Do. **C**reate. **C**ollaborate.

2021-2023 Strategic Plan

DCC
Danville Community College

DCC 2023: **D**o. **C**reate. **C**ollaborate.

Dear Friends of Danville Community College,

Our mission at Danville Community College is to *provide quality, comprehensive higher education and workforce programs and services to promote student success and to enhance business and community development,* and I am excited to reveal our 2021-2023 strategic plan to carry the mission forward. This strategic plan builds upon the accomplishments of our last strategic plan, the UKnighted Plan, which helped us to increase awards conferred by 25%, increase student club and organization engagement by 127%, implement an innovative ideas incubator, experience a 17% increase in annual giving, improve DCC's partnership with the Southern Virginia Higher Education Center (SCHEV), and develop an official brand standards guide.

This two-year strategic plan will guide Danville Community College to accomplish its mission and vision by adhering to a cogent, college-wide strategic plan to facilitate student success, advance excellence in building workforce services, cultivate relationships and partnerships, and foster an inclusive campus climate as we focus on diversity, equity, and inclusion. I am proud to introduce the 'DCC 2023: Do. Create. Collaborate.' Strategic Plan. We refer to this new plan as the '**DCC 2023**' plan, for short.

Danville Community College is dedicated to achieving excellence as we come together as a team and implement this new strategic plan.

Sincerely,

Muriel Mickles, Ed.D.
Interim President
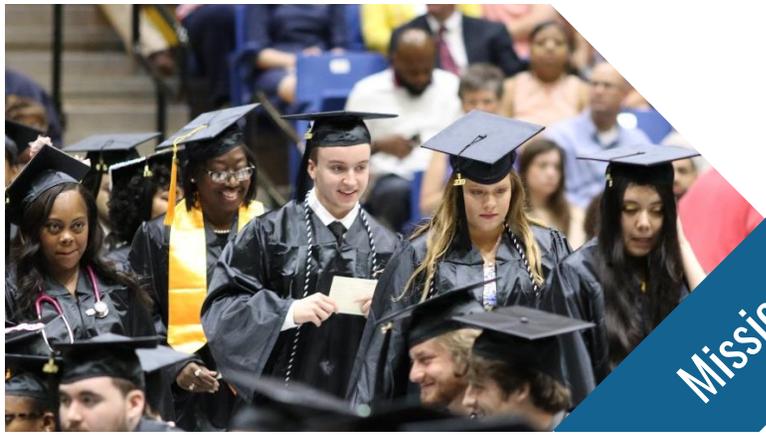
Our Mission

Danville Community College is committed to providing quality comprehensive higher education and workforce programs and services to promote student success and to enhance business and community development.

Our Vision

DCC will be the college of choice in our region for exemplary educational programs and services.

Our Values

I am DCC.

Innovation	**A**ccessibility	**M**omentum	**D**ignity	**C**ourage	**C**ommitment
We value innovative thinking, improving processes, and implementing new ideas for success.	We provide access to ensure that all students are able to participate in and benefit from learning opportunities.	We meet people where they are, create a supportive learning and working environment, and help them to identify goals and develop a clear path to success.	We foster a culture of diversity, equity, and inclusion that welcomes and respects everyone for who they are and who they will become.	We courageously take initiative and action to continuously improve and stand up for what's right with integrity.	We are dedicated to assisting our students, partners, and employees to reach their full potential.

Strategic Priority 1
Student Success

Goal 1:
Create and Implement a College Strategic Enrollment Management Plan & Framework

Goal 2:
Enhance Integrated Support Services

Goal 3:
Foster Student Learning & Success

Strategic Priority 3
Resource Development

Goal 1:
Ensure Organizational Excellence Using Fiscal Responsibility and Data

Goal 2:
Continue to Cultivate Relationships with External Partners and Officials

Goal 3:
Maximize Effective Use of Technology to Provide Supportive Systems for Students & Employees

Strategic Priority 2
Advancing Excellence

Goal 1:
Expand Workforce Services

Goal 2:
Build Comprehensive Policies & Procedures

Goal 3:
Enhance Professional Development

Strategic Priority 4
Diversity, Equity, & Inclusion

Goal 1:
Create and Implement a Comprehensive College Diversity, Equity, and Inclusion Plan & Framework

Goal 2:
Improve Recruitment and Retention of Underrepresented Faculty and Staff

Goal 3:
Increase Credential Attainment and Close Gaps for Underrepresented Students at DCC

Goal 4:
Foster Inclusive Campus Climate

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Key Performance Indicators

Strategic Priority 1: Student Success

➢ Number of Applications Received from Underrepresented Students
➢ Number of Underrepresented Students Enrolled at DCC
➢ Enrollment in Credit Programs (disaggregated)
➢ Graduation Rates (disaggregated)
➢ Course Success Rates (disaggregated by delivery modality, race/ethnicity, and gender)
➢ Retention and Persistence Rates
➢ Job Placement Rate (in Virginia)

Strategic Priority 2: Advancing Excellence

➢ Enrollment in Non-Credit Programs
➢ Completion Rates in Non-Credit Programs
➢ Credentials Earned in Workforce programs
➢ DCC Policy Update Percentage
➢ Professional Development and Training Completion Rates

Strategic Priority 3: Resource Development

➢ VCCS Performance Funding Measures
➢ Number of Grant Proposals Submitted
➢ Sources of Funding and Revenue Generation
➢ Administrative Costs per Student
➢ Revenue Generation by Program

Strategic Priority 4: Diversity, Equity, and Inclusion

➢ Mindfulness of Diversity, Equity, and Inclusion Among Faculty and Staff
➢ Percentage Representation Throughout the Institution
➢ Retention of Underrepresented Faculty and Staff
➢ Increase in Underrepresented Students Graduating in Critical Fields

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Plan

Align initiatives throughout DCC with our strategic plan. College-wide, departmental, and committee plans and goals will align to maximize impact. Planning on an annual basis, with continuous adjustments, will allow us to focus on gaps in our goal achievement and shift to address disruptions or trends that make change important.

Evaluate

Measure what matters to our success. While our Key Performance Indicators are slower to show progress than other measures and are influenced by many factors, they demonstrate if we are meeting our mission of *providing quality comprehensive higher education and workforce programs and services to promote student success and to enhance business and community development*. Annual student achievement measures help us know if we are on the right track and where we need to adjust. Other performance indicators collectively display a snapshot of DCC and provide additional opportunities to determine if our initiatives are working and where we need to increase focus.

Track

Provide accessible and transparent information. Using a technology platform called Anthology Planning, departments will submit goals and updates regarding the strategic plan. This comprehensive system will allow accessible and transparent information which will help the College further collaborate on activities, better communicate with stakeholders, track completion, and provide information to decision-makers regarding where funding has the most impact.