FY 2013 Goals and Objectives

FY 2013 Strategic Goals:

Goal 1: Improve the College's process for measurement and assessment of student learning (E-101: Learner Community)

Objective 1: Develop and implement the campus wide assessment plan for student learning throughout each academic division. The plan addresses course, program, and general education assessment and coordinates with the State program review schedule. The plan includes timetables for implementing each of the assessment processes, including assessment plans, data entry, faculty/staff review and follow up.

Goal 2: Continue to enhance our strategic enrollment process (E-101: Learner Community)

Objective 1: Establish a set of baseline measures and metrics to monitor the College's progress toward achieving its enrollment and retention goals.

Goal 3: Improve major institutional processes (E-105: College Community)

Objective 1: Continue the implementation of a simplified budget process that aligns strategic priorities with the College's resources and provides a mechanism for effective monitoring of the budget. Greater reliance on historical actual revenue and expenditure data will be incorporated into the budgeting process as well as regular variance analysis reporting.

Objective 2: Continue the implementation of processes within the College's Human Resources Office that improves the hiring process, provides a greater focus on diversity and baseline reporting, and overall efficiencies within all personnel related issues. Included would be continued improvement on all compliance issues and working capital reporting.

Goal 4: Cultivate an atmosphere of diversity and inclusion throughout the college community

Objective 1: Improve diversity and inclusion in the student body through direct student recruitment and retention efforts and establish benchmarks for measurement. (E-101: Learner Community, E-104: Pre-Kindergarten through 16 Community)

Objective 2: Improve diversity and inclusion in the faculty, staff, and administration through direct faculty recruitment and retention efforts and establish benchmarks for measurement of program effectiveness. (E-105: College Community)

Objective 3: Increase diversity connection to the community through concerted community development efforts and participation. (E-102: Business Community)

- Goal 5: Diversify the College's resource base (E-103: Owner Community)
 - Objective 1: Measure philanthropy by increasing President's Circle Members, raising unrestricted dollars through the Annual Fund, increase gross special event proceeds at the 10th Annual NWACC Foundation Scholarship Gala through sponsorships and Becky's Book Club, completing NCPTC campaign by June 30, 2013, and placing further emphasis on Planned Giving through educational seminars, newsletters, and events.
 - Objective 2: Secure public/private partnerships for expansion into Washington County.
 - Objective 3: Continue to solicit and be awarded external funding from both public and private funding agencies.
 - Objective 4: Corporate Learning will deliver courses and programs that meet the needs of corporate clients and the Northwest Arkansas workforce and to increase revenues over expenses while controlling, monitoring, and adjusting costs, as necessary.
 - Objective 5: Achieve 100% acquisition of performance based state funding by meeting performance funding measures.
 - Objective 6: Continue promoting equitable funding through the performance based funding model.
 - Objective 7: Improve institutional branding through the use of technology and social media opportunities.
- Goal 6: Complete all AQIP and accreditation requirements to continue institutional accreditation for a minimum of 7 additional years. (E-101: Learner Community, E-102: Business Community, E-103: Owner Community, E-104: Pre-Kindergarten through 16 Community, E-105: College Community)
 - Objective 1: Complete the AQIP Reaffirmation and Reaccreditation site visit with positive responses from the Site Visit Team.
 - Objective 2: Receive notification of AQIP Reaffirmation and Reaccreditation from the Higher Learning Commission of the North Central Association of Colleges and Schools.
 - Objective 3: Create the leadership team and writing teams for the nine categories to complete the AQIP Systems Portfolio in Spring 2014.
- Goal 7: Update the NWACC Master Plan. (E-101: Learner Community, E-102: Business Community, E-103: Owner Community, E-104: Pre-Kindergarten through 16 Community, E-105: College Community)

Objective 1: Update the Master Plan with the City of Bentonville 8th Street information and revised College priorities.