Haywood Community College Strategic Plan for 2021-2026
Focused on 2022-2023

VISION

To Enrich Everyone Through Education

MISSION

We serve the educational needs and economic growth of our community, by promoting lifelong student learning and success.

VALUES (SCEnIC)

Support: Providing a helpful and encouraging environment where exceptional learning and experiences can exist.

Collaboration: Working together for a shared purpose by fostering positive and productive relationships with diverse populations throughout the college and our community.

Excellence: Striving for the ongoing pursuit of the highest quality inside and outside the classroom.

Integrity: Maintaining honest and open relationships, utilizing strong ethical principles, in everything we do.

Creativity: Encouraging thinking and exploring beyond the bounds of traditional ideas.

Haywood Community College Strategic Plan for 2021-2026
Focused on 2022-2023

Goals are defined for a 5-year period. The Objectives defined herein are for the 2022-2023 academic year only. Further objectives will be defined in the second half of the academic year for the following academic year.

Goal 1   Increase enrollment to pre-pandemic levels (2019-2020) over a four-year period college-wide, with an emphasis coming from Haywood County residents (Enrollment).

- Objective 1 Develop and execute a formal strategic enrollment management plan that focuses on increasing the diversity of the student body and prioritizes programming that proactively responds to community and student needs.

Goal 2   Consistent year-over-year improvement on our engagement levels with students, community, and employees (Engagement).

- Objective 1 Develop the key performance indicators for the strategic engagement areas.

Goal 3   Progress on our short- and long-term facilities and infrastructure needs based on our comprehensive infrastructure facility roadmap (Facilities & Infrastructure).

- Objective 1 Develop a formal, comprehensive, and well-integrated technology, infrastructure, and facilities roadmap.
- Objective 2 Advanced planning for highest priority projects.

Goal 4   Meet or exceed expectations on employee engagement, diverse representation, people development, and talent recruitment, based on a defined workplace culture of excellence, well-being, and high performance (Talent).

- Objective 1 Measure and grow employee satisfaction with year over year improvement.
- Objective 2 Provide meaningful and frequent employee professional development opportunities.
- Objective 3 Reduce employee turnover by strengthening onboarding experience and improving higher turnover areas.

Goal 5   Increase student success metrics over a four-year period, to ensure students are progressing on or meeting their goals and the college is providing skilled workers to the community (Growth).

- Objective 1 Develop a standardized set of student success data indicators.
- Objective 2 Increase student completion rate of course evaluations to 40%.
- Objective 3 Develop a strategic retention plan for all instructional program areas.

These outcomes were changed to better reflect the current conditions and future expectations regarding enrollment and retention.

Adopted: 2022-06-07