

Danville Area Community College 2021-22 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	<ul style="list-style-type: none"> • Provide effective instruction for traditional and nontraditional students • Offer programs addressing student demand and community need 	<ul style="list-style-type: none"> • Foster a culture of student success and inclusion • Support student access and affordability 	<ul style="list-style-type: none"> • Strengthen the College’s finances, infrastructure, and technology • Engage and retain skilled and dedicated employees 	<ul style="list-style-type: none"> • Communicate the mission to the community • Support local industry, job readiness, and workforce development
2021-22 Priority Goals	<p>A--Accreditation</p> <ol style="list-style-type: none"> 1. For the HLC’s focused visit in October, prepare and present materials via a SharePoint repository that meets the 3A, 4B, and 5D Criteria. 2. Launch co-curricular assessment, continue updating learning outcomes and articulate the relationship between course, program and general education outcomes using curriculum maps. <p>B--Academics</p> <ol style="list-style-type: none"> 1. Revise the academic-services master plan. 2. Introduce Weekend College to target working and adult learners. 3. Implement new and enhanced learning communities, Saturday 6-packs, and 8-week courses. 4. Investigate DACC’s role in the early-childhood-education consortium and the development of a transferable AAS degree. 5. Provide high-demand options for articulation, inc. 3 + 1 programs and hospitality/restaurant management. 6. Explore a teaching & learning center. <p>C—Career and Technical</p> <ol style="list-style-type: none"> 1. Investigate technical programs and certificates to meet the demand of future industry sectors (i.e., casino, electric-automobile maintenance). 2. Pursue new market niches (i.e., barber school) 3. Expand options in combined GED and career-tech (ICAPS) programs. 4. Address local industry’s continuing worker shortage through enhanced life-skills and leadership training of incumbent workers. 	<p>A--Completion</p> <ol style="list-style-type: none"> 1. Implement “Toolbox” strategies for both full- and part-time African-American males. 2. Integrate and formalize “Operation Graduation” to boost the graduation rate among all demographics in first-time, full-time fall 3-year cohorts. 3. Expand TRIO support for Toolbox cohorts and veterans. <p>B—Retention</p> <ol style="list-style-type: none"> 1. Pilot the student-navigator best practice for mentoring. 2. Reengineer the onboarding of students to support multiple entrance pathways and student success. 3. Institutionalize a College-wide student-support system for lending laptops and mobile hot spots. 4. Investigate Guided Pathways and integrate into counseling. 5. Develop retention strategies in response to data in the CCSSE and include these in a revised student-services master plan. 6. Increase student engagement in activities like eSports, video broadcasting, and music production. 7. Investigate affordable on-campus housing for students. <p>C—Enrollment Management</p> <ol style="list-style-type: none"> 1. Increase enrollment in Northern and Southern sectors with dual-credit day classes. 2. Produce Data Books by semester. 3. Develop new outreach plans to reach out to Danville’s underrepresented community. 	<p>A--Infrastructure</p> <ol style="list-style-type: none"> 1. Continue progress toward good repair (esp., elevators, plumbing, electrical, roofing). 2. Design and revitalize the Clock Tower/Horticulture, robotics lab, casino-tech center, Lincoln Hall, and student-centered offices. 3. Investigate food service in three campus locations. 4. Streamline and improve campus safety communications and systems <p>B—Finance and Technology</p> <ol style="list-style-type: none"> 1. Implement the Business Enterprise Program. 2. Find private, State, and College funds to renovate the Army Reserve to become the center for health-professions education and a healthcare simulation lab. 3. Investigate the Ellucian Experience and other available Colleague functionality 4. Investigate improvement to the telephone and emergency-communications systems. 5. Migrate the Ellucian Colleague ERP system to the Cloud and continue with SharePoint implementation. <p>C--Personnel</p> <ol style="list-style-type: none"> 1. Implement the Compease model. 2. Evaluate and modify the employee-evaluation and goal-setting system. 3. Implement the recommendations of the Governance Advisory Committee. 4. Develop a plan to increase the hiring of employees from underrepresented groups. 5. Improve employee wellness. 	<p>A—Resources</p> <ol style="list-style-type: none"> 1. Build a scholarship endowment that fully funds Presidential Scholarships. 2. Conduct comprehensive market research to lay the groundwork for an integrated marketing plan. 3. Promote new academic programs (i.e., accounting MBA), weekend college, and bonus classes. <p>B—Relationships</p> <ol style="list-style-type: none"> 1. Attract more alumni and retiree engagement in college life. 2. Increase the value of student participation on the Board of Student Scholars. 3. Leverage recent DACC grads for recruitment. 4. Establish closer communication with school superintendents, elected officials, community leaders, the Danville Correctional Center, and the heads of local industry. <p>C—Reputation</p> <ol style="list-style-type: none"> 1. Advance the DACC brand through video productions and social media to target traditional-age students. 2. Expand the marketing of the “Legends” video series. 3. Promote the opening of Jacobs Hall. 4. Through the American Job Center, Corporate Education, and Recruitment, fill the County’s industry-recruitment void by guiding job seekers toward grant-funded education and skills training.