

Strategic Goal 1: *Student Success*

At Rowan-Cabarrus Community College, we empower all learners to become active participants in their education. Our primary emphasis as a learning-centered college is providing meaningful academic experiences within a collaborative learning environment where students are encouraged to achieve their maximum potential.

Key Initiatives:

RCCC will . . .

- ▶ Enhance and establish real world learning experiences for students.
- ▶ Increase faculty and staff professional development opportunities fostering the learning process, such as the implementation of active learning principles and program specific knowledge.
- ▶ Provide students effective and efficient access to services, including scheduling, advising, registration, and career development.
- ▶ Improve assistance to students with financial, social, and educational barriers.
- ▶ Maintain opportunities for lifelong learners by offering alternative course delivery and scheduling options to accommodate our students' lifestyles and needs.
- ▶ Promote a college culture that appreciates diversity and provides leadership in serving the needs of emerging student populations in the service area which are underserved or unprepared for the community college experience.
- ▶ Develop new and strengthen existing academic partnerships within the community to improve student education and career opportunities.

Strategic Goal 2: *Workforce and Economic Development*

At Rowan-Cabarrus Community College, we serve our students and support the regional economy by placing emphasis on timely and high quality workforce development initiatives.

Key Initiatives:

RCCC will . . .

- ▶ Enhance current and develop new programs for our students which reflect the needs of existing and emerging industries within the service area.
- ▶ Continue to develop strategic partnerships with community organizations to support economic development and prepare our students for the workforce.
- ▶ Promote economic and workforce development opportunities through a variety of program options such as short term training and work skills enhancement.
- ▶ Expand career development services for area displaced workers and other adults which allow them to identify appropriate training and work opportunities within the service area.

Strategic Goal 3: *North Carolina Research Campus*

At Rowan-Cabarrus Community College, we support the North Carolina Research Campus by assuming a leadership role in its establishment and development.

Key Initiatives:

RCCC will . . .

- ▶ Develop and expand instructional programs which support identified employment needs of the North Carolina Research Campus.
- ▶ Enhance participating academic and community partnerships to achieve maximum efficiency and effectiveness in developing the North Carolina Research Campus.
- ▶ Initiate grants exploration and development activities which facilitate the implementation of needed programs and services within the North Carolina Research Campus.

Strategic Goal 4: *Communication*

At Rowan-Cabarrus Community College, we place a high priority on broad-based, interactive internal and external communication in the management of a multi-campus environment.

Key Initiatives:

RCCC will . . .

- ▶ Develop an open and accessible communication system engaging students, staff, faculty, and administration in the exchange of information.
- ▶ Strengthen our marketing and public information presence by developing and implementing a comprehensive plan.
- ▶ Promote the image of the college as a community focused institution.
- ▶ Enhance the “one college” identity within the multi-campus environment.
- ▶ Expand the continuous dialogue with external groups to ensure the college’s responsiveness to emerging community needs.

Strategic Goal 5: *Outcomes-Based Culture*

At Rowan-Cabarrus Community College, we place an emphasis on evidence-based planning and outcomes assessment as a means of fulfilling the mission of the college.

Key Initiatives:

RCCC will . . .

- ▶ Expand the planning process where decisions are clearly based on the sound analysis of data.
- ▶ Ensure that the planning and evaluation of programs and services throughout the college is a collaborative effort involving faculty, staff, students and community resources.
- ▶ Review all existing programs and services through systematic, ongoing, institution-wide planning and evaluation procedures to assure that the college is progressive and maintains an effective, efficient use of resources.

Strategic Goal 6: *Institutional Success*

At Rowan-Cabarrus Community College, we align funding, organizational structure, operational procedures, and processes to ensure the quality of the college’s growth and success as a multi-campus college.

Key Initiatives:

RCCC will . . .

- ▶ Elicit continuous support of state and local government representatives as well as community leaders in both counties.
- ▶ Provide increased accessibility and visibility of the leadership team college-wide in order to effectively represent the college to students, faculty, staff, and the community.
- ▶ Increase financial resources for identified needs through enhanced government funding as well as private donations, grants, and partnerships.
- ▶ Plan and develop new facilities consistent with institutional growth and identified needs.
- ▶ Develop succession planning to assure the continued quality of services.
- ▶ Improve employment policies, procedures, and compensation to become more competitive in attracting, hiring, and retaining qualified faculty and staff.