



STRATEGIC PLAN 2015-2020

Piedmont Community College

2020 Vision for 2020

**WITH UPDATED COLLEGE MISSION,
VISION, AND VALUES**

Approved: July 2015

Mission

Piedmont Community College enriches lives by providing education, training, and cultural opportunities for lifelong learning and professional success in local, regional, and global communities.

Vision

Piedmont Community College strives to be the leading contributor to the economic, educational, and cultural vitality of our communities by providing high-quality services and programs that ensure student success in personal development and professional achievement.

Values

Learning-Centered Philosophy

The College embraces a learning-centered instructional environment supporting multiple student learning styles.

Economic Development

The College acts as a catalyst for local and regional economic development by providing education and training to address current and emerging workforce needs.

Accessibility

The College provides affordable and accessible education and training.

Diversity/Global Citizenship

The College promotes understanding and appreciation of diverse cultures and global citizenship.

Ethics/Social Responsibility

The College values the principles of personal ethics, integrity, academic honesty, civic responsibility, and accountability.

Resources

The College provides learning resources and student development support designed to address diverse student learning styles and academic needs.

Student Success

The College values individual student success as the single best indicator of institutional effectiveness in the community.

Piedmont Community College
2015-2020 STRATEGIC THEMES

Strategic Theme 1

**BRANDING, MARKETING,
AND PROMOTION**

Strategic Theme 2

**RESPONSIVE PROGRAM
DEVELOPMENT**

Strategic Theme 3

PARTNERSHIPS

Strategic Theme 4

EFFECTIVENESS

Strategic Theme 5

**CAPITAL NEEDS AND
RESOURCE DEVELOPMENT**

Strategic Theme 1

BRANDING, MARKETING, AND PROMOTION

Objective 1.1: BRANDING MESSAGES

The College will develop branding messages that communicate the mission, vision, values, and program strengths to our multiple community constituencies, including prospective students and their parents, area employers, civic leaders, and elected officials.

Objective 1.2: GENERAL RECRUITMENT

The College will develop a comprehensive marketing plan and general recruitment strategies that address the diverse education and training needs/interests of various prospective student populations using current and emerging communication modes and technologies.

Objective 1.3: HIGH SCHOOL RECRUITMENT

The College will develop and implement a specific marketing plan for recruiting at high schools and with high school students and their parents to achieve the following outcomes:

- Increase the percentage of high school students who complete at least one College course while still in high school;
- Increase the percentage of high school students who earn at least one semester of full-time college credit while still in high school;
- Increase the percentage of high school students who enroll at the College within one year of high school graduation.

Strategic Theme 2

RESPONSIVE PROGRAM DEVELOPMENT

Objective 2.1: CURRICULUM PROGRAMS

The College will expedite development and implementation of new curriculum programs responsive to transfer student interests and employment demand disclosed by the Gap Analysis and other regional education and employment data.

Objective 2.2: CONTINUING EDUCATION PROGRAMS

The College will work closely with local and area employers to create and implement continuing education programs leading to industry-recognized credentials addressing: (1) current and emerging workforce needs and (2) other employment demand identified by the Gap Analysis.

Objective 2.3: PROGRAM RESOURCES

To supplement resources available for new program development, the College will closely monitor operating outcomes to reallocate from programs suffering enrollment decline reflecting limited employment and/or transfer demand.

Objective 2.4: DELIVERY OF SERVICES AND INSTRUCTION

The College will continue developing, monitoring and improving the delivery of instruction and student support services via multiple delivery modes using current and emerging technologies.

Objective 2.5: STUDENT SUCCESS LEARNING INSTITUTE (SSLI) INITIATIVE

The College will actively participate in the SSLI initiative to improve student persistence, progress, completion, and subsequent academic and/or employment success.

Strategic Theme 3

PARTNERSHIPS

Objective 3.1: PUBLIC SCHOOL ARTICULATION

The College will pursue multiple initiatives with traditional and charter public schools and with home school parents to improve student progress and completion rates in PCC programs, including:

- Establishment of a Cooperative Innovative High School for Person County high school students on the Person County Campus enrolling students beginning in fall 2016.
- Establishment of a Cooperative Innovative High School for Caswell County high school students on the Caswell County Campus enrolling students beginning in fall 2016.
- Establishment of a Cooperative Middle School for Person County students at the Timberlake Center beginning fall 2018.

Objective 3.2: TRANSFER ARTICULATION WITH FOUR-YEAR INSTITUTIONS

The College will develop or update existing articulation agreements with the four-year institutions to which the largest numbers of PCC alumni transfer, and will establish additional articulations with other UNC institutions and private four-year institutions within North Carolina and Virginia.

Objective 3.3: HIGHER EDUCATION CENTER

The College will establish a Higher Education Center collaborating with area colleges and universities to offer Bachelor's and Master's degree coursework in selected programs on the Person County Campus.

Objective 3.4: ECONOMIC DEVELOPMENT

The College will work with governmental economic development departments and Workforce Development Boards to create and deliver education and customized training to address explicitly commissioned workforce requirements for attracting at least one major new employer to the College service area.

Strategic Theme 4

EFFECTIVENESS

Objective 4.1: INSTITUTIONAL RESEARCH

The College will implement the Institutional Research Data Solution developed by the Center for Applied Research at Central Piedmont Community College, to strengthen institutional research capacity for monitoring multiple measures of student retention, progress and success, as well as other indicators of operating performance specified in this Strategic Plan.

Objective 4.2: OPERATING EFFICIENCIES

The College will continue work to develop and refine institutional research capabilities for monitoring operating efficiencies among all service areas and educational program areas.

Objective 4.3: OUTCOMES EFFECTIVENESS

The College will continue to strengthen service area and student learning outcomes effectiveness assessment and the uses of assessment results to improve teaching and learning, shorten completion times, and reduce student educational expense.

Objective 4.4: STRATEGIC ACTION PLANS

The College Vice Presidents will direct the development of individual action plans for executing objectives of this Strategic Plan within each College Division, including task lists, target dates, lead and supporting staff and faculty accountable, projected resource requirements, and intended outcomes with performance indicators and targets. The President and Vice Presidents will establish budget priorities for items in these action plans and adjust timelines accordingly.

Strategic Theme 5

CAPITAL NEEDS AND RESOURCE DEVELOPMENT

Objective 5.1: FACILITIES MASTER PLAN

The College will seek support from Person County and Caswell County to contract with a professional consultant for development of an updated Facilities Master Plan, specifically including infrastructure and building construction or acquisition and renovation to accommodate:

- Facilities needs of current and anticipated allied health programs;
- Long-term facilities needs of the Cooperative Innovative High Schools described in Strategic Theme 3;
- Projected instructional facilities needs of Bachelor's and/or Master's degree courses offered on the Person County campus in the Higher Education Center described in Strategic Theme 3;
- Establishment of a second ingress/egress road to improve the convenience and safety of access to and from the Person County Campus;
- New space and facilities needs on the Caswell Campus to address anticipated workforce needs identified by the Gap Analysis.

Objective 5.2: BOND ISSUE

The College will work with appropriate government agencies to develop a bond proposal strategy to secure financing for major capital needs for facilities and equipment identified in the updated Facilities Master Plan described above.

Objective 5.3: CAPITAL FUND-RAISING CAMPAIGN

The College will plan and execute a comprehensive capital fund-raising campaign to support multiple initiatives in this Strategic Plan and the updated Facilities Master Plan, including program start-up expenses as well as facilities and equipment.