Complete 2021: Danville Community College (AY2017-AY2018)

CONNECTION OBJECTIVE
SYSTEM:

Increase VCCS fall admissions applications for credit programs to 120,000 in AY 2019.

Increase enrollment in the Workforce Credentials Grant by 20% over FY2017.

College Objective:

- Increase DCC fall admissions applications for credit programs by 5% (2320 applications)
- Increase enrollment in the Workforce Credentials Grant by 20%

College Strategies to Achieve Objective:

1. Increase enrollment in dual enrollment programs by 5% through implementation of targeted curriculum pathways for high school sophomores. In addition, 100% of juniors and seniors enrolled in dual programs will be enrolled in a curriculum pathway by end of Spring 2018 including non-credit workforce credentials.
2. Targeted communications will be mailed to potential students and parents so that all 10-12th grade high school students will receive a letter or brochure based on approved outreach campaign schedule.
3. Career coaches will host general interest sessions at each partner school and coordinate campus visits for each partner high school.
4. Redesigned homepage, student services pages, admissions, financial aid, and program pages with additional modes for tracking number of hits will be developed during 2017-2018 in time for Fall 2018 registration (April 1).
5. Expand digital marketing initiatives through social media and digital media to market both traditional and new credentials program.
6. Host one large open house event on campus and hold several smaller drop in enrollment events/high school events throughout the year. Target enrollment from these events will be 30 students
7. Plan or participate in community outreach events at least monthly to recruit non-traditional students, collect information from interested parties, and market programs towards this group, targeting 30 new applications per semester specifically from these events.
8. Foundation's "Pathways to Regional Success" major gift campaign will provide new funding for scholarships. It is focused on early success, student success, and lifelong success which will provide new funding for scholarships and success initiatives for the college.
9. Market FAFSA application beginning October 1st for each term with a target of 5% increase in applications for Financial Aid. 80% of returning students will reapply for financial aid by 1/30. Career coaches will set up parent assistance nights to assist seniors in completing the FAFSA. Graduating seniors on their caseload will have the FAFSA completed by 3/31.
10. Engage in rapid response to applicants. Each applicant will receive a welcome letter within the first week after application and bi-weekly follow up with a combination of phone calls, letters, and emails to facilitate the enrollment process.

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11. 8 curriculum options, including 5 associate level programs, will be totally available as online programs by 2018.

ENTRY OBJECTIVE

SYSTEM:

<u>Increase percentage of first-time-in-college (FTIC) credit students who earned 12 college credits with GPA of 2.0 or higher in their first year from 51% to 55%.</u>

<u>Increase the percentage of students who complete workforce credentials, such as industry certifications and credit career studies certificates (CSCs), then return for additional education from 33% to 35%.</u>

College Objective: Increase percentage of FTIC students who earn 12 college credits with GPA of 2.0 or higher in first year from 57 to 59%.

Increase the percentage of students who complete workforce credentials and return for additional education from 41 to 43%.

College Strategies to Achieve Objective:

1. Student Success coaches will provide intrusive support to 300 students in their first year of study.
2. Students participating in the success program and enrolled in first level college English and Math (including developmental) will participate in supplemental instruction. Students will be required to participate in tutoring if they do not earn 80% or higher on their first major assignment.
3. Navigate will be used to monitor students who are at risk of failing. Success Coaches, instructors, and advisors will coordinate interventions for students identified at-risk.
4. Develop early intervention plan with students who are risk of failing and monitor progress.
5. 100% of student support services will switch to Navigate to coordinate services. 70% of students identified at risk within the first four weeks will be followed up by tutoring/student success coach.
6. Advisors will plan for student success by developing Personalized Education Plans with students by the end of their first year and monitor student progress toward goals.

PROGRESSION OBJECTIVES
SYSTEM: <u>Increase overall VCCS Fall-to-Spring Retention to 74% systemwide.</u>

College Objective: Increase Fall-to-Spring Retention from 77 to 80%

SYSTEM: <u>Increase overall VCCS Fall-to-Fall Retention to 65% systemwide.</u>

College Objective: Increase Fall-to-Fall retention rate from 50% to 55%

College Strategies to Achieve Objective:

1. Provide financial aid workshops to enrolled students and follow up on students who have not renewed through the spring semester to decrease financial aid as a barrier for returning.
2. 100% of advisors will use Navigate to schedule advising appointments and complete advising reports on their students.
3. Marketing will use a diverse multimedia outreach strategy to connect with current students, remind them of important deadlines, inform them about campus resources/services and events, and share success stories.
4. Implement a personalized contact plan to provide students with information, and support through contact by an institutional agent. 40% of students who are referred at risk will use student support services through the Goal Center, tutoring, and Success Coaches.
5. Provide 2 professional development activities for faculty that augment their understanding of changing student demographics.
6. Review all master course schedules for inefficiencies and timeliness of curriculum delivery in management team meetings.
7. Evaluate campus departments, procedures, and policies and make changes based on best practices.
8. Student success coaches will work with 300 first-year students who are identified at-risk to provide case management and support to improve success/retention.

COMPLETION OBJECTIVES
SYSTEM: <u>Increase the overall annual VCCS Graduates in associate's degrees, certificates and career studies certificates by 12,000 over FY2017.</u>

College Objective: Increase the overall annual DCC graduates in associates degrees, certificates, and career studies to 1000. (5% increase per year)

College Strategies to Achieve Objective:

1. Implement a student Personal Education Plan model to increase on-time graduation by 10%.
2. Market the career possibilities of career and technical degree programs using student success stories.
3. Expand, promote, and create an advising model for stackable credential model for degree completion with a goal of 50 students earning a CSC in their first year of a two-year stackable degree program.
4. Expand competency-based education program by one additional direct assessment program by fall 2018.
5. Develop 12 new scholarships for students.
6. Evaluate/determine additional industry credentials to provide within degree programs. Then, develop and market the programs.
7. Streamline pathways and schedule of courses to promote on-time completion of programs by students.
8. 8 curriculum options, including 5 associate level programs, will be totally available as online programs by 2018.

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SYSTEM: <u>Establish a baseline from which to measure wage increases stemming from credential attainment.</u>

College Objective: Conduct study of graduates over the last five years to measure impact of industry credentials in their professional career.

College Strategies to Achieve Objective:

1. Conduct survey of graduates in Fall 2017.
2. Follow up with focus groups of regional employers.
3. Develop a report to be submitted to the system office.

AFFORDABILITY AND SUSTAINABLITY OBJECTIVES

SYSTEM: <u>Develop and implement VFCCE plan for transformational change with the goal of hastening economic and social mobility through education for under-employed and lower income residents of the Commonwealth of Virginia.</u>

College Objective: Develop schedule of short-term career training options where 2 options are available each month with pathway toward long term training options.

Secure funding for high-skilled workforce with focus on IT and advanced manufacturing.

College Strategies to Achieve Objective:

1. Schedule of short-term training options will be available for fall by 8/30 and Spring by 12/1.
2. Market the availability and employment options of these trainings.
3. Target enrollment for each option of 10-15 students.
4. Submit application for GoVirginia funding in collaboration with Southside and Patrick Henry to build a pipeline for advanced manufacturing.
5. Submit two additional grants to build infrastructure to meet changing needs for automation in manufacturing.
6. Continue to develop new grants to fund non-traditional students.

SYSTEM: <u>Continue to implement efficiencies in college and system office operations through shared services to reduce cost increases.</u>

College Objectives:

1: Evaluate the following three areas and develop a plan to improve customer service with 2-3 new strategies: grants, human subject research, and student services.

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College Strategies to Achieve Objective:

1. Evaluate and adjust student services delivery based on satisfaction and impact research.
2. Evaluate inefficiencies and misconceptions about programs, services, and support across campus stakeholders.
3. Implement new institutional process for approving all new requests for external funding and monitoring all active projects.
4. Develop a process for approving all requests for human-subjects research for both faculty scholarship and external data requests.

2: Work with VCCS to implement Shared Services Initiatives.

5. Implement/support/expand the combined procurement program, Financial Aid Call Center, TCC Financial Aid Service, and Business Office shared services initiative.

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