



# Bladen Community College's 2022-2027 Strategic Plan

## **Bladen Community College Mission Statement**

Bladen Community College is dedicated to the educational and cultural enrichment of the local and global communities it serves. The college is committed to quality teaching through both distance and on-site environments for high-order learning, college transfer preparation, workforce development training, and entrepreneurship opportunities.

## **Bladen Community College Vision Statement**

Bladen Community College will provide student-centered, future-focused and sustainable educational opportunities to enhance the quality of life for everyone it serves.

Bladen Community College is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award associate degrees, diplomas, and certificates. Questions about the accreditation of Bladen Community College may be directed in writing to the Southern Association of Colleges and Schools Commission on Colleges at 1866 Southern Lane, Decatur, GA 30033-4097, by calling (404) 679-4500, or by using information available on SACSCOC's website ([www.sacscoc.org](http://www.sacscoc.org)).

## Goal 1 Theme: Student Success

### **1.A The college will increase total student enrollment.**

- 1.1 Create a centralized advising system to holistically support students*
- 1.2 Develop and implement a recruitment and enrollment strategy that focuses on recruitment for the male student population and underserved populations*
- 1.3 Develop a multi-year extensive marketing plan to include all social media outlets, news outlets, college website, and publications to ensure all parts of the county are reached*
- 1.4 Make data informed decisions using data dashboards created through the IE office*

### **1.B The college will increase fall to fall student retention rates.**

- 1.1 Fully implement and integrate Aviso in to the student support system*
- 1.2 Create a centralized advising system to holistically support students*
- 1.3 Increase the knowledge and awareness of endowments, scholarships, and emergency funds offered to students*
- 1.4 Develop and implement early career explorations for students*

### **1.C The college will increase completion of degrees, diplomas, and certificates.**

- 1.1 Fully integrate one college model and transitions between non-credit and credit programs*
- 1.2 Create a centralized advising system to holistically support students*
- 1.3 Develop a data dashboard to identify near completers*
- 1.4 Fully implement and integrate Aviso in to the student support system*
- 1.5 Increase knowledge and use of Foundation emergency funds, FindHelp.org, and county support systems*

## Goal 2 Theme: Community Engagement and Business Partnerships

**The college will expand community engagement and will develop partnerships with local businesses and school systems within the community.**

- 2.1 Work closely with Bladen County Economic Development to identify occurring and new workforce needs.*
- 2.2 Develop new curriculum pathways based on industry needs*
- 2.3 Develop and implement an apprenticeship program for students*
- 2.4 Develop and implement career connection center to foster a relationship between new graduates and employers for job placement*
- 2.5 Increase the external use of campus facilities by community, state, and local organizations for activities, meetings, and events on campus*
- 2.6 Enhance partnerships with school systems to ensure meeting the needs of all students in the service area*

## Goal 3 Theme: Employee Satisfaction and Workplace Environment

**The college will elevate a culture of intentional collaboration, open communication, and respect for all employees that reflect the institution's commitment to high professional standards and a collegial workplace environment.**

- 3.1 Increase opportunities for professional and career development*
- 3.2 Provide an extensive onboarding experience for employees*
- 3.3 Provide an institutional climate that promotes cultural awareness and appreciation for diversity, equity, and inclusion*
- 3.4 Develop a process for employee recognition that demonstrates the college's appreciation for the contributions of all employees*
- 3.5 Provide a safe, secure, and clean environment to all employees and students*
- 3.6 Acquire and install reliable connectivity technology, so all employees and students are able to access Wi-Fi throughout the entire campus.*
- 3.7 Maintain and upgrade facilities and equipment to ensure teaching environments are current to industry standards*
- 3.8 Create an open line of communication within and around each department using the one-college model*

## Goal 4 Theme: Institutional Advancement

**The college will place emphasis on increasing the financial resources to support the institution and students**

*4.1 Increase the number of endowments, scholarships, and emergency funds offered to students*

*4.2 Seek and gain grant funding to support institutional funding*

*4.3 Increase participation in the college alumni association*