

## NWACC Strategic Planning Process

### Mission:

The mission of the NWACC Strategic Planning Process is to guide the direction of the institution by utilizing key data elements, current plans, and leadership vision.

### History:

The NorthWest Arkansas Community College Board of Trustees and NWACC administration participated in the annual Board Summer Retreat, which included a work session focused on strategic planning, and a session to develop broad goals for the College. As a follow up to the retreat, the notes and all the feedback from the sessions have been reviewed and compiled.

### Focus Areas:

The NWACC 5-Year Strategic Plan has seven (7) focus areas that will drive the strategic planning process. These focus areas will involve data collection and analysis for various departments across NWACC. The focus areas and initial work on strategic goals are as follows.

1. Increase Student Success
2. Provide Quality Programming and Assessment
3. Support Financial Stability
4. Increase Community Outreach, Support and Relations
5. Support and Enhance Institutional Operations
6. Improve Land and Facilities
7. Increase Diversity and Inclusion

### Strategic Planning Process:

Several steps were followed:

1. Review the mission, vision, and values
2. Review the College Ends Statements:
  - For the learner community we will:  
Provide expanded access to educational opportunities for the population in general, but especially for under-served learners in all age groups who are disconnected from education by choice or circumstance and will actively support student retention and completion.
  - For the business community we will:  
Enhance partnerships and collaborations with business and industry through innovative approaches to design and deliver training and education.
  - For the owner community (taxpayers) we will:
    - Enhance NWACC's capacity to achieve its initiatives by diversifying its resource base.

- Provide educational and comprehensive programs, services and facilities to the owner community (taxpayers).
  - For the pre-kindergarten through grade 16 community we will:  
Forge a systemic linkage with P-16 and University partners to achieve “seamlessness” in curriculum, technology and learner support and service delivery.
  - For the college community we will:  
Align the organizational infrastructure of NWACC with College growth.
3. Assure that all goals and objectives flow from the College’s Mission Statement and Ends Statements
  4. Identify strategic goals
  5. Create objectives and action plans
  6. Write strategic plan
  7. Develop annual actions related to Goals and Objectives
  8. Monitor outcomes and achievements
  9. Report annually on success of actions taken toward goals and objectives

Ensuring success of the strategic planning process will require three key elements:

- Leadership support and buy-in.
- An effective communication strategy for both internal and external constituents.
- An ongoing assessment plan which identifies and measures key performance indicators and outcomes.

The Quality Council played a key role throughout the strategic planning process. The Council led an internal review process during which constituents across the campus provided input and direction into the goals, objectives, and measurements. The Council provided recommendations back to the Strategic Planning Task Force through their representative to better ensure campus representation and support. Forums were held to encourage interaction, discussion and input.

### Initial Key Data Pieces:

There are several key documents that are currently in place or in the process of being approved which will play key roles with the Strategic Planning Task Force. This is not an exhaustive list but will provide guidance in the initial data collection process.

- NWACC Fact Book (multiple years)
- Past NWACC Strategic Plans
- Current and past NWACC budgets
- Northwest Arkansas Council Regional Strategic Plan