



# 2022-2027 STRATEGIC PLAN

Effective as of July 1, 2022



## VISION

Aiken Technical College seeks to be the first choice for higher education in the region.

## VALUES

**Collaboration** - exemplified in community-centered relationships and partnerships

**Commitment** - exemplified in students, businesses, and community

**Diversity** - exemplified in inclusiveness, respect, and compassion


**Excellence** - exemplified in teaching, learning, engagement, and development

**Innovation** - exemplified in new approaches, risk-taking, flexibility, change and leadership

**Integrity** - exemplified by honesty, accountability, and transparency

## MISSION

Aiken Technical College is a public, open-door, two-year, comprehensive institution of higher education established to provide citizens of greater Aiken County opportunities for educational and workforce development.





## **STRATEGIC GOALS**

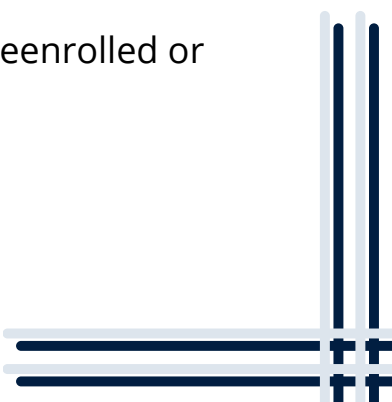
### **Enhance and expand credit and noncredit offerings to better align with diverse workforce and student needs.**

- 1.1. Offer more in-person and online courses to meet student and faculty needs.
- 1.2. Increase offering of industry-supportive programs to meet workforce needs.
- 1.3. Explore value-added academic offerings to support the community.
- 1.4. Expand college dual-enrollment and college transfers programs and opportunities.
- 1.5. Leverage qualitative and quantitative data to inform course offerings and activities.

### **Improve student enrollment, retention, and graduation through inclusive academic and extracurricular experiences.**

- 2.1. Design a holistic college experience from outreach to matriculation for students.
- 2.2. Explore and expand extracurricular activities and events to grow engagement.
- 2.3. Capture and leverage more data and interactions for current and potential students.
- 2.4. Enhance diversity, equity and inclusion efforts, activities, and measurement.
- 2.5. Continue to address wrap-around services needed by students for academic success.

### **Diversify and expand revenue streams to increase financial stability in a changing fiscal landscape.**

- 3.1. Increase student knowledge of and access to financial aid for college tuition.
  - 3.2. Develop responsive grant writing capability to pursue federal, state, and local grants.
  - 3.3. Expand dual-enrollment, industry certifications, and continuing education efforts.
  - 3.4. Engage alumni with unique and value-added experiences and gifting opportunities.
  - 3.5. Reengage students who have college credits but who have not reenrolled or graduated.
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## **STRATEGIC GOALS**

### **Invest in infrastructure and technology for increased student success and operational efficiency.**

- 4.1. Pursue a reimagined campus with spaces and opportunities for increased connections.
- 4.2. Improve the visibility, appearance, and functionality of classes to increase satisfaction.
- 4.3. Facilitate welcoming, safe, and engaging physical and virtual campus environments.
- 4.4. Maintain state of art academic technology systems to support changing educational needs.
- 4.5. Create systems that facilitate and automate enrollment, retention, and graduation.

### **Develop stronger community, academia, and industry partnerships and relationships through enhanced marketing and outreach.**

- 5.1. Increase engagement with industry-based advisory committees and other partnerships for key programs.
- 5.2. Expand dual-enrollment program and partnership with K12 schools.
- 5.3. Build ATC brand and value of its two-year offerings relative to alternatives.
- 5.4. Enhance student apprenticeship programs to facilitate job placements.
- 5.5. Improve internal/external communication of curricular and extracurricular opportunities

### **Cultivate an inclusive college environment that supports the growth, development, and retention of diverse students, faculty, and staff.**

- 6.1. Attract and retain the most talented and diverse students, faculty, staff, and volunteers.
- 6.2. Continue fostering a culture where students, faculty, and staff can thrive and succeed.
- 6.3. Encourage cross-departmental communication, collaboration, and consistency.
- 6.4. Expand professional development opportunities for students, faculty and staff.
- 6.5. Engage with and support ever-changing populations in the broader community.