

# Strategic Priorities 2022-2027

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DECEMBER 2021

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## Mission

We provide affordable, accessible learning opportunities to promote student success and strengthen our community.

## Vision

Through our service as an academic and economic leader, we will empower students and our community to succeed through business and industry partnerships, cultural enrichment, and educational programming.

## Role and Scope

East Arkansas Community College is a comprehensive two-year college dedicated to meeting the educational needs of its service area. The College is dedicated to being a partner, a resource, a facilitator, and a leader for social and economic improvement and continued growth of our community, region, and state. East Arkansas Community College offers an education program including, but not limited to, technical occupational programs, freshman and sophomore general education transfer programs, specialty courses, continuing education courses, and workforce development to meet the needs of the emerging and existing industries. EACC offers both certificate and associate degree programs as well as noncredit training to accomplish this purpose and to support state and regional economic development goals. The college offers a variety of courses and services to support business and industry and economic needs of our state and region. EACC is a student-centered college focused on meeting the learning needs of the student through strong counseling, guidance, and comprehensive support services.

## Board of Trustees

Brent Howton, Chair  
Ann B. Hudson, Vice Chair  
Jan C. Haven Secretary  
Kevin Lewey, Treasurer  
Alan Curtis  
Beverly Devazier  
Rausch Hodges  
Al Miller

# Strategic Planning Process

## Activities and Timeline

- Preplanning: September 1-October 7
- Survey delivery to college: September 17th
- Survey sent out to stakeholders by college: September 20th
- Survey completed by stakeholders: September 20-27th
- Consultant meets with EACC President and Board of Trustees: October 7th
- Consultant meets with EACC President and leadership team: October 8th
- Consultants work with EACC Planning Team for retreat: October 8th
- Planning team works on strategic plan assignments: October 8-November 19
- Conference call with Consultant and EACC Planning Team to answer questions and to discuss progress on KPIs and measures: November 5th
- Consultant visits EACC to identify current goals alignment, gaps, and to finalize plan: November 19th
- Final Report Draft submitted: December 5.
- Follow-up calls, if needed, through December 31.
- January 2022: 2022-2027 Strategic Plan Draft Review - Internal and external forums
- January 2022: Strategic Plan implementation planning
- February 2022: 2022-2027 Strategic Plan Board of Trustees Adoption and Plan launch
- February 2022: Budget Planning for 2022-2023 tied to 2022-2026 Strategic Plan

## Special Thanks

*We would like to thank and acknowledge the students, employees, Board of Trustees, community leaders, business managers, and elected officials, who participated in the East Arkansas Community College planning process. They contributed to the plan through completion of surveys, participation in forums, assistance with research, and active involvement on the Strategic Planning Teams.*

### **Strategic Planning Consultants:**

**Barbara R. Jones, Ph.D.**

**Stephanie Tully-Dartez, Ph.D.**

## Strategic Planning Development Team

### Leadership

Dr. Cathie Cline, President  
 Tanner McKnight, Vice President for Finance  
 Lindsay Midkiff, Executive Director of Public Relations and  
 Community Programs  
 Robert Summers, Vice President for Vocational,  
 Occupational, and Technical Education  
 Michelle Wilson, Vice President for Transfer Education  
 and Student Success

### Faculty

Kevin Brown, Instructor/Major Appliance Repair  
 Travis Dirlle, Instructor/Math  
 Allen Grommet, Instructor/Science  
 Marilyn Johnson, Instructor/ Education  
 John Sauls, Lead Instructor/English  
 Jenny Vandiver, Instructor/History

### Student

Cassie Renfro

### Staff

Logan Brasfield, Community Education Coordinator  
 James Copeland, Recruitment Coordinator  
 Debbie Feagin, Director of Adult Basic Education  
 Bob Fowler, Computer Lab Assistant  
 Courtney Garland, SSS Transfer Specialist  
 Roni Horton, Director of Institutional Research and  
 Effectiveness  
 Lindsi Huffaker, Director of Human Resources  
 Errin James, Director of Advising  
 Niki Jones, Director of Development/Arts Center Manager  
 Shelly Laird, Curriculum Coordinator  
 Paige Laws, Director of Library Services  
 Dr. Laura Riddle, Dean of Transfer Education  
 Samantha Sharp, Dean of Student Success  
 Layla Stallings, SSS Coordinator  
 Karen Thompson, Maintenance Assistant  
 Christine Williams, Secondary Career Center/Career Coach  
 Coordinator

## Strategic Priorities Committees

*(updated December 5, 2022)*

### Strategic Priority #1: Learner Success (Educate) – Dr. Yolanda Cox

Travis Dirlle  
 Daniel Grantham  
 Brock Hathcock  
 Bill Mathes  
 Marilyn Hunt  
 Dr. Laura Riddle  
 Rae Thompson  
 Janice Wallace

### Strategic Priority #3: Operational Excellence (Excel) – Lindsi Huffaker

Bob Fowler  
 Jenna Hayes  
 Shelly Laird  
 Paige Laws  
 Layla Stallings  
 Heather McBride  
 Mark Wilson  
 Adam Kennedy  
 Christy Jackson

### Strategic Priority #2: Student Experience (Experience) – Adam O’Neal

Student TBA  
 Boone Brown  
 Errin James  
 Heather McBride  
 Hannah Morris  
 Beth Thompson  
 Jerry Stegall  
 Jenny Vandiver  
 Tracy Holst  
 Carly Dillard

### Strategic Priority #4: Community & Workforce Engagement (Engage) – Lindsay Midkiff

Mallory Adams  
 Kevin Bingham  
 Logan Brasfield  
 Debbie Feagin  
 Jack Hill  
 Niki Jones  
 Christine Williams  
 Ron White  
 Falisha Williams

Ex-Officio: Dr. Cathie Cline

# Strategic Priority 1: Learner Success

*EACC is committed to providing educational and career pathways with support for students from entry to goal completion.*

## GOAL 1.1 FOCUS PROGRAM OFFERINGS

**EACC reviews, enhances, and strengthens student recruitment to and completion of existing, high-performing programs.**

- a) Expand high-demand signature programs and develop centers of excellence focused on workforce training, academic programming, and innovation for the Allied Health, Criminal Justice, and Transportation programs.
- b) Provide experiential learning assignments, which include internships, clinicals, practicums, and other direct observations of practical knowledge, skills, and practice.
- c) Develop Wynne Center course offerings to meet the needs of students, community partners, and business and industry within EACC's local and regional area.

## GOAL 1.2 SUPPORT ACADEMIC TECHNOLOGY

**EACC provides ongoing enhancement of, access to, and utilization of online technology and academic content.**

- a) Improve student preparation for, use of, and satisfaction with technology through the use of supports, including the use of a Help Desk.
- b) Increase online course success.
- c) Enrich professional development opportunities to enhance the use of technology.

## GOAL 1.3 IMPROVE ACADEMIC PROGRESSION

**EACC fosters steady and timely progression toward achievement of students' academic goals.**

- a) Increase Developmental Education success through innovative practices, including supplemental instruction, tutoring, use of multiple measures for placement, and analysis of disaggregated data to identify gaps in success.
- b) Increase Gateway course success through innovative practices, including supplemental instruction, tutoring, use of multiple measures for placement, and analysis of disaggregated data to identify gaps in success.
- c) Increase student completion, graduation, transfer, and employment rates.

# Strategic Priority 2: Student Experience

*EACC provides a personalized student experience through accessible student services and opportunities for student engagement.*

## **GOAL 2.1 EXPAND HOLISTIC STUDENT SERVICES**

**EACC provides students a seamless, timely, and personal experience.**

- a) Increase for-credit enrollment through streamlined enrollment services from inquiry to admission to registration.
- b) Improve accessibility and efficiency of admission/registration processes through Welcome Center.
- c) Strengthen intrusive advising practices.
- d) Expand Bookstore offerings and accessibility.
- e) Increase utilization of career and transfer services.

## **GOAL 2.2 INCREASE STUDENT ENGAGEMENT**

**EACC engages students in and outside of the classroom.**

- a) Expand Student Activities offered (academic, programmatic, sports, SGA, religious, cultural, etc.)
- b) Increase involvement in student organizations.
- c) Cultivate/Increase opportunities for student leadership.

## **GOAL 2.3 IMPROVE RE-ENROLLMENT and RETENTION STRATEGIES**

**EACC guides students to successfully complete their academic goals.**

- a) Increase retention through expanded promotion and student use of supportive services, such as on-campus and referred programs and services, tutoring, success coaching, career exploration, and advising.
- b) Expand best practice retention processes.

# Strategic Priority 3: Operational Excellence

*EACC is dedicated to an outstanding working and learning environment through excellence in operations, policies, technology, facilities, employees, and leadership.*

## GOAL 3.1 ADVANCE "STRONGER TOGETHER" CAMPUS CULTURE

**EACC employees identify with the Stronger Together campus culture.**

- a) Improve college-wide communication across and among departments by assessing, developing, and implementing campus communication strategies and departmental collaboration plans.
- b) Enhance internal communication and collaboration through workshops and events.
- c) Promote external opportunities for employee professional development, continuing education, educational advancement, or certifications.
- d) Promote internal opportunities for employee professional development such as cross-training and on-campus training opportunities (i.e., orientation, policies, safety, health/wellness, mandated, etc.).

## GOAL 3.2 BROADEN LEADERSHIP and PROFESSIONAL DEVELOPMENT

**EACC offers a variety of leadership and professional development opportunities to a broad range of employees.**

- a) Develop cross-training and leadership opportunities for employees.
- b) Strengthen employees knowledge, skills, efficiencies with new and existing technology (i.e., academic technology, JCIC/SIS, MOS, etc.).

## GOAL 3.3 BUILD INSTITUTIONAL CAPACITY

**EACC utilizes its facilities and technological resources for the benefit of its students and employees.**

- a) Expand and improve College facilities usage with a specific focus on Wynne Center.
- b) Improve safety, security, and accessibility of College.
- c) Develop a plan for ongoing maintenance/currency of institutional and instructional technology to support employees and students.
- d) Research feasibility of Student Housing options (public/private partnerships, grant funded, institution funded).
- e) Develop a plan for ongoing maintenance/currency of institutional and instructional technology to support employees and students.

### **GOAL 3.4 ENHANCE EMPLOYEE RECRUITMENT and RETENTION**

**EACC recruits and retains motivated, qualified employees.**

- a) Raise awareness of value of college employment by developing and implementing a marketing strategy for college employer-provided benefits internally and externally.
- b) Develop and implement college employee recruitment plans to attract qualified faculty and staff.
- c) Expand employee wellness program and events.

## **Strategic Priority 4: Community and Workforce Engagement**

*EACC is the leader in workforce education, economic development, and building regional partnerships.*

### **GOAL 4.1 LEAD THE REGION IN WORKFORCE DEVELOPMENT**

**EACC offers credit and non-credit training opportunities that are data driven and designed to meet the needs of industry partners.**

- a) Provide and promote training experiences to meet the workforce needs of business and industry in region.
- b) Engage business and industry to ensure courses and programs of study are current and relevant.
- c) Offer workforce programs leading to industry recognized credentials that support regional industry demands.

### **GOAL 4.2 EXPAND AUTHENTIC LEARNING OPPORTUNITIES**

**EACC develops and sustains instructional strategies that connect students to the real world needs of community partners.**

- a) Increase the number of work-based learning opportunities
- b) Offer service-learning opportunities through curricular and extracurricular activities

### **GOAL 4.3 STRENGTHEN COMMUNITY RELATIONS**

**EACC utilizes strategies that strengthen community relations and involve all stakeholders of the EACC learning community.**

- a) Expand credit and non-credit course offerings for high school students
- b) Improve awareness of EACC's programs and training through community and civic engagement.