

ACC 
FORWARD

2022-2027

STRATEGIC PLAN



ACC will be the premier pipeline connecting the community and workforce in the Triad Region.

HOW WILL WE KNOW IF WE ARE MOVING ACC FORWARD?

1

More students will complete their educational goals.

2

More alumni will be employed in a job that meets a community need and/or leads to a family sustaining wage.

3

The college will create a culture of lifelong learning and generational success.

4

Community partners will see ACC as the education institution of choice.

5

ACC employees will feel valued and connected to the mission of the college.

6

ACC will be a driver of economic development and prosperity for Alamance County.

Four strategic priorities are moving ACC forward:



STRATEGIC PRIORITY #1: ENGAGE

ACC will engage with Alamance County communities in new and innovative ways that deepen existing partnerships and create new ones.

STRATEGIC PRIORITY #2: LEARN

ACC will involve all students in innovative and inclusive formal and informal learning experiences that improve student success, prepare students for jobs, and provide a strong foundation for continued learning.

STRATEGIC PRIORITY #3: EQUIP

ACC will equip faculty and staff with resources and experiences that enhance their engagement, sharpen their skills, and enable them to provide exceptional teaching and service.

STRATEGIC PRIORITY #4: GROW

ACC will ensure that students, faculty, and staff have access to the resources they need to grow as healthy individuals.

VISION

Transforming lives through excellence in teaching, learning, and service.

MISSION

Alamance Community College provides educational programs and services to prepare all members of our diverse community to succeed.

VALUES

- 1. Excellence** – We hold ourselves to the highest expectations and are committed to meeting them with integrity.
- 2. Learning** – We provide high-quality educational experiences that help people gain the knowledge, skills, behaviors, and values necessary to achieve their goals.
- 3. Community** – We promote collaboration and partnerships through respectful interactions.
- 4. Equity and Inclusion** – We embrace the diversity of our communities, work to ensure that each person feels a sense of belonging, and provide access to the resources people need to succeed.
- 5. Innovation** – We are open to change, creativity, and risk-taking that help us achieve our mission and goals.

STRATEGIC PRIORITY #1: *ENGAGE*

ACC will engage with Alamance County communities in new and innovative ways that deepen existing partnerships and create new ones.

OBJECTIVES:

1. Increase ACC's presence in the community by creating new partnerships and programs and enhancing existing ones.
2. Develop and implement comprehensive, data-based recruitment and marketing plans that address all Alamance County communities including adult learners and those that are traditionally underrepresented in higher education.
3. Increase alumni involvement.

METRICS TO ASSESS PERFORMANCE INCLUDE THE FOLLOWING:

- Number, description, and usage data of new partnerships and programs;
- Recruitment and marketing plans that contain enrollment metrics and benchmarks;
- Curriculum and continuing education enrollment disaggregated by race/ethnicity, gender, and age, compared to enrollment targets;
- Number and type of alumni involvement; and
- Surveys of partners and participants to determine satisfaction with programming.

STRATEGIC PRIORITY #2: LEARN

ACC will involve all students in innovative and inclusive formal and informal learning experiences that improve student success, prepare students for jobs, and provide a strong foundation for continued learning.

OBJECTIVES:

1. Redesign the student experience to include a first-year experience program, a new advising model with an emphasis on career exploration, an 8-week curriculum course schedule, and enhanced academic and non-academic student support, among other changes.
2. Enhance resources and programming to help students transition successfully from ACC to the workplace and to four-year institutions.
3. Create a more welcoming campus through inclusive instructional practices and updated learning and gathering spaces that encourage a sense of belonging.

METRICS TO ASSESS PERFORMANCE INCLUDE THE FOLLOWING:

- Student success in curriculum classes as measured by success rates and student learning outcomes assessment;
- Student enrollment, retention, and completion;
- Performance of students at four-year institutions after transfer;
- Post-completion employment and wage rates and feedback from employers who hire ACC graduates;
- Survey of participants and implementers of the first-year experience pilot program, new advising model, and 8-week courses, among other student experience changes;
- Application-to-enrollment conversion rates;
- Number of excess credits accumulated by two-year degree recipients and number of program changes after the start of the student's first term; and
- Surveys and focus groups to assess progress on technology, enhancing student support, and creating a more inclusive environment; surveys include the Community College Survey of Student Engagement, the Trellis Student Financial Health Survey, and the ACC Completers' Survey.



STRATEGIC PRIORITY #3: *EQUIP*

ACC will equip faculty and staff with resources and experiences that enhance their engagement, sharpen their skills, and enable them to provide exceptional teaching and service.

OBJECTIVES:

1. Develop and implement a flexible work model where appropriate.
2. Develop comprehensive data & communication plans to inform, engage, and connect employees.
3. Create financial and other incentives for employees to excel.
4. Create a more inclusive and welcoming environment for employees through enhanced employee onboarding, workspaces that highlight and support diversity, and diversity programming.
5. Enhance professional development to include department-specific training as well as professional development that helps employees advance.
6. Improve the College's IT infrastructure and upgrade desktop technology for every employee.
7. Update general classrooms and program-specific spaces with cutting-edge technology and equipment that reflect higher education and industry best practices.

METRICS TO ASSESS PERFORMANCE INCLUDE THE FOLLOWING:

- Flexible work policy with usage data and satisfaction surveys of supervisors and employees;
- Data and communication plans and employee satisfaction surveys;
- Employment retention and separation reports from ACC Human Resources;
- Documented financial and other incentive programs for employees including usage data;
- Number, description, and usage data for diversity programming and surveys related to renovated workspaces;
- Number, description, usage data, and satisfaction surveys for participants in professional development; and
- Employee technology and overall satisfaction surveys.

STRATEGIC PRIORITY #4: GROW

ACC will ensure that students, faculty, and staff have access to the resources they need to grow as healthy individuals.

OBJECTIVES:

1. Support employees' and students' physical health through expanded wellness programs and renovated campus spaces.
2. Enhance mental health services and support for employees and students.
3. Improve student and employee wellness through healthier, more sustainable and esthetically pleasing campus facilities and grounds.
4. Explore and where possible implement intramural and/or club sports.

METRICS TO ASSESS PERFORMANCE INCLUDE THE FOLLOWING:

- Student retention and completion;
- Employee retention reports and engagement surveys;
- Number, description, and usage data for exercise, nutrition, and related programming;
- List of completed campus projects with employee and student satisfaction surveys;
- Number, description, and usage data for mental health services and support; and
- Membership rosters for intramural and/or club sports, along with surveys of participants.



STRETCHING TO ACHIEVE SUCCESS

1. Fall-to-fall retention rates will exceed 75% by 2030.
2. 62% of students will be hired or accepted at a 4-year institution before they leave ACC (10% increase in completion by state performance measures).
3. 25% of Alamance County students will complete high school with at least 20 CCP credits.
4. Every employer in Alamance County over 50 people will tap ACC for continuing education, training, and/or professional development.
5. ACC will be the cornerstone for innovation and forward thinking in community college education.
6. ALL credentials will lead to a living wage, sustainable career, or successful transfer to a 4-year institution with enrollment and success reflecting the Alamance county community.
7. All residents in Alamance County will have the opportunity and the funds to attend ACC.



www.alamancecc.edu/ACCForward

