement and integrate Aviso into the student support system
- o Strategy 1C.4.1: Train current and newly hired Center for Student Success and Engagement staff on the different Aviso functions, specifically those pertaining to Aviso administrative rights
- o Strategy 1C.4.2: Track referrals and ensure that interventions are addressing student support system and impacting student retention and completion

Objective 1C.5: Increase knowledge and use of Foundation emergency funds, FindHelp.org, and county support systems
- o Strategy 1C.5.1: Share Emergency Fund Policy & Procedure with faculty senate and staff council

- o   Strategy 1C.5.2: Create an emergency funds presence on the BCC website
- o   Strategy 1C.5.3: Develop a county support tool

Goal 2: Community Engagement & Business Partnerships

The college will expand community engagement and will develop partnerships with local businesses and school systems within the community.

Objective 2.1: Work closely with Bladen County Economic Development to identify occurring and new workforce needs.
- o   Strategy 2.1.1: Continue to facilitate relationships with community stakeholders and elected officials

Objective 2.2: Develop new curriculum pathways based on industry needs
- o   Strategy 2.2.1: Hold a minimum of annual advisory committee meetings to gain feedback from community partners
- o   Strategy 2.2.2: Regularly meet with industries and chamber of commerce to remain updated on industry needs

Objective 2.3: Develop and implement an apprenticeship program for students
- o   Strategy 2.3.1: Establish ongoing monthly and as needed conversations with the state apprenticeship coordinator to access new opportunities in apprenticeships
- o   Strategy 2.3.2: Brainstorm with others to develop apprenticeship opportunities

Objective 2.4: Develop and implement career connection center to foster a relationship between new graduates and employers for job placement
- o   Strategy 2.4.1: Make local businesses aware of programs offered at BCC through personal contact
- o   Strategy 2.4.2: Establish rapport with local businesses so that they share their needs with BCC
- o   Strategy 2.4.3: Pair graduates' profiles with the open positions in local businesses and assist students through the application process

Objective 2.5: Increase the external use of campus facilities by community, state, and local organizations for activities, meetings, and events on campus
- o   Strategy 2.5.1: Market BCC's campus facilities through brochures, social media, BCC website, and other marketing tools

Objective 2.6: Enhance partnerships with school systems to ensure meeting the needs of all students in the service area
- o   Strategy 2.6.1: Complete new/revised MOU's
- o   Strategy 2.6.2: Offer new programs of study by establishing Level III Service Agreements with other community colleges

Goal 3: Employee Satisfaction & Workplace Environment

The college will elevate a culture of intentional collaboration, open communication, and respect for all employees that reflect the institution's commitment to high professional standards and a collegial workplace environment.

Objective 3.1: *Increase opportunities for professional and career development*

- o   Strategy 3.1.1: Business Office will financially support employees attending conferences, webinars, and other training opportunities with appropriate supervisory approval

- o Strategy 3.1.2: Create a schedule of overarching professional development opportunities
- o Strategy 3.1.3: Survey employees in order to identify job-related needs for professional development
- o Strategy 3.1.4: Schedule cross-exposure opportunities for employees across the college
- o Strategy 3.1.5: Reinvigorate the leadership academy for all employees

Objective 3.2: *Provide an extensive onboarding experience for employees*
- o Strategy 3.2.1: Offer training sessions for new employees to learn to process forms through the Business Office.
- o Strategy 3.2.2: Ensure new employees have access to technology and office-pertinent mnemonics
- o Strategy 3.2.3: Create users' manuals for requisitions, P-Card requisitions, travel requests, and travel reimbursement
- o Strategy 3.2.4: Create a dedicated payroll link with information regarding timesheets, withholding forms (Federal and State), direct deposit forms, pay dates, ticketing system, IT, and marketing

Objective 3.3: *Provide an institutional climate that promotes cultural awareness and appreciation for diversity, equity, and inclusion*
- o Strategy 3.3.1: Investigate badge system for doors
- o Strategy 3.3.2: Develop a safe place for training and identification
- o Strategy 3.3.3: Offer professional development opportunities in diversity, equity, and inclusion

Objective 3.4: *Develop a process for employee recognition that demonstrates the college's appreciation for the contributions of all employees*
- o Strategy 3.4.1: Determine additional recognition awards

Objective 3.5: *Provide a safe, secure, and clean environment to all employees and students*
- o Strategy 3.5.1: Complete water/sewer infrastructure project
- o Strategy 3.5.2: Organize routine training for active shooter, fire, and tornadoes

Objective 3.6: *Acquire and install reliable connectivity technology, so all employees and students are able to access Wi-Fi throughout the entire campus*
- o Strategy 3.6.1: Complete a 2-year project to increase and activate additional access points across campus

Objective 3.7: *Maintain and upgrade facilities and equipment to ensure teaching environments are current to industry standards*
- o Strategy 3.7.1: Develop a life cycle for instructional equipment
- o Strategy 3.7.2: Continuously engage with industry to remain updated on needs

Objective 3.8: *Create an open line of communication within and around each department using the one-college model*
- o Strategy 3.8.1: Continue the coffee shop conversations and monthly email communication as initiated by the president
- o Strategy 3.8.2: Create "lunch & learn" opportunities for departments to share experiences and/or fun activities

Goal 4: Institutional Advancement

The college will place emphasis on increasing the financial resources to support the institution and students

Objective 4.1: *Increase the number of endowments, scholarships, and emergency funds offered to students*
- o Strategy 4.1.1 Hire a Foundation Associate Developer
- o Strategy 4.1.2 Create a business contact list for marketing and requesting donations
- o Strategy 4.1.3 Target scholarship criteria to specific program areas and inform instructors
- o Strategy 4.1.4 Increase participation in the college alumni association

Objective 4.2: Seek and gain grant funding to support institutional funding
- o Strategy 4.2.1 Establish a grant seeking protocol that includes steps taken to insure project prioritization
- o Strategy 4.2.2 Convene an entrepreneur campus task force to identify and prioritize innovative projects for grant seeking and resource development that incorporates the college sanctioned grant seeking process
- o Strategy 4.2.3 Develop and maintain a grant reporting system with data collection and financial information compilation that insures timely and required submission of grant reports
- o Strategy 4.2.4 Seek diverse funding sources for grant projects including but not limited to private foundations, local/state government and federal sources