

1. Student Success

Goal: Increase student completion rates without sacrificing academic quality

- 1.A.4 Explore, develop and implement pathways to completion for each partner high school to translate dual enrollment coursework to matriculation to YC and certificate/degree completion (2+2+2) concept
 - Define paths for counselors; develop marketing materials for families
- 1.A.7 Develop early alert system to notify the student and YC when a student deviates from their academic pathway
- 1.A.8 Implement campaign that Full Time is 15 credits as opposed to 12 credits each term. Campaigns like “15 to Finish”
 - Launch full time student discount
- 1.A.11 Enhance current CRM system for student prospect funneling and engagement through start of each term, and through completion of program
 - expand capability through texting
 - expand effectiveness through chatbot
- 1.A.13 Develop plan for strategic direction of online learning
- 1.A.14 Develop plan for dual, JTED, and concurrent programs
 - begin discussions of Early College Academy for FY21
- 1.A.17 Create and implement a robust and systematic enrollment management model
 - reorg Student Development to focus on Enrollment Management and Retention
 - learn/implement best practices for Strategic Enrollment Management

2. Economic Responsiveness

Goal: Create and implement a job placement system to connect YC graduates with economic opportunities

- 2.A.3 Establish a system for job placement for graduates
 - reorg to provide additional YC staff
- New Goal: Develop new programs that help students enter the workforce with living wage pay**
- 2.D.1 Create programs that meet current local/ regional needs
 - working with committee appointed by East County leaders to identify East County needs
 - Investigate expansion of enology into fermentation
 - Develop addiction counseling program
 - 2.D.2 Create programs that meet evolving workforce needs
 - investigating 3D Construction to help address Yavapai County housing crisis

3. Engaged Community

Goal: Increase Credit Enrollments

- 3.A.1 Strengthen Marketing, Recruiting, and Communication district wide
 - Increase focus on Verde Valley Marketing/ PR efforts
- 3.A.5 Evaluate current Recruiting processes and staffing levels
 - Increase outreach to Hispanic community
- 3.A.6 Explore the feasibility of reinstating the Retirement College option for senior students
 - Launch Senior Discount

- 3.A.7 (New) Increase retention of 1st Generation students through establishing 1st Gen Club
- 3.A.8 (New) Begin adoption of OER with goal of converting 50% of course materials within 5 years
- 3.A.9 (New) Focus on Athletics as a recruitment tool.
 - invest in Athletics PIO
 - invest in Donation specialist with goal of raising enough recurring donations to cover scholarships within 5 years
 - Invest in Spirit squad
- 3.A.10 (New) Expand retention efforts through Insidetrack consultant
 - expand outreach to students from prior semesters who have not contacted us this semester (current capacity constrains us to focusing on students who are in this semester's funnel)
 - compare consultant technique to YC technique, and train YC if their method works better

Goal: Increase non-credit enrollment

- 3.B.3 (New) Expand College for Kids into more comprehensive M-F, 7:30-5:30 Summer coverage, while developing some Summer Camp programs to promote YC programs

4. Organizational Development

Goal: Improve Employee Engagement & Satisfaction

- 4.A.1 Conduct regular and comprehensive evaluation of employee engagement and satisfaction
 - perform 3rd party survey
- 4.A.3 Promote internal communication and collaboration within and among College employees, departments, and campuses
 - Conduct Outward Mindset Training

5. Fiscal Stewardship

Goal: Model Fiscal Stewardship

- 5.A.1 Ensure that Yavapai College's resources are used responsibly and efficiently to meet the needs of its students, taxpayers, and investors
 - Conduct employee cost savings survey to identify opportunities to reallocate resources

Goal: Focus Capital Improvement Plan on Student Success

- 5.B.1 Enhance mechanisms for constituent feedback regarding the Capital Improvement Plan
 - Updated CIP to include Verde Valley Skilled trades Center for additional CTE space
- 5.B.2 Optimize use of existing space prior to creating new facilities with similar functions
 - Renovate Building L to create state of the art CTE opportunities in Health, Advanced Manufacturing & Engineering
 - Researching grant to build Business Accelerator