EACC | East Arkansas COMMUNITY COLLEGE

Strategic Priorities 2022-2027

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DECEMBER 2021
UPDATED JANUARY 2024

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.

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 recruit-ment and completion of existing, high-performing programs.

Objectives:

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, including internships, clinicals, practicums, and other obser-vations 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.

Objectives:

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.

Objectives:

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.

Objectives:

a) Increase credit enrollment through streamlined enroll-ment 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/transfer services.

GOAL 2.2 INCREASE STUDENT ENGAGEMENT

EACC engages students in and outside of the classroom.

Objectives:

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.

Objectives:

a) Increase retention though 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.

Objectives:

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.

Objectives:

a) Add cross-training and leadership opportunities.
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 facilities and technological resources for the benefit of students and employees.

Objectives:

a) Expand and improve College facilities usage with a specific focus on Wynne Center.
b) Improve safety, security, and accessibility.
c) Develop a plan for ongoing maintenance/currency of institutional and instructional technology.
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.

Objectives:

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 meet industry needs.

Objectives:

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 tied to industry recognized credentials and regional industry demands.

GOAL 4.2 EXPAND AUTHENTIC LEARNING OPPORTUNITIES

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

Objectives:

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

GOAL 4.3 STRENGTHEN COMMUNITY RELATIONS

EACC uses strategies that strengthen community relations and involve stakeholders of our learning community.

Objectives:

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

Strategic Planning

The purpose of the Strategic Planning Committee is to monitor, review, and report on the College's progress toward fulfilling its Strategic Priorities. The Committee is divided into subcommittees that focus on each of the four Strategic Priorities and report to the Committee as a whole, which shall produce an annual report in July that will be presented to the President's Cabinet and Board of Trustees for review. The Executive Director of Enrollment Management and Institutional Research is an ex-officio member of each subcommittee to assist with updating and providing data as requested by the Committee to measure the College's progress.

Terminology and Style Manual

Priority

GOAL (1.1, 1.2, etc)

Objective (a, b, etc)

Activity/Initiative (1, 2, 3, 4)

KPIs to measure each GOAL

If we successfully achieve a goal, what numbers will measure that success?

1. Data to be used – must be a number – can be a percentage or a raw number.
2. Baseline for each KPI – a number.
3. Target(s) can be annual and/or end-of-cycle *(annual is yearly; end-of-cycle is 2027).*

Keep in Mind:

➤ **Report format(s)** – how data is presented (a table, chart, graph? – whichever is easiest to digest for that particular data set).

➤ **Annual reporting** -- Is done by SP Committee.

➤ **Ease of obtaining** data/readily available data/how & who collects data.