HFCC STRATEGIC PLAN
2013-2015

1.   ACCESS

Provide accessible, high quality, and affordable education to meet the needs of our community.

a) Provide affordable access to the College's programs, courses, and services.
b) Encourage participation by increasing availability and awareness of financial aid and scholarships.
c) Develop marketing strategies to recruit new students and increase market share.
d) Provide priority registration for continuing students.

2.   STUDENT SUCCESS

Design and implement strategies to increase student success in their academic pursuits.

a) Assess student needs and implement plans to increase student retention.
b) Develop a plan to increase student retention and graduation rates.
c) Evaluate and improve the College's advising system, as guided by the Counseling and Advising Task Force Report.
d) Provide training and support to better serve students needing specialized learning support services.
e) Establish a comprehensive tutoring system, as guided by the Tutoring Task Force Report.
f) Evaluate and adjust course placement policies to better align student skills with course requirements.
g) Offer comprehensive technical and academic support to students enrolled in online courses.
h) Enhance academic opportunities and support for high-achieving students.
i) Promote student success by ensuring an adequate, sustainable staffing plan, including professional development and equity for all staff, as guided by the College's Operational Planning Process.
j) Increase graduation rates by promoting the value of an Associate degree and improving articulation and reverse transfer agreements.
k) Conduct research and disseminate results on reasons students leave the College before completing their goals.

3.	COMMUNITY ENGAGEMENT

Investigate, establish, and strengthen partnerships with key stakeholders within the community to better address the needs of students, community stakeholders, and the College.

a) Provide needed assistance to community agencies and the people they serve by increasing HFCC faculty and staff representation and participation in community organizations.
b) Create more opportunities for community members and organizations to engage in joint programs and services with the College.
c) Collaborate with other educational institutions and professional organizations to provide students with a seamless educational pathway and enhance their educational opportunities.
d) Develop and expand programs and projects that engage students, faculty and staff in service learning, civic learning, and democratic practice.
e) Celebrate the diversity of our campus and community.

4. CONTINUOUS QUALITY IMPROVEMENT

Promote effectiveness through the development and use of continuous quality improvement.

a) Foster a culture of improvement and effectiveness
b) Develop strategies to assist underprepared students achieve their educational objectives.
c) Improve systems and processes in non-academic areas through evaluation and assessment.
d) Improve the effectiveness of academic programs through assessment and program review.
e) Develop and implement a plan to improve online teaching and learning, as guided by research and best practices.
f) Determine the direction of online learning at the College.
g) Maintain and improve College facilities to provide a welcoming environment conducive to teaching and learning and to promote the image of the College.

5. CAMPUS COMMUNITY

Foster a culture that recognizes and enhances the contributions of all members of the College community.

a) Increase employee satisfaction and effectiveness through mentoring and other programs.
b) Foster civility and continuously evaluate the safety of the campus to promote a civil and safe learning and working environment.

6. CURRICULUM

Develop and deliver curricula to prepare students for a rapidly changing world and workplace.

a) Align course, program, and general education learning outcomes with expectations of four-year institutions, accrediting agencies, business and industry, and other partners.
b) Review existing and develop new programs to meet emerging workforce needs.
c) Continue to explore the creation of four-year degrees as allowed by state legislation.
d) Develop curriculum that lends itself to non-traditional delivery formats.
e) Provide students with opportunities to practice skills and test classroom knowledge through related experiences such as service learning.

7. FUNDING

Develop resources and effective operational strategies to promote a supportive learning environment and sound financial stewardship.

a) Pursue legislative support for funding the mission of the College.
b) Explore potential local funding opportunities.
c) Develop and implement operational efficiencies to maximize the effective use of available resources.
d) Expand grant, philanthropic, and other external funding sources.
e) Explore new and innovative strategies to reduce expenditures.
f) Develop long-term strategies that align expenditures with revenues to ensure a sustainable future for the college.
g) Pursue strategies to reduce uncollectible tuition and fees.

8. TECHNOLOGY

Utilize changing technologies to improve academic outcomes and increase administrative efficiency.

a) Train employees to effectively use new and existing technologies.
b) Implement new software such as, e-advising, Retention Alert, and the Portal to improve and enhance college communication.
c) Implement a new course management system and evaluate its effectiveness.
d) Explore innovative technologies that support best practices in teaching and learning and increase administrative efficiencies.
e) Use technology to increase access to college programs and services.