

DANVILLE AREA COLLEGE 2016-17 ANNUAL STRATEGIC PLANNING MATRIX  
 “Danville Area Community College is committed to providing quality, innovative, and accessible learning experiences which meet the lifelong academic, cultural and economic needs of our diverse communities and the world we share.” **FINAL**

<i>STRATEGIC FOCUS</i>	<i>I. Student Learning</i>	<i>II. Student Success</i>	<i>III. Institutional Excellence</i>	<i>IV. Organizational Advancement</i>
<b>STRATEGIC INITIATIVES</b>	<b>A. Curriculum Revision</b> <b>B. Transfer Programs</b> <b>C. Basic Skills</b> <b>D. Career and Technical</b>	<b>A. Student Engagement</b> <b>B. Access and Affordability</b> <b>C. Guided Pathways</b> <b>D. Career Development</b>	<b>A. Budget 2017</b> <b>B. Infrastructure Renewal and Expansion</b> <b>C. Technological Enhancements</b> <b>D. 2019 Accreditation</b> <b>E. Professional Development</b>	<b>A. New Revenue Streams</b> <b>B. Brand Marketing</b> <b>C. Community Relations</b> <b>D. Workforce Development</b>
<b>2016-17 Priorities</b>	<b>A. Curriculum</b> 1. Implement change in outcomes/course assessment for gateway courses. 2. Expand linkages between certifications and career programs. 3. Develop a program to encourage innovative pedagogy. <b>B. Transfer Programs</b> 1. Explore opportunities for 3 + 1 bachelor’s articulation programs. 2. Expand pathway programs with senior institutions. 3. Complete program reviews for all transfer programs. <b>C. Basic Skills</b> 1. Implement Accuplacer to replace Compass placement testing. 2. Assess student success in the STEM and Non-STEM math tracks. 3. Meet with high-school teachers to discuss college preparedness <b>D. Career and Technical</b> 1. Evaluate accelerated options for career programs. 2. Conduct and complete program reviews for all continuing and technical education.	<b>A. Student Engagement</b> 1. Redeploy personnel to emphasize enhanced student support. 2. Expand faculty use of Retention Alert to support student completion. 3. Evaluate and enhance programs to recruit and retain students from underrepresented groups. 4. Assess participation in extracurricular activities. 5. Explore athletics/clubs for new markets of students. <b>B. Access and Affordability</b> 1. Develop plan for “One Stop” student service. 2. Investigate feasibility of local Danville access to affordable bachelor’s degrees. 3. Study the Master Course Schedule and offerings for purpose and effectiveness. 4. Expand relationships with K-12 guidance counselors and teachers. 5. Implement plan to reduce the high cost of textbooks. 6. Investigate “flat rate” to increase full-time credits and pathways to graduation. <b>C. Guided Pathways</b> 1. Implement intrusive-intervention strategies for underperforming students. 2. Track, monitor, and provide assistance to keep the 2014, 2015, and incoming 2016 first-time, full-time, fall cohorts on target for graduation in under three years. 3. Assess student-success initiatives for effectiveness. 4. Review mentoring program for underachieving students. 5. Evaluate support programs for at-risk students. 6. Assess effectiveness of multiple-measures strategies. <b>D. Career Development</b> 1. Assess outcomes for career-counseling program. 2. Evaluate experiential learning component in credit programs.	<b>A. Budget 2017</b> 1. Implement Essential Spending Guidelines to reduce deficit from State funding shortfall. 2. Identify 2017 grant opportunities that fund equipment and facilities that support teaching and learning. 3. Implement enhanced “Second Chance” to recapture students with account balances. <b>B. Infrastructure Renewal and Expansion</b> 1. Evaluate College effectiveness in sustainability initiatives. 2. Explore and implement programs to improve energy efficiency and reduce costs. 3. Evaluate future expansion of the technology center. 4. Investigate feasibility and possible markets for residence halls. <b>C. Technological Enhancements</b> 1. Evaluate and enhance the use of the College Web site. 2. Investigate current Web site and Web Services capabilities in grading. 3. Explore improved methods for online test-taking. 4. Support enhanced use of technology in classrooms. 5. Introduce online tutorials. 6. Evaluate effectiveness of Help Desk support for faculty, staff, and students. <b>D. 2019 Accreditation</b> 1. Enlist co-chairs, core committee, and standards-based committees for 2019 report. 2. Develop a self-study road map. 3. Provide “Closing the Loop” examples of program assessment for all academic and administrative departments. 4. Coordinate I.E. and master plans for academics, facilities, noncredit, student service, and IT in Matrix development. 5. Evaluate HLC Mandatory Advisement Quality Project strategies and outcomes. <b>E. Professional Development</b> 1. Develop succession plans 2. Train staff and faculty on intrusive advisement strategies. 3. Evaluate the effectiveness of the faculty mentors’ program. 4. Recruit and retain a diverse workforce. 5. Assess and enhance emergency plan by holding regular “table top” drills.	<b>A. New Revenue Streams</b> 1. Market credit and noncredit to new niches of nontraditional students 2. Promote BSN in Three program with Eastern Illinois. 3. Support Foundation by exploring strategies to build a revitalized Alumni Association. 4. Develop and implement a strategic plan to increase endowments and legacy gifts. 5. Develop a facilities-rental plan. 6. Develop at Revenue Enhancement Action Plan. <b>B. Brand Marketing</b> 1. Develop a “brand” that evinces inclusion and markets the college to underrepresented groups. 2. Market to the Millennials. 3. Implement “student testimonial” campaign. <b>C. Community Relations</b> 1. Promote the successes of Middle College 2. Target marketing dual enrollment to K-12 students. 3. Expand use of high-achieving students as advocates. 4. Enhance relationships with public officials. 5. Increase College participation in Danville’s East/Main corridor development. 6. Promote sustainability programs. 7. Enhance support and services provided at the Hoopeston Center. <b>D. Workforce Development</b> 1. Provide expanded services at the Workforce Development Center. 2. Build linkages between College workforce development and community initiatives, including Vermilion Advantage.