Danville Area Community College 2018-19 Strategic Planning Matrix

"Danville Area Community College is committed to providing quality, innovative and accessible learning experiences which meet the lifelong academic, cultural and economic needs of our diverse communities and the world we share."

I. Student Learning	II. Student Success	III. Institutional Excellence	IV. Organizational Advancement
A. Curriculum	**A. Student Engagement**	**A. Budget**	**A. New Revenue Streams**
1. Implement innovative pedagogy to improve student retention	1. Assess and expand student activities to improve retention	1. Maintain essential spending guidelines	1. Research expanded class offerings at Danville Housing
2. Develop strategies to reengineer low enrollment programs	2. Enhance general campus tutoring	2. Identify and apply for grant opportunities in support of teaching and learning	2. Prepare for a Foundation fundraising campaign
3. Evaluate recent assessment and outcome updates to programs and courses	3. Implement researched retention and recruiting methods on underserved groups*	3. Evaluate space needs for Student Services	3. Implement an entrepreneurial approach to Community Education
4. Implement more eight week courses	4. Investigate increasing social or entertainment events for students	4. Assess recent changes in health insurance	**B. Brand Marketing**
5. Implement cocurricular assessment	5. Continue to reach out to non-traditional students	5. Review Bookstore operations and contract	1. Assess the "Power of 3" branding
6. Explore and prioritize curriculum opportunities for new campus facilities	6. Evaluate current strategies to improve student retention and equity gaps	**B. Infrastructure Renewal and Expansion**	2. Assess 3+1 bachelor program marketing strategies
7. Evaluate open faculty positions based on community and curricular needs	7. Investigate ways to improve online tutoring	1. Establish continuation of operation plans to prepare for short and long term calamities	3. Explore enhanced methods to market the importance of degree completion
8. Explore further use of learning communities	**B. Access and Affordability**	2. Implement upgrades to campus building HVAC units	4. Market to local Indiana counties
9. Investigate increased use of apprenticeship and other work experiences	1. Implement strategies to reduce textbook costs	3. Evaluate the Community Ed mall location	**C. Community Relations**
B. Transfer Programs	2. Assess the effectiveness of textbook inclusion into the student payment plan	4. Evaluate the condition of the college's athletic facilities	1. Improve communication with public officials
1. Evaluate 3+1 bachelor articulation programs	3. Assess the implementation of the online scholarship software and processes	5. Establish systems and spaces that meet the needs of transgender students	2. Evaluate dual credit marketing to K-12 families
2. Explore and implement additional pathway programs with senior institutions	4. Develop lab space for online and 3+1 learners	6. Explore teaching options in the southern part of the district	3. Assist with DACC Alumni Association growth efforts
3. Assess the growth and financial gain of recent dual credit changes	5. Investigate increased dual credit options in Hoopeston	**C. Technological Enhancements**	4. Assist with the implementation of promise scholarships
4. Continue to focus on more education degrees	6. Explore mobile app usage to improve communications	1. Investigate web site redesign	5. Explore increased facility sharing with other education entities
C. Developmental Skills	7. Implement web accessibility contract	2. Implement improvements to the television production studio	**D. Corporate Education/Workforce**
1. Explore alternatives to the current developmental education structure	8. Develop new and improve current partnerships to increase onsite bachelor and graduate courses	3. Implement Active Directory	1. Implement a regionalized workforce development system through AJC and WIOA
D. Career and Technical	**C. Guided Pathways/Career Development**	4. Explore an employee intranet	2. Continue to increase community linkages with Corporate Education
1. Implement and review curriculum offerings for alignment with community needs	1. Implement a scaled up mentoring program	5. Investigate automated document imaging sharing and routing	3. Work with Danville entities to continue to make the downtown attractive to small businesses
2. Explore innovative ways to increase stackable credentials and short term certificates	2. Track, monitor and provide assistance to keep students on track for graduation within three years	6. Review current test center security and monitoring	4. Assess the current value of Corporate and Community Education offerings
3. Implement the Nursing Simulation Lab and investigate further uses of the facilities	3. Create a Veteran one-stop	7. Begin the investigation into other learning management systems for possible implementation	
4. Investigate Perkins grant student tracking	3. Implement Student Planner and market to students	**D. 2019 Accreditation**	
	4. Assess the implementation of the Financial Aid Module of Student Self Service and market it to students	1. Provide additional "closing the loop" examples of assessment	
	5. Develop TRIO program proposal to secure 2020-25 grant funding	2. Increase campus knowledge of plagiarism & copyright policies	
		3. Develop the assurance argument for HLC	
		E. Professional Development	
		1. Develop succession plans	
		2. Scale up embedded advisement	
		3. Continue to recruit and retain a diverse workforce	
		4. Explore the creation of student service generalist positions	

Amended 6-12-18   *including the recruiting of student athletes