



DAWSON COMMUNITY COLLEGE
2015-2018 STRATEGIC PLAN

MISSION

Dawson Community College provides affordable and open access to quality teaching and learning.

VISION

Dawson Community College will be the premier source for higher education, workforce training, personal enrichment, and community events and partnerships in Eastern Montana.

Core Theme 1 Strategy: Improve the student experience and enrich the learning environment

Table 1

CORE THEME 1: Provide programs and services that prepare learners for transition to and success in further degree programs

Strategic Objective	Indicators of Achievement
1.A Grow enrollment through recruitment and retention activities	1.A.1 Annualized FTE
1.B Increase accessibility	1.B.1 Number of students enrolled in hybrid courses, block schedules, evening courses, or weekend courses
	1.B.2 Continuously improve efficiency and convenience of non-academic programs and services
1.C Foster teaching excellence	1.C.1 Percent of AA/AS alumni that complete a baccalaureate degree within four years of transfer
	1.C.2 Number of faculty members engaging in professional development
	1.C.3 Feedback from students and alumni collected through survey instruments
1.D Expand the number of learning opportunities offered each year	1.D.1 Variety of general education elective courses offered each year
	1.D.2 International, internship, and career exploration experiences available to students
1.E Grow the number of community service opportunities for students, faculty, and staff	1.E.1 Participation in community service programs
1.F Grow the opportunities for students to participate in intercollegiate athletics	1.F.1 Number of scholarship and non-scholarship athletes enrolled

Core Theme 2 Strategy: Improve the student experience and enrich the learning environment

Table 2

CORE THEME 2: Provide programs and services that prepare learners for vocational and technical career entry, transition, and advancement

Strategic Objective	Indicators of Achievement
2.A Grow enrollment through recruitment and retention activities	2.A.1 Annualized FTE
2.B Increase accessibility & relevance	2.B.1 Number of students enrolled in hybrid courses, block schedules, evening courses, or weekend courses 2.B.2 Number of new CTE programs launched 2.B.3 Continuously improve efficiency and convenience of non-academic programs and services 2.B.4 Feedback from regional employers on curriculum relevance
2.C Foster teaching excellence	2.C.1 Percent of AAS alumni employed in their fields, pursuing further education, or using knowledge and skills learned in the AAS program 2.C.2 Number of faculty members engaging in professional development
2.D Increase experiential learning opportunities	2.D.1 Internship, job shadowing, and career exploration experiences available to students 2.D.2 Expand career exploration and employment services

Core Theme 3 Strategy: Develop existing and new programs and services to support student success

Table 3

CORE THEME 3: Provide pre-college programs and services that prepare learners for successful transition to college

Strategic Objective	Indicators of achievement
3.A Collaborate with primary and secondary schools	3.A.1 Number of concurrently enrolled students 3.A.2 Partnerships and shared programming with primary and secondary schools
3.B Strengthen developmental education outcomes	3.B.1 Launch of developmental reading course(s) 3.B.2 Launch of a First Year Experience course 3.B.3 Fully integrate <i>Emporium Math</i> into development math sequence

Core Theme 4 Strategy: Expand workforce training and customized business services in partnership with regional employers

Table 4

CORE THEME 4: Provide programs and services that help address the professional, social, and personal enrichment needs of the region

Strategic Objective	Indicators of Achievement
4.A Improve communication with external constituencies especially regarding campus accomplishments and services	4.A.1 Number of press releases, advertisements, and human interest stories in local media outlets 4.A.2 Feedback from external partners regarding the college's brand position
4.B Grow workforce training offerings while maintaining a net positive revenue from this programming	4.B.1 Number of enrollments in workforce training 4.B.2 Net revenue deriving from workforce training programs
4.C Purchase equipment necessary to provide students with rich learning experiences	4.C.1 Feedback from partners and students

Operational Strategy: Continuously improve the programs, services, and operations of the college

Table 5

The college is committed to maintaining a culture of evidence that empowers continuous improvement

Strategic Objectives	Indicators of Achievement
5.A Update classroom, residence hall, and lab furniture and equipment and improve the campus appearance	5.A.1 Feedback from students, employees, and trustees
5.B Provide a safe and modern residence living experience	5.B.1 Feedback from resident students 5.B.2 Annual occupancy rate in residence halls
5.C Continuously improve the efficiency and effectiveness of programs and services leading	5.C.1 Assessment and reports associated with the institutional effectiveness system 5.C.2 Feedback from students and alumni
5.D Improve campus security	5.D.1 Annual campus crime and student conduct data