



NORTH FLORIDA COMMUNITY COLLEGE STRATEGIC INITIATIVES FOR 2003-2004

Period July 1, 2003 – June 30, 2004

I. Initiative: Improve recruitment and retention of students

- 1.1. Outcomes
 - 1.1.1. Increase enrollment
 - 1.1.2. Increase retention rate
 - 1.1.3. Increase revenues due to student enrollment
 - 1.1.4. Improve student satisfaction
 - 1.1.5. Improve student success
- 1.2. Objectives
 - 1.2.1. Target/enroll more college-ready high school seniors from district
 - 1.2.2. Develop/identify retention strategies for first time college students
 - 1.2.3. Increase reliable, regular statistical reporting on enrollment, retention, completion
- 1.3. Performance Measures
 - 1.3.1. Five percent increase in district high school seniors from previous year
 - 1.3.2. Five percent increase of students retained from Fall 2003 to Spring 2004 semesters
 - 1.3.3. Timely reports for use by management
 - 1.3.4. Student satisfaction survey completed

2. Initiative: Improve quality of educational programs

- 2.1. Outcomes
 - 2.1.1. Improve program quality
 - 2.1.2. Improve institutional effectiveness
 - 2.1.3. Improve public access to courses
 - 2.1.4. Improve competitive position
 - 2.1.5. Improve student satisfaction and student success
- 2.2. Objectives
 - 2.2.1. Conduct reviews of all educational programs, evening course offerings, and online courses
 - 2.2.2. Continue institutional effectiveness activities in educational programs
- 2.3. Performance Measures
 - 2.3.1. One hundred percent of educational programs reviewed
 - 2.3.2. All programs will submit institutional effectiveness activity plans
 - 2.3.3. Realign evening and online course offerings
 - 2.3.4. Student satisfaction survey

3. Initiative: Improve productivity through technology

- 3.1. Outcomes
 - 3.1.1. Improve use of technology inside and outside classroom
 - 3.1.2. Improve NFCC's web presence
 - 3.1.3. Provide technology training for staff
 - 3.1.4. Improve employee productivity
 - 3.1.5. Improve technology acquisition process
- 3.2. Objectives
 - 3.2.1. Continue implementation of classroom technology
 - 3.2.2. Implement website redesign using end-user maintenance system
 - 3.2.3. Implement training schedule for classroom technology, distance learning software, webpage design software
 - 3.2.4. Tie technology acquisition/refresh to need analysis and performance requirements
- 3.3. Performance Measures
 - 3.3.1. Twenty percent increase in classroom technology
 - 3.3.2. New website active
 - 3.3.3. Training on new technologies completed: level of tech and software used by staff for distance learning and web
 - 3.3.4. Tech acquisition/refresh tied to needs analysis as evidenced by documentation

4. Improve image of college

- 4.1. Outcomes
 - 4.1.1. Improve awareness of NFCC in district, region, nation
 - 4.1.2. Improve community partnerships
 - 4.1.3. Improve private, corporate financial support of the college
 - 4.1.4. Position NFCC as a quality education institution
 - 4.1.5. Position NFCC as a source for rural innovation, development
- 4.2. Objectives
 - 4.2.1. Hold 45th Anniversary event November 22, 2003
 - 4.2.2. Seek NFCC sites in six-county district
 - 4.2.3. Identify/target district corporations as NFCC partners
 - 4.2.4. Promote achievements of NFCC alumni
 - 4.2.5. Seek, promote rural initiatives
- 4.3. Performance Measures
 - 4.3.1. Attendance at 45th Anniversary; increase in alumni contacts
 - 4.3.2. Progress/number of NFCC district sites
 - 4.3.3. Progress/number of NFCC corporate partners
 - 4.3.4. Community Awareness survey
 - 4.3.5. Completion of 1st Leadership Rural North Florida class; progress on other rural initiatives
 - 4.3.6. NFCC climate survey completed; dissemination of results to public