2020-2023

GGADSDEN STATE
STRATEGIC PLAN

We will strive to be the FIRST CHOICE in the communities we serve for higher education, workforce and community development.

1.1 Students

1.1.1 Enhance **marketing and communication** related to the affordability and accessibility of the college, program/degree options and services available to students.

1.1.2 Support and expand **high-wage, high-demand programs**.

1.1.3 Increase **college brand recognition** and connect more frequently with stakeholders/partners.

1.1.4 **Identify and resolve barriers** for potential and current students in the enrollment process.

1.2 Faculty and Staff

1.2.1 Create a culture of exemplary **customer service** toward student, faculty and staff.

1.2.2 Emphasize employee development and accountability in the **annual evaluation** process.

1.3 Business and Industry

1.3.1 Institute a college-wide process for **strategically scheduling** classes (block schedules, weekend programs, online programs, competency based education, co-requisite design) that balances efficient and effective use of college resources with business and industry needs for high-skilled, high-tech workforce.

1.3.2 Develop new and sustain existing **relationships** with business and industry.

1.3.3 Explore and develop **apprenticeship and work-based learning** opportunities that prepares students to enter the workforce.

1.4 Community

1.4.1 Promote **community engagement** through academic experiences, performances, speakers, civic engagement and volunteer initiatives in order to address and meet the needs of our region.

LEARNING CENTERED
We will inspire a learning community that focuses on innovative education and encourages life-long learning.

2.1 Students

2.1.1   Create **inviting learning spaces** for students to congregate on campus that promote engagement inside and outside the classroom.

2.1.2   Provide **coordinated individualized support** services that are responsive to the unique and increasingly complex needs of the students we serve.

2.1.3   Redesign the **first-year student experience** in ways that increase retention and improve academic and career advising.

2.2 Faculty and Staff

2.2.1   Expand **professional development programs** for faculty and staff to encourage leadership, customer service and retention.

2.2.2   Create a **student-centered approach** that makes opportunity for every interaction to be a learning experience for students.

2.2.3   Expand the **onboarding and orientation processes** for new employees.

2.3 Business and Industry

2.3.1   Identify **changing needs** of business and industry and respond with appropriate programs.

2.3.2   Provide **support to business and industry** through responsive curricula and customized training to ensure relevance of their existing workforce.

2.4 Community

2.4.1   Enhance academic **programs**, adult education services, skills training (non-credit/competency-based learning) and continuing education programs that meet the needs of the community.

2.4.2   Actively serve **alumni and friends** of the college in ways they deem meaningful.

YEARLY IMPACT
We will advance a performance-based culture built on data-informed continuous improvement.

3.1 Students

3.1.1   Increase the **conversion rate** of admitted-to-enrolled students by streamlining the admission and registration process and assisting students through the process.

3.1.2   **Maximize adult education** enrollment into GSCC educational pathways.

3.1.3   **Target enrollment** in academic and career technical dual enrollment programs as well as online offerings.

3.1.4   Use educational research and peer institutions / system standards to identify **benchmarks for excellence in student outcomes** performance from the classroom to all aspects of college performance.

3.1.5   Serve **at-risk students** through advisement, student support services and engagement.

3.1.6   Update **facilities master plan** to prioritize new construction, improvements and deferred maintenance to optimize the learning environments.

3.2 Business and Industry

3.2.1   Partner with employers to promote **program completion** through incentives.

3.2.2   Use educational research and peer institution / system standards to identify **benchmarks for excellence in workforce development** performance from the classroom to all aspects of college performance.

3.3 Community

3.3.1   Design, develop and execute a comprehensive plan to **increase external funding** to support student needs and college initiatives.