

# Blue Ridge Community College

## Strategic Plan 2014-20

### A. Increase **STUDENT ACCESS** to quality education and training opportunities

1. Provide flexible course scheduling options
2. Improve accessibility to training for business and industry
3. Expand course offerings where a community need exists
4. Expand the number of programs offered completely online

### B. Strengthen **COLLABORATION AND PARTNERSHIPS** that will benefit the College, its students, and the community

1. Align with economic development agencies in their efforts to recruit and retain business and industry
2. Collaborate with educational institutions including middle schools and high schools to promote programs and recruit students
3. Partner with colleges and universities to enhance seamless articulation and transfer opportunities
4. Align with business and industry to leverage resources and equipment
5. Maximize funding opportunities through grants, foundations, and private support

### C. Promote **COMMUNITY AWARENESS** of programs and services through innovative and targeted marketing

1. Increase awareness of the College's programs and services to potential students, parents, and the community
2. Convey the quality and value of a Blue Ridge Community College education
3. Expand the use of new and emerging technologies to engage a diverse population.
4. Promote the College using student performance on multiple measures of quality and impact
5. Promote the College as a training resource
6. Promote the College as a venue for regional conferences and events
7. Increase the College's involvement in community activities and events

### D. Invest in **HUMAN RESOURCES**

1. Recruit and retain highly qualified faculty and staff with external credentials pertinent to their areas of expertise
2. Foster a work environment that focuses on the health and well-being of its employees
3. Increase professional development and training opportunities for all employees
4. Enhance inclusion and support of adjunct faculty and staff

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E. Ensure **PROGRAM EXCELLENCE** in the development and delivery of degrees, diplomas, and certificates

1. Employ the most effective instructional methodologies and best practices
2. Develop new programs based on emerging careers
3. Engage employers through program advisory committees
4. Utilize technology to enhance instructional delivery

F. Improve **STUDENT SUCCESS** in all levels of course completion and degree attainment

1. Promote effective and comprehensive advising
2. Emphasize success in developmental education
3. Increase retention, completion, and goal attainment
4. Ensure preparedness for online learning opportunities
5. Prepare students for successful transition to four-year colleges and universities
6. Monitor student progress and proactively provide support for early intervention

G. Develop a **TRAINED WORKFORCE** that meets the current skills gap in business and industry

1. Integrate workplace skills into College courses
2. Increase the number of learning opportunities outside of the classroom
3. Upgrade classroom and lab equipment to meet industry standards
4. Expand the opportunities for students to attain industry-recognized credentials
5. Actively respond to the training needs of business and industry
6. Increase opportunities for career exploration and progression for students
7. Establish benchmarks to measure job placement and increased wage earnings of our students and set goals for improvement

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## **RECOMMENDED STRATEGIC GOALS**

**STUDENT ACCESS:** Increase student access to quality education and training opportunities.

**STUDENT SUCCESS:** Improve student success in all levels of course completion and degree attainment.

**TRAINED WORKFORCE:** Develop a trained workforce that meets the current skills gap in business and industry.