

Strategic Plan

FOCUS AREA 1: EDUCATE

Goal 1-A: Grow student enrollment through quality, relevant academic programs.

Objective: Ensure LRSC's institutional research shapes long-term curriculum planning, student recruitment, and student retention.

Actions:

1. Redefine and expand existing Institutional Research position.
2. Leverage partnerships with regional high schools to collect relevant data to shape recruitment strategies.
3. In collaboration with faculty, develop data criteria to influence retention efforts.
4. Develop retention strategies for each academic program based on data findings.

Objective: Increase enrollment in face-to-face environments.

Actions:

1. Pursue strategic outreach and recruiting efforts to ensure CTE programs are routinely at or above 90 percent of enrollment capacity.
2. Design marketing strategies to find correlations between marketing campaigns and enrollment increases for CTE programs.

Objective: Increase the percentage of Academic Transfer students to 40 percent of the total student body.

Actions:

1. Rebrand Active Transfer to reflect discipline clusters as concentration areas.
2. Add more activities to attract Active Transfer students.
3. Define pathways to four-year campuses with certificate programming.
4. Create relationships with corresponding instructors at middle and high schools to ensure aggressive recruitment.
5. Assign faculty adviser to dual credit students.

Goal 1-B: Be responsive and responsible in creating new academic programs.

Objective: Engage regional employers to ensure academic programs align with workforce needs.

Actions:

1. Conduct assessment of regional workforce needs.
2. Identify and prioritize opportunities for collaboration with TrainND.
3. Pursue administrative engagement and undertake collaborative efforts with CTE advisory committees.

Objective: Explore creating new academic offerings that complement and/or add value to existing programs.

Actions:

1. Assess current programs to create complementary certificates and offerings.

2. Offer one-semester and one-year certificates for AAS programs.

Goal 1-C: Improve course delivery to meet student expectations and needs.

Objective: Develop new schedules and delivery models to ensure student success.

Actions:

1. Compile research from other colleges and universities regarding class and course delivery models.
2. Request and actively seek out student feedback regarding preferred class times and course delivery models and methods.

Objective: Retain our market share in online education.

Actions:

1. Conduct internal and external assessment of online courses to ensure the highest quality course delivery.
2. Research, identify, and prioritize alternative delivery options within online class offerings.
3. Develop promotional and marketing strategy to promote students' success with LRSC's online course offerings.

FOCUS AREA 2: ENHANCE

Goal 2-A: Enhance LRSC student housing and student life programming.

Objective: Develop a long-term plan for student housing.

Actions:

1. Assess the Devils Lake housing market.
2. Review student housing trends at comparable colleges throughout the United States.
3. Conduct assessments of LRSC students' housing needs and wants.
4. Identify needed renovations to existing student housing and explore the feasibility of new construction.

Objective: Provide student life programming and campus events that enrich student experiences and will deepen their connections to LRSC.

Actions:

1. Maximize opportunities within existing athletic, academic, extracurricular student activities.
2. Review current programs and identify new program offerings.

Goal 2-B: Strengthen LRSC's relationship with the community and region to better serve the interests of students and employers.

Objective: Inform the Devils Lake community and region about LRSC's offerings and achievements.

Actions:

1. Conduct market research in the region to identify attitudes and perceptions of LRSC.
2. Identify and prioritize outreach and marketing approaches based on market research.
3. Deepen LRSC's brand identity within the region.

Objective: Develop and implement a community and regional stakeholders engagement strategy.

Actions:

1. Conduct market research in the region to identify

- attitudes and perceptions of LRSC.
2. Craft engagement approaches and marketing efforts based on data.
 3. Identify and frequently engage key regional partners in promoting LRSC.
 4. Develop and deploy a team of community and regional leaders in advocating for state funding.

FOCUS AREA 3: ADVANCE

Goal 3-A: Strengthen collaboration between LRSC and the Community College Foundation.

Objective: Effectively use and expand scholarship offerings for student recruitment and retention.

Actions:

1. Establish a committee, comprised of LRSC and Community College Foundation representatives, to review all LRSC scholarships.
2. Develop and conduct a comprehensive scholarship review process, identifying opportunities, existing gaps, and needed resources.
3. Develop a long-term scholarship strategy to ensure LRSC scholarships benefit all students and aid in the college's recruitment and retention strategy.

Objective: Develop and implement an alumni engagement strategy.

Actions:

1. Establish a committee consisting of LRSC officials, Community College Foundation representatives, and LRSC alumni to review alumni relations.
2. Develop and conduct a comprehensive review.
3. Create a long-term alumni relations strategy that will connect alumni to LRSC, provide opportunities for engagement, recognition, and college support.

Goal 3-B: Secure needed resources to implement LRSC's long-term priorities.

Objective: Develop strategies for leveraging alternative funding resources (grants, corporate, individual donations).

Actions:

1. Engage campus community in resource needs and allocations discussions.
2. Identify and prioritize long-term and immediate funding needs.
3. Identify and pursue alternative funding resources through grants, corporate donations, and individual donations.

Objective: Secure financial support to construct and maintain the new Royals Athletic Performance Center.

Actions:

1. Conduct a project feasibility study.
2. Develop and conduct a capital campaign to finance construction of the center.
3. Pursue creation of a student fee to finance on-going maintenance of the center