Danville Area Community College 2023-24 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 addressing student demand and community need**	• **Foster a culture of student success and inclusion** • **Support student access and affordability**	• **Strengthen the College's finances, infrastructure, and technology** • **Engage and retain skilled and dedicated employees**	• **Communicate the mission to the community** • **Support local industry, job readiness, and workforce development**
2023-24 Priority Goals	**A--Academics** 1. Improve online and classroom pedagogy by implementing a teaching and learning center on campus. 2. Explore use of a competency-based education model in credit and noncredit programs. 3. Expand dual-credit programs throughout the District. 4. Offer full academic programs at the Hoopeston Learning Center. 5. Pilot a HyFlex classroom. **B—Transfer and Articulation.** 1. Expand DACC's role in the early-childhood-education consortium and a transferable AAS degree. 2. Explore and promote additional 3 + 1 options for baccalaureate access. 3. Increase transfer courses at the Department of Corrections. **C—Career and Technical** 1. Develop microcredentials and certificate that can be earned in accelerated, short-term programs, such as direct service professional. 2. Introduce high-demand career and transfer programs, such as hospitality/restaurant management. 3. Continue to expand the College Express program offerings to reflect an increase in student demand and community need. 4. Introduce health-info tech in ICAP's offerings for adult-education students. 5. Increase contracted services with Danville Corrections to include CNC machinist and other programs. 6. Incorporate all casino training into Corporate Education and partner with the AJC for recruitment of job seekers. 7. Market our flagship CCMSI online program nationally.	**A--Completion and Retention** 1. Improve three-year graduation rates to 45% by 2025 for the Full-time cohort. 2. Implement Customer Relationship Manager (Advise). 3. Assess the pilot program to improve success for developmental students. 4. Evaluate the ICONIC program in alignment with TRIO to improve the success rates of African American students. 5. Review and improve onboarding process for new students. **B—Recruitment** 1. Develop new outreach plans for under-represented communities, African American residents, Latinx residents, veterans, adult learners, and Indiana residents. 2. Increase enrollment above 2019 levels. 3. Promote "marquee" programs, like engineering, agriculture, health science, music production and music for business, barbering, robotics, wind technology, and others. 4. Attract job-seekers to DACC through the American Job Center, Vermilion County Works, and DACC Career Services. 5. Finalize and begin implanting Strategic Enrollment Management Plan. 6. Modernize Financial Aid processes. **C—Student Engagement** 1. Evaluate use and effectiveness of the myDACC portal. 2. Increase student participation in extracurricular activities, especially theater and orchestral music, by partnering with local community groups. 3. Investigate housing options for homeless students. 4. Launch intercollegiate volleyball program. 5. Research feasibility of eSports transition from club to varsity sport for NJCAAE. 6. Increase student use of the Library by providing a welcoming atmosphere.	**A--Infrastructure** 1. Install keyless entry and upgrade the video-surveillance system to improve security system on Campus, the AJC, and in Hoopeston. 2. Complete the renovation of the first floor of Hegeler Hall for use by Corporate Education. 3. Upgrade the public-address system in the Gym. 4. Upgrade and enhance student services and commons and athletic facilities, (Gym, Financial Aid, eSports lab, weight room, athletic fields, and Lincoln Hall/Student Union). 5. Improve wayfinding/signage on Campus. 6. Develop a work plan for replacing the concrete pad for tractor-trailer/CDL classes. **B—Technology** 1. Install a VOIP telephone system. 2. Investigate replacing the Next Gen with a system that's compatible with Colleague. 3. Upgrade the pilot for online applications to ensure Colleague compatibility. 4. Launch automated timekeeping. 5. Conduct learning-management-system evaluation for possible implementation 6. Implement the technology consultant's recommendations for improving IT at DACC. 7. Investigate a document-imaging system. **C—Finance** 1. Explore a solar farm to reduce energy costs. 2. Secure funding for key State RAMP priority projects, especially the completion of Phase II of Hegeler Hall. 3. Investigate cost effectiveness of printing. **D--Personnel** 1. Respond to Morale Team recommendations. 2. Investigate use of a cultural literacy program for employees. 3. Develop and implement a year-long orientation for new employees. 4. Support recommendations from the Diversity, Equity, and Inclusion Council on hiring and retaining diverse employees. 5. Evaluate and update student-service systems and productivity to align with needed services.	**A—Resources** 1. Implement Watermark to improve curriculum and catalog management as well as student learning and licensure. 2. Revise masterplans for student services and academic services based on SWOT results. 3. Fully fund the Presidential Scholarship endowment. 4. Increase enrollment in the Mary Miller Society by 10 percent or more. 5. Expand in-house dining services to ensure profitability. 6. Partner with Carle on its State grant (therapist-assistant degree and community garden) and other ventures. 7. Introduce a Marketing Consortium to collaborate on advertising and promotions. **B—Relationships** 1. Support new industry with workforce development, including restaurants, Downtown retail, Fed Ex, and expanded Carle. 2. Form a Local Efficiency Committee consisting of Board and community members. 3. Expand use of All-Star Jaguars and the "Write Your Story" campaign among alumni. 4. Increase DACC utilization of minority-owned and women-owned businesses through the BEP. **C—Reputation** 1. Earn accolades from the HLC visiting team based on its March 2024 comprehensive review. 2. Promote goodwill by hosting Vermilion County basketball, cheerleading, volleyball, and other sports.