



KNOWLEDGE IS NOT ENOUGH

STRATEGIC PRIORITIES 2022-2027

STRATEGIC PRIORITY 1

Provide employment experiences for all students.

EMPLOYMENT
EXPERIENCES

- A. Become a federally designated work college.**
-Employment Experiences
- B. Community involvement**
- C. Messaging**
-Marketing, Admissions, Employment Experiences
- D. Finance**
-Business Office, Advancement, Employment Experiences
- E. Student experience | *SP5: Support Services***
-Student Life, Success & Retention, Employment Experiences

| Start | End |
|----------------|----------------|
| A. Fall 2027 | A. Fall 2027 |
| B. Fall 2022 | B. Fall 2027 |
| C. Fall 2021 | C. Fall 2022 |
| D. Spring 2021 | D. Fall 2027 |
| E. Fall 2022 | E. Summer 2023 |



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STRATEGIC PRIORITY 2

Create a sustained ethos of service.

ETHOS OF
SERVICE

A. Define service.

-Faculty, staff, Campus Ministries, current students, alumni, administration

B. Publish the definition and develop an action plan.

-Service Committee

C. Initiate "Volunteer Days."

-Administration approval

D. Facilitate community involvement.

-Work with Campus Ministries.

Start

A. Fall 2022

B. Spring 2023

C. Fall 2023

D. Fall 2022

End

A. Fall 2022

B. Spring 2023

C. Fall 2023

D. Fall 2027



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STRATEGIC PRIORITY 3

Increase the visibility of campus life and build community by starting the Thresher Media Network.



A. Develop supporting curricular programs. | *SP6: Redesigned Curricula*

-Academic Affairs

B. Link to employment experiences. | *SP1: Employment Experiences*

-Career Services

C. Develop appropriate spaces. | *SP4: Real Estate & Infrastructure*

-Marketing, Facilities

D. Define scope, equipment and programs. | *SP3: Thresher Media Network*

-Marketing

Start

A. Fall 2026

B. Fall 2024

C. Fall 2023

D. Spring 2023

End

A. Fall 2026

B. Fall 2024

C. Fall 2023

D. Summer 2023



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STRATEGIC PRIORITY 4

Maximize campus real estate and improve infrastructure.

REAL ESTATE AND
INFRASTRUCTURE

A. Carry out a multifaceted facility evaluation.

-Administration, all

B. Catch up on deferred maintenance.

-Facilities

C. Sell non-essential real estate to increase cash flow.

-Administration

D. Enhance campus signage and safety.

-Marketing, Facilities | *SP5: Support Services*

Start

A. Fall 2022

B. Spring 2024

C. Spring 2023

D. Spring 2023

End

A. Spring 2023

B. Fall 2027

C. Fall 2023

D. Summer 2024



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STRATEGIC PRIORITY 5

Redesign support services to meet the needs and expectations of a diverse student population.



A. Define diversity.

-Administration

B. Publish action plan for campus diversity and inclusion.

-Administration assigns a special committee.

C. Prepare for growing mental health needs of students.

-Administration assigns a special committee.

D. Take steps toward a safer campus (create a plan).

-Administration

E. Get student feedback.

-Student Life, Marketing

Start

A. Fall 2022

B. Fall 2022

C. Fall 2022

D. Fall 2022

E. Fall 2022

End

A. Spring 2023

B. Spring 2024

C. Spring 2024

D. Spring 2024

E. Spring 2023



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STRATEGIC PRIORITY 5

Redesign support services to meet the needs and expectations of a diverse student population.



| | Start | End |
|--|--------------|----------------|
| F. Make campus food options more accessible. -Student Life | F. Fall 2022 | F. Spring 2024 |
| G. Improve campus community spaces. <i>SP4: Real Estate & Infrastructure</i> -Facilities, Student Life | G. Fall 2022 | G. Spring 2025 |
| H. Add a student union to the campus master plan. <i>SP4: Real Estate & Infrastructure</i> -Administration | H. Fall 2022 | H. Spring 2023 |
| I. Partner with coffee shop for community space. -Administration, Student Life | I. Fall 2022 | I. Fall 2024 |



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STRATEGIC PRIORITY 5

Redesign support services to meet the needs and expectations of a diverse student population.

SUPPORT
SERVICES

J. Improve commuter student services.

-Student Life, Enrollment Management

K. Improve campus information accessibility.

-Marketing, Student Life

L. Review advising process. | *SP6: Redesigned Curricula*

-Academic Affairs

M. Provide resources to the CAD. | *SP6: Redesigned Curricula*

-Academic Affairs

N. Assist with student transportation needs.

-Career Services, Student Life

Start

J. Fall 2022

K. Fall 2022

L. Fall 2022

M. Fall 2022

N. Fall 2022

End

J. Spring 2024

K. Spring 2025

L. Spring 2023

M. Fall 2024

N. Fall 2022



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STRATEGIC PRIORITY 6

Redesign curricula around college mission and student diversity.

REDESIGNED CURRICULA

| | Start | End |
|--|--------------|----------------|
| A. Maximize course schedule for employment experiences. <i>SP1: Employment Experiences</i> -Registrar in consultation with faculty | A. Fall 2022 | A. Spring 2025 |
| B. Develop a multimedia journalism program. <i>SP3: Thresher Media Network</i> -Communication arts department, CFO, Facilities, faculty | B. Fall 2022 | B. Spring 2026 |
| C. Add English as a Second Language (ESL) services to CAD. <i>SP5: Support Services</i> -CAD director | C. Fall 2022 | C. Spring 2025 |
| D. Outfit classrooms and offices with state-of-the-art tech and furniture. <i>SP4: Real Estate & Infrastructure</i> -CFO, IMS, Facilities | D. Fall 2022 | D. Spring 2025 |
| E. Review and revise training for faculty advisers. <i>SP5: Support Services</i> -Director of Advising, LEAs, division deans, Faculty Executive Committee, faculty | E. Fall 2022 | E. Spring 2025 |



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STRATEGIC PRIORITY 6

Redesign curricula around college mission and student diversity.



F. Complete Vocation Seminar course sequence. | *SP1: Employment Experiences*

-Faculty Working Group, faculty

G. Integrate major program offerings with employment experiences. | *SP1: Employment Experiences*

-Educational Policies Committee, faculty, registrar

H. Expand remedial coursework and pedagogy. | *SP5: Support Services*

-CAD director, registrar, faculty, EPC, CTL director

I. Expand online coursework.

-CTL director, faculty, registrar

Start

F. Spring 2022

End

F. Spring 2024

G. Fall 2022

G. Spring 2025

H. Fall 2022

H. Spring 2025

I. Spring 2022

I. Spring 2024



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STRATEGIC PRIORITY 7

Implement a comprehensive stakeholder life cycle system.



| | Start | End |
|---|----------------|----------------|
| A. Enhance technological backbone of campus. <i>SP4: Real Estate & Infrastructure</i> -IMS, Enrollment Management, Business & Finance | A. Fall 2021 | A. Summer 2024 |
| B. Identify and define college stakeholders. <i>SP5: Support Services</i> -Administration | B. Fall 2023 | B. Fall 2024 |
| C. Construct business process infrastructure. -Administration | C. Summer 2024 | C. Spring 2025 |
| D. Develop and deploy life cycle engagements. <i>SP3: Thresher Media Network</i> -Administration | D. Summer 2025 | D. Fall 2027 |



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