HEARTLAND COMMUNITY COLLEGE

STRATEGIC PLAN

ACADEMIC PLAN
Strategies to guide operational actions to achieve the five learning-related college-wide goals.

Student Success Goal 1: Increase the percentage of students progressing toward and completing their education and career goals.

1. Guide students to identify their educational and career goals and establish measures to assess progress toward meeting them.
2. Provide programming that fosters each student’s engagement with their program of study through professional and personal development.
3. Deploy a range of interventions, services, and programs to overcome barriers to entry, progress, and completion.
4. Design academic and student support activities with Universal Design for Learning (UDL) as a guiding framework.
5. Provide employees with professional development opportunities to support progress and completion.

Student Success Goal 2: Improve student satisfaction.

1. Identify and quantify students’ expectations and satisfaction levels.
2. Develop and deploy student support resources and co-curricular opportunities to improve student satisfaction.
3. Transition students successfully into and through the college experience.
4. Utilize program pathways to guide student progress to completion.
5. Ensure students have appropriate and timely guidance to achieve their goals.

Student Success Goal 3: Increase student achievement of the College’s Essential Competencies.

1. Define “student achievement of the Essential Competencies,” develop understandable and effective measures, and communicate results.
2. Increase the understanding and application of the Essential Competencies among students through multiple exposures.
3. Ensure all employees understand the Essential Competencies and their importance.
4. Integrate Essential Competencies into operational plans.
**Community Resource Goal 1:** Meet emerging workforce needs through education and workforce training programs.

1. Identify student professional/career interests and emergent workforce needs in the District and offer programs where these intersect.
2. Establish key community partnerships that support programs and student learning.
3. Create instructional environments relevant to District, student and employer workforce needs.
4. Coordinate program research and development across the Learning and Student Success, Continuing Education, and Adult Education divisions.

**Community Resource Goal 2:** Fulfill unmet community demand for personal enrichment and professional learning.

1. Utilize input from target audiences to define program offerings.
2. Utilize an ongoing gap analysis at all three campus locations to guide program development, offerings and pricing.
3. Pursue opportunities for campus and community partners to collaboratively meet personal enrichment and professional learning needs.
4. Provide programming in an array of formats to ensure broad community access.