



COLLEGE OF THE  
ALBEMARLE

Strategic Plan  
2021-2024

# To Our Stakeholders



This document you are viewing will be College of The Albemarle's north star for the next three years.

Many hours have been dedicated to committee work and community-focused feedback sessions in order to get us to this point. Our Strategic Plan Steering Committee started with a review of the college's mission, vision and values; and from there, our committee members facilitated more than 20 community listening sessions, worked to evaluate those sessions and performed a thematic analysis of the transcripts. From this work, the Steering Committee was able to identify four recurring and comprehensive themes: Access, Success, Diversity and Relationships. From these themes, the Steering Committee has also identified four broad goals, one for each corresponding theme.

These goals become the marching orders for COA in the coming three years. Each unit within the institution will be asked to develop measurable objectives that will help the college reach its goals. Each goal will be tied to individual Key Performance Indicators (KPIs) that will allow us to monitor our level of success in addressing each goal. In lieu of handing down specific measurable objectives to various functional units, we will expect and entrust the COA family members to identify and work toward measurable outcomes in support of the college's goals.

COA's Board of Trustees approves the college's mission, vision, values and the strategic plan, and will be instrumental in monitoring the attainment of goals. I and my designees will share the measurable objectives and how well the college is meeting those objectives with the Board of Trustees and the campus community regularly. Everyone's input, awareness and commitment are vital as we move forward as a community.

Much work has been put in to get to this point in the development of the plan, but the real work lies ahead. It is my goal and commitment that the faculty and staff will endeavor over the next three years to move the college forward and will seek continuous improvement as we bring COA's mission to life.

I invite you, our stakeholder, to join us as we travel this journey together.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Jack Bagwell'. The signature is stylized and fluid, with a large loop at the end.

Jack Bagwell, President



## Access

To increase access to opportunities, resources and support.

College of The Albemarle will strive through focused marketing and recruitment efforts to increase awareness of all we have to offer. We will work to mitigate physical, knowledge, financial, transportation, technology, and other barriers that may limit access to opportunities, resources, and support provided by the College. We will explore innovative and creative ways to provide comparable access for all across our service region.



## Success

To improve success for students, employees and the community.

Success and a better quality of life for all are integral to College of The Albemarle's mission. We will seek to improve our performance on traditional measures of success while recognizing and supporting more personalized goals. We will celebrate both the individual and collective successes of our students, employees, and community.





## Diversity

To promote diversity of people, perspectives and programs.

The College understands the importance of diversity, equity, and inclusion in our continually evolving society. We will endeavor to achieve broader representation among our students, employees, and leadership. We will also engage with diverse points of view and work toward more varied programmatic elements.



## Relationships

To strengthen relationships with individuals, institutions and industries.

College of The Albemarle cares about people and our connections to them. We are committed to building lifelong relationships with those individuals we serve. We will work in cooperation with our educational, business, industry, and other organizational partners to enhance our communities.



## Mission

The mission of College of The Albemarle (COA) is to transform lives in an accessible, supportive educational environment that promotes academic excellence, lifelong learning, workforce development, and community relationships through exceptional service that fosters student success and improves the quality of life for all.

## Vision

COA's vision is to transform lives by inspiring and empowering the individuals and communities of our region.

## Core Values

**Integrity:** We value honesty, dignity and trust.

**Respect:** We value and care about people.

**Diversity:** We value equity and inclusion.

**Community:** We value relationships and service to others.

**Collaboration:** We value communication, unity and partnerships.



COLLEGE <sup>OF THE</sup>  
ALBEMARLE

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**COA – Dare**

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205 S Business Highway 64/264  
Manteo, NC 27954  
252-473-2264

**COA – Edenton-Chowan**

118 Blades Street  
Edenton, NC 27932  
252-482-7900

**COA – Elizabeth City**

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