

Black River Technical College Strategic Plan 2017 - 2021 with Indicators

| Goals | Objectives | Performance Indicator | Benchmark | Time |
|--|--|---|--|---------------------------|
| Goal 1: Manage enrollment responsibly and ensure student success | Objective 1.1: Increase total fall headcount to 2150 by Fall 2020 | Total Student Headcount | | Fall 2017 - Fall 2020 |
| | Objective 1.2: Increase fall non-traditional headcount to 812 by Fall 2020 | Number of non-traditional students (Headcount) | | Fall 2017 - Fall 2020 |
| | Objective 1.3: Increase the number of students who are career ready | Increase in career readiness certifications | | Fall 2017 - June 2021 |
| | Objective 1.4: Increase full-time retention to 60% | IPEDS Full-time Retention Rate Calculation (FTFTDS Cohort, fall-to-fall) | 2014 IPEDS Public 2-year college average: 60% | Fall 2017 - Fall 2020 |
| | Objective 1.5: Increase the completion rate by an average of 0.25% per year | First-time, full-time, 150% time completion rate; First-time (including transfers in and part-time), 300% completion rate; | IPEDS (First time, full-time natl average from public, 2-year, Title IV granting): 20%; BRTC 2013 Cohort: 26.1%; BRTC Benchmark, Fall 2010 Cohort: 32.1% | Spring 2017 - Spring 2021 |
| Goal 2: Clarify the identity of the college through heightened brand awareness, focused educational programs, and effective communication | Objective 2.1: Increase awareness of the college and its brand throughout the region | Score on annual brand awareness survey administered to participants in target region | First year survey results as benchmark | July 2017 - June 2021 |
| | Objective 2.2: Evaluate the marketability and cost effectiveness of educational programs | All programs meet benchmark standards for enrollment, cost effectiveness, and career outlook (where applicable) | Benchmarks will be set by the Academic VP for each program | July 2017 - June 2021 |
| | Objective 2.3: Increase the effectiveness of internal communications | Score on annual Institutional Effectiveness survey | 70% agree average on communication survey questions | July 2017 - June 2021 |
| Goal 3: Exercise regional leadership through strategic partnerships and educational opportunities | Objective 3.1: Increase partnerships with business and industry | Number of business and industry partnerships. Target: TBD | | Spring 2017 - June 2021 |
| | Objective 3.2: Increase student internship opportunities through business and industry partnerships | Number of student internships offered. Target: 1 internship partnership per year | | Fall 2017 - Spring 2021 |
| | Objective 3.3: Strategically increase BRTC involvement in community organizations | Increase in faculty/staff involvement in organizations that increase learning or increase economic development. Target: TBD | | Fall 2017 - Spring 2021 |

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| | Objective 3.4: Increase fundraising by identifying and connecting with community supporters and donors | Amount of revenue received from supporters and donors. Target: TBD | | July 2019 - June 2021 |
| Goal 4: Create a sustainable culture of evidence to facilitate continuous improvement | Objective 4.1: Increase data collection for evaluation, accountability, and continuous improvement | Score on annual Institutional Effectiveness survey | 70% agree average on culture of evidence survey questions | Spring 2017 - Fall 2020 |
| | Objective 4.2: Make data easier to access and use for college decision makers | Score on annual Institutional Effectiveness survey | 75% agree average on ease of data access survey questions | Fall 2017 - June 2021 |
| | Objective 4.3: Preserve institutional memory by developing and implementing consistent and standardized documentation processes | 75% of units will use a campus wide standard for documenting processes | | July 2017 - June 2019 |