

2016-2021 STRATEGIC PLAN INITIATIVE



COLLEGE OF THE
ALBEMARLE

C A M D E N • C H O W A N • C U R R I T U C K • D A R E • G A T E S • P A S Q U O T A N K • P E R Q U I M A N S

Dare County Campus
132 Russell Twiford Road
205 S Business Highway 64/264
Manteo, NC 27954
252-473-2264

Edenton-Chowan Campus
800 North Oakum Street
Edenton, NC 27932
252-482-7900

Elizabeth City Campus
1208 North Road Street
Elizabeth City, NC 27909
252-335-0821

**Regional Aviation and
Technical Training Center**
107 College Way
Barco, NC 27917
252-453-3035



COLLEGE OF THE
ALBEMARLE

Strategic Plan 2016-2021

ENGAGE



TRANSFORM



INVEST



COA. Those three letters have become a catalyst for so many in our region. College of The Albemarle has truly made a transformative difference in the lives of thousands of individuals since 1961. Throughout the years, we have embraced our distinction as the first community college chartered by the state in 1960. For 54 years, this exceptional institution has earned an unprecedented reputation for the quality of our programs, the compassion of the faculty and staff, and our responsiveness to the needs of the region. Yet, the strong foundation of this institution must continue to be reinforced so that the opportunity of higher education is being accessed by all those who desire it.

As we move COA into 2016-2021, we must do so with a bold intentionality. We must recognize that everything about the students' experience must be re-examined. Access, or the open door, can no longer be our sole focus.

Engage, Transform, Invest is a noble strategic plan for the next five years.

Whether you are a member of the faculty, staff, community or student body, you will be impacted as a part of our new initiatives and focus. Over several months of listening, we understood from our stakeholders that COA — The College — was held in very high regard. Moreover, everyone seemingly wanted more of us, to know more about us, to have more to champion about us, and urged us to embrace every part of our region in daring new ways. We absolutely heard you.

This new strategic plan and its initiatives are very exciting. Without a doubt, we are moving with great resolve toward evidence-based decision-making and structured accountability; building momentum as we re-examine all of our actions and purposefully engaging everyone at the institution to embrace and embody the framework into their daily experiences.

Inevitably, all of us will contribute to the success of the plan through our thoughtful unit objectives and contributions. Yet, our ultimate success can only be accomplished if we are willing to recognize that the continued distinction and reputation of COA require we remain vigilant to what lies ahead — not only in five years, but decades to come — with the courage to alter course to prepare for whatever the future brings.

To that end, we must embrace the cultural redesign occurring in higher education nationally and hone COA into a premier institution that stands ready to deliver on its promises to engage, to invest and to transform our students, our communities, and our stakeholders. We are proud to continue to distinctively serve northeastern North Carolina, to be the catalyst for success.

STRATEGIC FOCUS
ENGAGE

Foster a climate that promotes student integration, advances employee collaboration and maximizes links to the community.



STUDENTS

Enhance student engagement and increase students' connectivity to the college community as shown by an increase in student satisfaction engagement survey results.



EMPLOYEES

Increase the percentage of full time employees who reach their three-year employment anniversary to 80% by 2019.



COMMUNITY

Implement and support the College's Strategic Engagement Plan over the next 5 years, increasing full time enrollment by more than 8.5% in 3 years.

Establish a comprehensive community partnership database that increases in membership by 10% in 5 years.

Strengthen local economies, improve civic life, and nurture regional partnerships (ATD Self Assessment) within 5 years.

Increase Foundation donors by 25 each year over 5 years

STRATEGIC FOCUS

TRANSFORM

Provide a challenging and supportive environment that offers diverse academic pathways and career development that improves the region's quality of life.



PATHWAYS

Create a model that will increase adult enrollment in selected Career and Technical Education programs by 10% over 3 years.

Create a model that will increase the number of Active Military and Veterans enrolled each Fall by 10%.



PERSISTENCE

Increase fall to fall retention rates by 5% over 3 years.

Increase successful course completion rates by 5% over three years in "gateway" general education courses.



PROGRESSION

Improve Regional Skills Gaps by increasing the number of students who complete targeted Continuing Education classes and workshops by 10% by July 2017.

Expand Continuing Education course offerings related to Business, Industry and Applied Technologies and Health Sciences programs by 40% over next 3 years.

STRATEGIC FOCUS

INVEST

Achieve a culture of excellence through empowerment of human resources and exemplary stewardship.



INNOVATION

Create an Innovation Center that uses collaboration and education to support the development, implementation, and adoption of innovative projects/technology that embrace and encourage new ideas.

Increase faculty and staff use of “innovation” as measured by completed projects and monitored use of the Innovation Center’s resources.



DISTINCTION

Each division, department and college will seek recognition or distinction at a state or national level through participation, competition, or presentation.



STEWARDSHIP

Achieve a Bronze rating through STARS (AASHE) that measures the degree of COA sustainable and environmentally responsible practices.