

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

	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