

## Goal 1: Student Success

- The College will increase fall to fall student retention rates.

*The College will meet the goal of a 5% increase through Aviso retention services, guided pathways, advising, and student support services. The College will measure the goal by tracking first-time full-time students of Fall 2019 to Fall 2020 and Fall 2020 to Fall 2021.*

- The College will increase total student enrollment.

*The College will meet the goal of a 5% increase through an extensive marketing and recruiting program, high school visits, and scholarship awareness. The College will measure the goal by comparing the student headcount of Fall 2020 to Fall 2021.*

- The College will increase student completion of degrees, diplomas, and certificates.

*The College will meet the goal of a 5% increase through guided pathways, advising, Self-Service, and Finish First initiative. The College will measure the goal by comparing consecutive graduation rates for Spring 2019, Spring 2020, and Spring 2021.*

## Goal 2: Student Support

- The College will provide a satisfactory experience for its students.

*The graduate and climate surveys will show that at least 80% of our students will be satisfied with their college experience.*

- The College will increase scholarship awareness and application completion.

*The number of completed scholarship applications will increase 5% from 2019 to 2020 and from 2020 to 2021*

- The College will increase student awareness of social support services, such as Aunt Bertha, Eagle's Nest, and Bladen SOS, that are available to them.

*A survey question relative to student awareness of social support services on the student climate survey will show that at least 75% of students are aware of the services available.*

- The College will develop an online orientation program for students.

*The College will create an online orientation for new and returning students by July 2021.*

## Goal 3: Employees

- The College will increase opportunities for professional and career development for all employees.

*A question relative to professional and career development on the annual services review will show that at least 75% of staff and faculty have had professional development opportunities.*

- The College will promote a culture of open communication and collaboration throughout campus.

*The annual services review survey results will show that at least 75% of employees are satisfied with communication on campus*

- College employees will be satisfied as an employee of Bladen Community College.

*A question relative to employee satisfaction on the annual services review survey will show that at least 75% of employees are satisfied as a BCC employee.*

- College employees will feel respected and appreciated as an employee of Bladen Community College.

*The annual services review survey will show that at least 75% of employees feel respected and appreciated.*

## Goal 4: Community

- The College will increase the external use of campus facilities by community, state, and local organizations for activities, meetings, and events on campus.

*The number of activities external organizations hold on campus in comparison to previous academic years will show an increase in campus facilities' use.*

- The College will develop a multi-year extensive marketing plan to include all social media outlets, news outlets, college website, and publications.

*The College will create the marketing plan by July 2021 to show that the College met the goal.*

## Goal 5: Environment

- The College will increase the number of named facilities with a focus on the Workforce Development and STEM buildings.

*By August 2021, the college will have at least two naming sponsorships.*

- The College will provide a safe, secure, and clean environment to all employees.

*The annual services review survey results will show that at least 75% of employees are satisfied with the campus environment.*

- The College will acquire and install reliable connectivity technology, so all employees and students are able to access Wi-Fi throughout the entire campus.

*Results from the student climate and annual services review surveys will show that at least 75% of students and employees are satisfied with connectivity while on campus.*