

NorthWest Arkansas Community College Strategic Plan

Mission:

The mission of the NorthWest Arkansas Community College 5-Year Strategic Plan is to guide the direction of the institution by utilizing key data, current initiatives, and leadership vision/support.

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. The plan and the development of specific objectives and actions needed to achieve those goals and objectives were developed through the input of President's Cabinet, faculty and staff.

Focus Areas:

The NWACC 5-Year Strategic Plan has seven (7) focus areas, shown below.

1. Increase Student Success

- Direct marketing of programs to increase enrollment.
- Identify and address barriers to enrollment and develop strategies for improvement.
- Increase Early College Experience Program participation rates and subsequent enrollment at the College.
- Increase enrollment of GED and ESL graduates into the College
- Increase enrollment of students from underrepresented populations.
- Increase Fall to Fall retention rate.
- Increase IPEDS graduation rates.
- Increase college course success rates (C grade or better).
- Identify key campus improvements to enhance the overall campus experience for students.

2. Provide Quality Programming and Assessment

- Design a data quality and distribution system.
- Identify criteria used for new course and program approval to determine how student learning outcomes will be met.
- Identify what the standards are and how they are determined for student readiness.
- Identify and deliver new programs to meet the needs of the community.
- Improve the teaching and learning processes.
- Build cost-effective strategy for ending current major grants and sustaining the valued programs/services.

3. Support Financial Stability

- Balance revenue and potential expenses with enrollment.
- Ensure that the Strategic Plan priorities drive the budget planning process and outcomes.
- Diversify State appropriation funding.
- Work to increase Foundation revenue.

4. Increase Community Outreach, Support and Relations

- Increase Corporate Learning programs and contracts.

- Support student and employee involvement in non-profit events for the community.
- Increase the number of community education programs offered.
- Create, prioritize, and build relationships.

5. Support and Enhance Institutional Operations

- Sustainably increase technology alignment to strategic objectives, manage full lifecycle of systems and make attempts to reduce ongoing licensing expenses.
- Increase employee satisfaction, evaluate and recognize employee contributions to the institution.
- Hire, develop, fairly evaluate, actively engages, and retain College employees.
- Develop and implement an employee tracking and assessment systems throughout the College.

6. Improve Land and Facilities

- Identify and prioritize major facility needs and projects.
- Enhance facilities administrative processes through technological implementations.
- Provide enhanced educational opportunities to Washington County.
- Work with the city to enhance and preserve the College campus.
- Maximize facilities to support educational programs.

7. Increase Diversity and Inclusion

- Cultivate an atmosphere of diversity and inclusion throughout the College.

Conclusion:

The NorthWest Arkansas Community College 5-Year Strategic Plan is a living, breathing document compiled to grow with the institution.