

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.

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**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.

