Strategic Priority 1: Student Success & Academic Support Services

GOALS

1.1: Provide students with optimal support to ensure success by fully implementing the 2019-20 Student Success Plan to achieve: 1) an increase in Fall-to-Spring retention in 2019-20 to 73.5% compared to 70.9% Fall-to-Spring retention in 2018-19, 2) a 5% increase in the number of total graduates and overall awards conferred in 2019-20 compared to 2018-19, and 3) a 10% increase in club and organization participation.

1.2: Guide students to set and meet academic goals, including a personalized education plan, through the execution of the fifth year of the Quality Enhancement Plan - “Academic Goals: Engaging, Navigating, and Training for Success” - to collect 100% of available QEP datasets for inclusion in the QEP Impact Report by June 30, 2020.

1.3: Provide students with a coherent, shared experience and educational foundation by implementing the new General Education Competencies Assessment Plan to assess quantitative literacy and written communication in year one with the expectation that at least 60% of students will score a 3 or higher out of 5 on all assessment rubrics for designated courses.

1.4: Enhance student services to increase student satisfaction with their experiences with DCC’s student services, with a focus on improving student satisfaction with the helpfulness of tutoring services, academic advising, and transfer services by 10% each compared to 2018-19.

1.5: Engage 100% of faculty in student success initiatives to support student achievement.

1.6: Expand Outreach to Youth, At-Risk and Special Populations by increasing participation by at least 5% compared to 2018-19.

Strategic Priority 2: Enrollment Stabilization & Growth

GOALS

2.1: Fully implement the 2019-20 Enrollment Management Plan to achieve: 1) a Fall 2019 non-dual enrollment headcount in credit programs that meets or exceeds 1,795, 2) a Spring 2020 non-dual enrollment headcount in credit programs that meets or exceeds 1,741, and 3) a 20% increase in applications in Fall 2019 compared to Fall 2018.

2.2: Accelerate and streamline communication and services with Business and Community Partners of Danville Community College’s Workforce Services Programs to increase enrollment by 5%.

2.3: Attract an increased number and diversity of students through proactive communication and engagement in the community to increase enrollment of first-time-at-DCC students by 5% compared to 2018-19.

2.4: Explore and implement non-traditional and innovative instructional program methods and content delivery resulting in increased enrollment.
Strategic Priority 3: Organizational Excellence & Continuous Improvement

GOALS

3.1: Ensure evaluation and continuous improvement within all core areas of the College.
3.2: Foster a system in which 100% of innovative ideas to improve a Danville Community College process, service, challenge, or program that is formally submitted by DCC Personnel are evaluated.
3.3: Create and sustain a campus climate that embraces diversity and inclusion for all campus members to feel welcomed, supported, included and valued by the College and each other.

Strategic Priority 4: Financial Sustainability & College Resource Stewardship

GOALS

4.1: Position Danville Community College for future growth, development, and profitability by analyzing all areas.
4.2: Increase and diversify Danville Community College revenue streams through fully executing a comprehensive institutional advancement fundraising plan.

Strategic Priority 5: Strategic Communications & Marketing

GOALS

5.1: Track all identified prospects to promote a seamless internal process of converting leads to enrolled students.
5.2: Analyze 100% of the service region and identify unleveraged market segments to inform the comprehensive marketing plan for FY 2020 and FY 2021.
5.3: Increase DCC brand footprint at Southern Virginia Higher Education Center (SVHEC) in support of a 15% increase in credit hour enrollment in Halifax County.
5.4: Develop and distribute a DCC brand standards guide and ensure 100% college-wide compliance with brand quality and consistency.
5.5: Position Danville Community College as the region’s “educational resource of choice” for delivering prepared students via excellent Academic Programs, Workforce Services, and short-term training.
5.6: Increase the cohesiveness, consistency, and clarity of Danville Community College’s communications.