Danville Area Community College 2020-21 Strategic Planning Matrix **FINAL**

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

Strategic Focus	I. Student Learning	II. Student Success	III. Institutional Excellence	IV. Organizational Advancement
Fundamental Goals	• **Provide effective instruction for traditional and nontraditional students** • **Offer programs that address student demand and community need**	• **Foster a culture of student success and inclusion** • **Support local industry, job readiness, and workforce development**	• **Sustain the College's financial viability, physical plant, and technology** • **Engage and retain skilled and dedicated employees**	• **Communicate the mission to the community** • **Support student access and affordability**
2020-21 Priority Goals	**A--Academics** 1. Update and align course and general-education assessment plans, program reviews, student-learning outcomes for co-curricular activities, curriculum maps and an assessment manual for all programs. 4. Implement a new process to collect "Closing the Loop" data for key programs in each division. 5. Develop new learning communities and 8-week courses. 6. Implement Dual Credit quality-assurance processes. 7. Build Fall schedules to accommodate "social distancing." 8. Explore occupational therapy with expansion to the Army Reserve.	**A--Completion** 1. Assess the efficacy of the "Toolbox" for African-American males; Implement "Toolbox II" 2. Refine "Operation Graduation" to continue the six-year upsurge in graduation rates by focusing on intrusive retention strategies. 3. Expand TRIO support for "at risk" cohorts, including underrepresented groups and veterans. **4.** Evaluate and reengineer the "bonus class" program to increase student participation.	**A--Infrastructure** 1. Develop renovation plans for U.S. Army Reserve. 2. Begin renovation of Clock Tower and Horticulture. 3. Implement SharePoint as a secure repository for sharing data. 4. Explore funding and feasibility of on-campus athletics field. 5. Implement technological improvements to College infrastructure. 6. Project-manage a Web site upgrade. 7. Improve online-class technology with a proctoring feature. 8. Address viability of the greenhouse and sustainability farm.	**A—Resources** 1. Preserve Summer and Fall enrollment through creative pricing and promotion to new and underserved markets. 2. Launch the Foundation's "Futures" Campaign. 3. Increase enrollment in potential growth markets like Indiana outreach, 3 +1, dual credit, southern county, corporate education, online, and the correctional center. 4. Integrate college-wide marketing through a marketing users' group.
	B--Transfer Programs 1. Develop new articulation agreements for baccalaureate access. 2. Provide high-demand options for articulation, such as an eSports option for transferable sports management. 3. Implement Accounting transfer to CPA and MBA.	**B—Retention** 1. Enhance mentoring program. 2. Review and revise orientation and Success in College to include financial literacy and Blackboard. 3. Reduce costs by increasing Open Educational Resources. 4. Implement mobile app.	**B—Finance** 1. Protect finances negatively impacted by COVID-19 pandemic. 2. Continue to review healthcare costs for employees without increasing college expense. 3. Strive to preserve the College's fund balance.	**B—Relationships** 1. Strengthen alliance with "sister school" Meade Park. 2. Engage TRIO students and presidential scholars in Board of Student Scholars. 3. Leverage recent H.S. alumni for recruitment.
	C—Career Programs and Certificates 1. Expand combined GED and career-tech (ICAPS) opportunities. 2. Explore potential programs for jobs experiencing rapid growth (such as casino careers, restaurant management, and industrial-career). 3. Develop and implement "Power Up" program for life-skills training in Fair Oaks and for job seekers.	**C—Engagement** 1. Maintain a "safe" summer and fall campus through online and social-distancing. 2. Increase student use of eSports studio and TV studio as a "maker space" for extracurricular activities. 3. Develop a plan based on student input to increase student engagement in the library.	**C--Personnel** 1. Implement the Human Resources master plan and succession plans, including hiring a VP AA. 2. Revise the emergency plan based on table-top drills and COVID-19. 3. Plan and implement program on Diversity Hiring. 4. Improve new-faculty orientation.	**C—Reputation** 1. Advance and enhance the brand, DACC Online. 2. Engage Alumni in a collaborative project. 3. Expand the marketing of the "Legends" video series.