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# Strategic Plan

Nash Community College

2021-2026





## Executive Summary

Nash Community College believes in the institutional effectiveness process of continuous improvement and presents this five-year strategic plan as its commitment to the community to seek new opportunities for growth and enrichment in the years to come. Input was received from both internal and external stakeholders throughout the creation of this plan to ensure that the goals, objectives, and strategies were consistent with the needs of the community and the vision of success of the college's employees. The college is excited about its role as an educational leader in Nash County and endeavors to only strengthen and enhance the services and education provided in the future.



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## VISION

Nash Community College will be a leader and primary educational partner in elevating the region's economic prosperity and educational attainment.

## MISSION

The mission of the college is to provide an educational environment that meets students where they are and prepares them for successful and rewarding careers in a global and diverse society.

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## VALUES

- **Student Success** – Nash Community College values an environment where all students are supported and provided with the resources needed to achieve their goals and to gain skills needed for future adaptability and success.
- **Teaching and Learning** – Nash Community College values innovative, high quality instruction and service to facilitate student growth and development.
- **Integrity** – Nash Community College values honesty and uncompromising adherence to ethical principles and responsible stewardship.
- **Respect** – Nash Community College values diversity, equity, and inclusion, believing that all should be treated with fairness and dignity.
- **Community** – Nash Community College values its role as a regional hub of educational advancement, economic development, and cultural enrichment.

## Goal 1 - Provide a continuum of programs, training, and supportive services that meets the needs of students, employers, and the community

### Objectives and Strategies

1. Align academic credentials and program offerings to job opportunities and regional economic needs.
  - 1.1. Conduct a needs assessment of local business/industry to identify gaps in training and skills as well as needs for skilled workers.
  - 1.2. Ensure college engagement with local economic development and industry boards/associations to remain connected with community needs.
  - 1.3. Assess enrollment and outcome data to make informed decisions about existing program success, growth, and offerings.
  - 1.4. Expand intentional, accelerated, competency-based programs of study leading to credentials in high-demand career pathways.
2. Increase access to educational offerings for residents throughout Nash County.
  - 2.1. Explore new opportunities for transportation to campus or off-site locations.
  - 2.2. Pursue expansion of off-campus instructional and/or student service sites.
  - 2.3. Investigate mobile classroom and/or mobile student services.
  - 2.4. Evaluate and expand diverse delivery of instruction including online, virtual, and face-to-face instruction.
3. Support effective advising and career services to help students identify, pursue, and achieve their educational and career goals.
  - 3.1. Expand success coaching to increase student access to coaches.
  - 3.2. Implement early student assessment to align student needs and abilities with courses and services to achieve individualized goals.
  - 3.3. Increase student awareness of programs and services on campus.
  - 3.4. Reinforce strategies for students on study and employment skills.

#### QUALITATIVE METRICS

- Reports from industry on skills gaps
- Campus representation on industry boards
- Cost analysis for mobile classroom



#### QUANTITATIVE METRICS

- Completion employment data
- Enrollment reports
- Completion rates
- Course outcomes
- Off-campus sites

## Goal 2 - Cultivate community engagement as well as local and regional partnerships that support the college mission

### Objectives and Strategies

1. Promote the college as the educational resource for basic skills, workforce training, university transfer, and personal enrichment.
  - 1.1. Implement strategic enrollment campaigns to effectively target stakeholder groups with information about offerings.
  - 1.2. Collaborate with employers to inform employees about additional education or training for professional or personal development.
2. Increase engagement with elementary, middle, and high school stakeholders.
  - 2.1. Initiate targeted communication with K-12 students, parents, and teachers to increase understanding of college offerings and opportunities.
  - 2.2. Assist high schools with improving career/college readiness and increasing student access to NCC's opportunities.
  - 2.3. Collaborate with elementary and middle schools to expose students to potential career opportunities at earlier developmental stages through interest assessments and inventories.
3. Expand experiential learning opportunities, including service learning, internships, work-based learning, and apprenticeships.
  - 3.1. Investigate opportunities for short-term exposure to careers.
  - 3.2. Consistently communicate opportunities to faculty and students on available work-based learning.
  - 3.3. Expand opportunities with different disciplines and industry partners.

#### QUALITATIVE METRICS

- Examples of new promotional materials
- Summaries of experiential learning experiences
- Description of presentations provided to community



#### QUANTITATIVE METRICS

- Count of activities, events, and presentations
- Number of students in experiential learning
- Number of participants at community events

## Goal 3 - Promote a supportive and inclusive culture that fosters growth and development

### Objectives and Strategies

1. Develop a “one college” philosophy.
  - 1.1. Facilitate seamless transition from basic skills to advanced educational opportunities.
  - 1.2. Provide focused professional development that increases employee knowledge of all campus programs, services, and resources.
  - 1.3. Increase access to campus activities for students.
  - 1.4. Foster employee engagement within the institution to assure positive outcomes and achievement of goals.
2. Enhance customer service.
  - 2.1. Assess current practices for interaction with stakeholders.
  - 2.2. Explore and implement improvements in delivery of customer service.
  - 2.3. Provide ongoing professional development on customer service.
3. Strengthen diversity, equity, and inclusion throughout the college experience.
  - 3.1. Provide educational opportunities related to DEI.
  - 3.2. Conduct periodic assessments of DEI policies, procedures, and practices.
  - 3.3. Assess disaggregated completion and performance rates of students and implement strategies for improvement with a focus on equity for learners at every level.

#### QUALITATIVE METRICS

- Description of expanded services for students
- Results of DEI audits
- Examples of customer service enhancements
- Improvements to DEI based on audit findings
- Documentation of strategies that increased student success



#### QUANTITATIVE METRICS

- NCCCS Performance Measures
- IPEDS graduation rates
- Number of participants in professional development
- Number of students transitioning from basic skills into additional program offerings

# **Vision for the future of NCC –**

**To enable a person with  
a dream and some hustle  
to succeed in improving  
their life situation and  
that of their family.**

- Strategic planning survey respondent

