

# STRATEGIC PLAN

## 2019-2021 PTC Strategic Plan: A Commitment to Completion

### Direction A: Transforming Lives

Promote excellence in teaching and learning and academic and student support services to ensure that our students are well-positioned for success in career and technical fields, and university transfer. (*Mission Goal 1*).

#### Strategies

1. Create a culture of completion by enabling all students to see a direct path toward their educational goals.
2. Create college-wide structures to better facilitate academic goal setting and planning.
3. Review and refine current services to ensure we offer students the support they need for academic and career success.
4. Offer a robust student life program.
5. Expand integrated student support and engagement opportunities into the learning experience to positively impact learning outcome attainment.

### Direction B: Expanding Student Access

Ensure widespread access to our educational programs through enrollment and communication planning and effective, efficient processes. (*Mission Goal 2*).

#### Strategies

1. Develop a college-wide strategic enrollment plan.
2. Improve effectiveness of recruiting and student intake.
3. Communicate flexibility and return on investment more effectively.
4. Strengthen partnerships with regional employers, school districts, and community groups to build a stronger pipeline into our programs, and into employment after completion.

### Direction C: Supporting our People

Cultivate a talented, diverse, and inclusive workforce that is responsive to the changing needs of the college by providing a collaborative culture and professional development opportunities for future success. (*Mission Goal 3*).

#### Strategies

1. Attract, develop, and engage a diverse workforce by effectively utilizing human resource processes based on our mission, vision, and values.
2. Create an institution-wide diversity team to ensure that our faculty and staff are aware of and sensitive to the differences that make up our institution, and that we reflect the communities we serve.
3. Offer comprehensive employee services and programs that add value to employees' overall success.
4. Promote the achievement of holistic employee wellness in the work environment.

5. Continue to improve Human Resources processes to enhance the overall human resource experience.
6. Provide strategically-aligned professional development and learning opportunities for faculty and staff that support best practices for student success and institutional governance.

### Direction D: Embracing Continuous Improvement

Use data and assessment results to make well-informed academic and operational decisions regarding the continuous improvement of the College's financial and physical resources. (*Mission Goal 4*).

#### Strategies

1. Streamline program structures to provide the quickest possible path to completion.
2. Utilize Lean tools and processes to improve and document institutional continuous improvement activities.
3. Conduct annual planning to support the accomplishment of our mission goals and strategic plan and document through operational and assessment plans and reports.

### Direction E: Strengthening Communities

Promote community and workforce development and economic prosperity through new and existing partnerships with individuals, business, industry, government, community agencies, and educational institutions. (*Mission Goal 5*).

#### Strategies

1. Develop and leverage community partnerships to mitigate existing barriers to attendance and student success.
2. Scale work ethic skills instruction across the curriculum and student life.
3. Be proactive in addressing the educational and training needs of business and industry.

### Direction F: Ensuring Institutional Sustainability

Exercise efficient and responsible stewardship of the College's financial and physical resources. (*Mission Goal 6*).

#### Strategies

1. Explore additional opportunities for tuition and financial relief for qualifying students in order to safeguard the College's financial resources.
2. Position the College to maximize local, state, federal and other funding streams.
3. Ensure campus facilities and college technology infrastructure are modern, safe, and environmentally efficient.