

North Florida Community College 2012 – 2017 Strategic Plan

North Florida Community College is committed to excellence in teaching and learning and has identified the following institutional values upon which to base these efforts:

- **Positive Attitude** – approach situations in an optimistic manner.
- **Accountability** – demonstration that quality standards are being upheld.
- **Commitment** – promise to provide the best service to our students and community.
- **Excellence** – adherence to the highest standards of teaching, learning, and professionalism.
- **Respect** – treat all individuals fairly and with dignity.

Goal #1: Improve performance accountability:

Create and maintain a sustainable and data-driven decision-making campus environment.

- Objective 1. Complete comprehensive program reviews. (Comprehensive Program Reviews)
 - a) Conduct comprehensive program reviews for all academic and non-academic departments.
 - b) Analyze student learning outcome assessment data and document continual improvement of instruction.
 - c) Conduct market surveys to ensure program offerings meet the educational needs of our students and district.
- Objective 2. Strengthen employee development. (Employee Development)
 - a) Provide leadership, development opportunities and resources for staff and faculty to work effectively.
 - b) Align campus committee and work team assignments with identified employee interests and strengths.
 - c) Analyze predicted employment changes and develop a succession plan.
 - d) Develop an alluring employee recruitment package.
 - e) Create and implement a comprehensive employee orientation.

Goal #2: Strengthen communication:

Strengthen information sharing procedures at North Florida Community College.

- Objective 1. Design and implement a plan to ensure information is effectively shared. (Campus Communication)
 - a) Create and implement a protocol to ensure internal and external communication occurs.
 - b) Identify and improve procedures and/or process to address employee concerns.
- Objective 2. Align institutional policies with comprehensive procedures. (Policies and Procedures)
 - a) Review all existing institutional policies for consistency.
 - b) Identify and develop procedures for each policy.
 - c) Develop operations manuals for department activities.
- Objective 3. Ensure students, faculty, and staff are knowledgeable about safety procedures on campus. (Safety)
 - a) Provide training to share the safety procedures and available resources.
 - b) Conduct drills to practice the safety procedures.
- Objective 4. Create a comprehensive campaign to brand the NFCC image. (Image)
 - a) Capture and publish stories about the impact of NFCC on students, alumni, employees, and the district.
 - b) Evaluate the mission and vision to ensure it reflects institutional values.

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Goal #3: Increase resource acquisition and allocation:

Ensure campus funding acquisition, expenditures and resource allocation are aligned with strategic plan.

- Objective 1. Increase funding and implement transparency related to financial resources. (Financial Resources)
 - a) Increase external funding through grants, donors, endowments, alumni, and other resources.
 - b) Implement a transparent process for budget planning and disbursement of funds.
 - c) Review foundation policies and procedures to best provide financial support to the widest range of students.
 - d) Promote self-sufficiency for auxiliary enterprises on campus.
- Objective 2. Create and implement a comprehensive technology plan. (Technology)
 - a) Evaluate the technology needs of students and employees.
 - b) Analyze and plan for the future technology needs of students and employees.
 - c) Align technology purchase decisions with identifiable needs of students and employees.
- Objective 3. Create and implement a campus efficiency plan. (Sustainability)
 - a) Increase awareness of sustainability through professional development workshops.
 - b) Ensure each department on campus includes a sustainability goal into their institutional effectiveness plan.

Goal #4: Provide a holistic campus experience:

Provide a holistic campus experience for students, faculty, and staff.

- Objective 1. Develop an intentional and seamless recruitment, advising, and retention system. (Advising and Retention)
 - a) Analyze the existing advising, recruitment, and retention activities on campus and align them into a seamless delivery of services.
 - b) Create a one-stop center for advising, recruitment, and retention.
 - c) Analyze the scheduling needs of students, including time and location based on all student types.
 - d) Increase graduation rates.
- Objective 2. Assess campus enrichment and support resources. (Resources)
 - a) Conduct satisfaction, usage, and needs surveys.
 - b) Integrate services to reflect optimal utilization and creativity.