



FY 23

COLLEGE INITIATIVES

Final Report for FY23 College Initiatives

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FY 23 College Initiatives

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Mission & Vision

Empower Lives, Inspire Learning and Strengthen Community, through Accessible, Affordable, Quality Education.

Values

Facilitate continuous learning for students and stakeholders

Cherish academic, professional and personal integrity

Respect our differences and view them as a strength

Advance knowledge through individual and team challenges

Anticipate and respond to needs by encouraging innovative ideas and technologies

Develop the potential of the individual to achieve excellence

Value human resources over physical resources

1

Goal

Expand service to Washington County

Expand academic and support services options to individuals living in Washington County

1.1

Objectives

Upskill Northwest Arkansas

Through a partnership with Upskill NWA and leaders in Washington County, expand programs at NWACC Washington County Center

1.1.1

Metrics

Raise additional \$5.5 million needed for construction

SOURCE OF EVIDENCE

Budget - Administrative

1.1.1.1

Measure of Success

Met

MEASURE OF SUCCESS

Ability to raise funds needed for construction in a timely manner

FINDINGS \$5.5 million raised

1.1.1.2 Measure of Success
Number of Upskill Program participants served by NWACC **Met**

MEASURE OF SUCCESS Number of students enrolled

FINDINGS Student enrollment increase by 16% from 2022 to 2023

2 Goal
Create a Healthy Organizational Culture through Valuing Employees and Accountability
Review current compensation for college employees and organizational structure

2.1 Objectives
Compensation Study
Hire outside company to complete a compensation study of current employee salaries by December 2022

2.1.1 Metrics
Compensation
GER HR Group to do the study
SOURCE OF EVIDENCE

2.1.1.1 Measure of Success
Begin narrowing compensation gaps identified in compensation study in the FY 24 budget **Partially Met**

MEASURE OF SUCCESS Dollars identified to narrow compensation gaps for a specified number of employees

FINDINGS Compensation Study Completed - budget decisions made to address gaps in compensation

3 Goal
Athletics

Establish funding for existing athletics program as part of the college budget

3.1 Objectives

Create a workable budget for existing cross-country team

Working with Finance and Administration allocate a budget for the existing cross-country team

3.1.1 Metrics

Budget established for Cross-Country Team

SOURCE OF EVIDENCE

Budget - Administrative

3.1.1.1 Measure of Success

Budget established Partially Met

MEASURE OF
SUCCESS

Cross-country team funded at a sustainable level

FINDINGS

Cabinet Leadership reviewed the budget and request and available dollars and set aside agreed upon amount

4 Goal
Stabilize Enrollment

Bring enrollment back up to pre-pandemic numbers. (Fall 2019 Headcount 8383; SSCH 68,274)

4.1 Objectives

Increase marketing and brand recognition in Northwest Arkansas

Through targeted marketing and strong branding strategies increase awareness of NWACC in Northwest Arkansas

4.1.1 Metrics

Student Semester Credit Hours (SSCH)

Increase in student semester credit hour generation showing increased revenue across demographics

SOURCE OF EVIDENCE

Enrollment Records - Administrative

4.1.1.1 Measure of Success
Increased SSCH generation **Met**

MEASURE OF SUCCESS 5% increase in SSCH generation across demographics

FINDINGS Official eleventh day headcount was 7,593 students, an increase of 7.9% from Fall 2021. Full-time equivalent enrollment (FTE) increased 5.8% from Fall 2021.

5 Goal
Increase Dedicated Funding
Increase funding from state and local sources

5.1 Objectives
Develop a justification and need for increased funding to continue to serve the needs of Northwest Arkansas
Evaluate and determine the best method(s) to increase funding at NWACC

5.1.1 Metrics
Additional Funding Acquired
Funding sources identified and funding acquired
SOURCE OF EVIDENCE
Budget - Administrative

5.1.1.1 Measure of Success
Additional funding received **Met**

MEASURE OF SUCCESS Steps completed to tell NWACC story to legislators, industry partners, college community, and other community members

FINDINGS Hired a Government Affairs Liaison. Completed Economic Impact Study