

HACC, Central Pennsylvania's Community College

The 2008 – 2011 College Strategic Plan

Sharing the vision, shaping the future

Major Goals and Sub-goals (Institutional Priorities):

Approved by the HACC Board of Trustees, August 5, 2008

- 1. HACC provides learning support services and environments which engage and support all students to ensure their academic, personal, and professional success.**
 - a. Maximize students' access, enrollment and success by implementing a comprehensive Enrollment Management Plan.
 - b. Maximize early intervention strategies for at-risk students to ensure their success.
 - c. Ensure universal access to student services through a centralized student technology support system.
 - d. Develop an Honors Program with select four-year colleges for the best and brightest high school graduates.
 - e. Create a campus culture that cultivates personal and active engagement through integrated co-curricular and curricular leadership and multicultural activities.

- 2. HACC is recognized as a leader in academic programs, instruction, and services.**
 - a. Position HACC faculty at the national and international forefront of educational innovation and teaching excellence.
 - b. Establish a Developmental Education Plan that increases retention of students in developmental courses.
 - c. Expand International Education course offerings and student participation.
 - d. Measure HACC's success with an Institutional Effectiveness Report Card.

- e. Invigorate curricular offerings based on student needs and regional workforce priorities.

3. HACC is a leader in engaging students, faculty and staff along with the general public in telling its story and promoting its products and services.

- a. Be at the forefront of 21st Century communication techniques.
- b. Achieve credit / non-credit seamlessness through strategic administration and marketing.
- c. Implement Banner SEM Module into Enrollment management strategy.
- d. Maximize profitability of auxiliary enterprises through strategic market positioning.
- e. Reestablish the HACC Magazine as the flagship external communication vehicle.
- f. Engage students, faculty, alumni and friends in telling the HACC story.

4. HACC faculty and staff enjoy and foster a collegial, inclusive and continuous learning environment.

- a. Establish a Faculty and Staff Development Institute that prepares employees for HACC's future.
- b. Implement a College Reorganization Plan to fulfill HACC's one-college, multi-campus mission.
- c. Make HACC a shining example of diversity and inclusiveness in all community, learning and work environments.
 - i. In enrollment (Black)
 - ii. In employment (Tulli)
 - iii. In curriculum (Young/Doherty)
 - iv. In community interface (Rockey/Koones)
- d. Maximize faculty and staff involvement in Wellness & Support Programs.

5. HACC provides the financial strength and planning, technology and facilities appropriate for a world-class institution.

- a. Update the Facilities Master Plan, and re-sequence and implement priorities to address evolving needs of the college and community.
- b. Establish and implement a comprehensive, long-term financial plan to assure the college's sustainability and growth.
- c. Create and implement a new Technology Master Plan that incorporates input from all stakeholders, provides overall guidance and direction for the use of academic and administrative technology, and seeks to make the most effective use of the College's investment in this technology.
- d. Assess the college's current state of emergency management preparedness, and adopt a plan that can be quickly implemented in the event of an emergency or disaster.

6. HACC stands as a national model for leveraging strategic partnerships.

- a. Leverage public- and private-sector partnerships to maximize operating and capital support.
- b. Position HACC to meet Central Pennsylvania's workforce development and training needs through strategic planning and alliances.
- c. Increase awareness of HACC's importance to the region through strategic branding, communicating, advocacy and interaction among key constituencies, audiences and stakeholders.
- d. Strategically engage HACC Alumni and Emeriti to further strengthen the College and the communities it serves.