



# GADSDEN STATE STRATEGIC PLAN

## 2020-2023

<b>First Choice</b>	<p>We will strive to be the <b>FIRST CHOICE</b> in the communities we serve for higher education, workforce and community development.</p>	<ul style="list-style-type: none"> <li>• Enhance marketing and communication related to the affordability and accessibility of the college.</li> <li>• Support and expand high-wage, high-demand programs.</li> <li>• Increase college brand recognition and connect more frequently with stakeholders/partners.</li> <li>• Identify and resolve barriers for potential and current students in the enrollment process.</li> <li>• Create a culture of exemplary customer service toward student, faculty and staff.</li> </ul>	<ul style="list-style-type: none"> <li>• Emphasize employee development and accountability in the annual evaluation process.</li> <li>• Institute a college-wide process for strategically scheduling classes.</li> <li>• Develop new and sustain existing relationships with business and industry.</li> <li>• Explore and develop apprenticeship and work-based learning.</li> <li>• Promote community engagement through academic experiences, performances, speakers, civic engagement and volunteer initiatives in order to address and meet the needs of the community.</li> </ul>
<b>Learning Centered</b>	<p>We will inspire a learning community that focuses on innovative education and encourages life-long learning.</p>	<ul style="list-style-type: none"> <li>• Create inviting learning spaces for students to congregate on campus.</li> <li>• Provide coordinated individualized support services that are responsive to the unique and increasingly complex needs of the students we serve.</li> <li>• Redesign the first-year student experience in ways that increase retention.</li> <li>• Expand professional development programs for faculty and staff to encourage leadership, customer service and retention.</li> <li>• Create a student-centered approach that makes opportunity for every interaction to be a learning experience for students.</li> <li>• Expand the onboarding and orientation process for new employees.</li> </ul>	<ul style="list-style-type: none"> <li>• Identify changing needs of business and industry and respond with appropriate programs.</li> <li>• Provide support to business and industry through responsive curricula and customized training to ensure relevance of their existing workforce.</li> <li>• Enhance academic programs, adult education services, skills training (non-credit/competency-based learning) and continuing education programs that meet the needs of the community.</li> <li>• Actively serve alumni and friends of the college in ways they deem meaningful.</li> </ul>
<b>Yearly Impact</b>	<p>We will advance a performance-based culture built on data-informed continuous improvement.</p>	<ul style="list-style-type: none"> <li>• Increase the conversion rate of admitted-to-enrolled students by streamlining the admission and registration process and assisting students through the process.</li> <li>• Maximize adult education enrollment into GSCC educational pathways.</li> <li>• Target enrollment in academic and career technical dual enrollment programs as well as online offerings.</li> <li>• Use educational research and peer institutions to identify benchmarks for excellence in student outcomes performance from the classroom to all aspects of college performance.</li> <li>• Serve at-risk students through advisement, support and engagement.</li> </ul>	<ul style="list-style-type: none"> <li>• Update facilities master plan to prioritize new construction, improvements and deferred maintenance to optimize the learning environments.</li> <li>• Partner with employees to promote program completion through incentives.</li> <li>• Use educational research and peer institution to identify benchmarks for excellence in workforce development performance from the classroom to all aspects of college performance.</li> <li>• Design, develop and execute a comprehensive plan to increase external funding to support student needs and college initiatives.</li> </ul>