

**Colby Community College 2017-2022
Annual Strategic Plan Operational Status Update 2021-2022**

Theme/Strategic Direction I: Student Success

➤ Goal #1: Increase the academic success of students

Benchmark and increase national, state, and institutional perspective: graduation, retention, remedial education persistence, student success index scores, credential attainment, transfer rates, and KTIP placement results

Responsible Unit	Objective	Actual Results and Use of Results	Status
President's Office	Improve student performance on benchmark measures: graduation, retention, KTIP, and Student Success Index	Colby Community College had the fourth highest 100% time-frame graduation rate-100% (34.4%), fourth highest 150% time-frame graduation rate (41.7%), and fourth highest 200% time-frame graduation rate (43.1%) for Cohort 2016. CCC had the highest 100% graduation rate (41.1%) and the highest 150% graduation rate (54.4%) for Cohort 2017. Colby Community College had the second highest full-time retention rate among the sector (65.8%-Cohort 2019)	On-going

Develop and implement assessment model program

Responsible Unit	Action Step	Actual Results and Use of Results	Status
Academic Affairs	Explore and purchase a new assessment software program	CCC requested bids from various assessment software programs and selected Watermark's Planning and Evaluation cloud based service. The service will replace the previous software, SPOL, where the institution can track and document course assessment, evaluations, assessment plans as well as accreditation documentation and strategic planning progress. The College implemented the softer in the Summer of 2022 with plans to train faculty and staff in the Fall.	Completed
Student Affairs	Assess Students living in Residence Halls Create and implement co-curricular and departmental/division assessments	Student and co-curricular departmental/division assessment was placed on hold while the institution updated its assessment software and a new director hired for Residence Life.	On-Going

Take a data driven approach to evaluate and improve student success

Responsible Unit	Objective	Actual Results and Use of Results	Status
President's Office	Report progress on key success markers that align with goal statement	Colby Community College had the highest graduation rate in the state of Kansas. Additionally, we had the second highest retention rate in the state of Kansas. The use of these results have illustrated opportunities for improvement and areas where the College has excelled.	On-going
Academics	Maintain quality program offerings	The College utilized a third-party vendor, Ad Astra, to conduct a preliminary evaluation of the course offering schedule. The feedback was disseminated with the campus in an effort to identify underutilized courses, and those being overloaded. The College will continue this evaluation in the hopes to remove barriers caused from scheduling conflicts which will allow students the opportunity to complete programs efficiently and on time.	On-going
Student Affairs	Determine through the use of surveys and questionnaires student satisfaction		On-going
Athletics	Refine daily attendance report to provide the most accurate information possible	An attendance report is emailed to each head coach every morning. The report has continued to be refined and now allows coaches to sort/filter the results by athlete, instructor, or result (present, excused absence, unexcused absence, etc.) The only drawback to the report currently is that it is only as accurate as the data entered by the instructor.	Completed

➤ Goal #2: Improve holistic student satisfaction experience

Identify actions and advance strategies to improve effective operations

Responsible Unit	Objective	Actual Results and Use of Results	Status
President's Office	Add-establish master plan that focuses on individual areas of campus (i.e. dorms, individual buildings, etc.) and create an operational plan to guide the institution through COVID-19.	The Master Facilities Plan has been updated and the College has continued and maintained safe operation throughout the duration of the Fall and Spring semesters. The College has not had to have a remote pause in operation to date (3/10/2022).	Completed
	Review of annual contracts for savings	Colby Community College saved over \$60,000 by switching our property insurance carriers. In addition, CCC saved over \$9,000 annually by sub-leasing the Norton Campus. CCC continues to evaluate contracts with E-SelfServe and other vendors for additional savings.	Completed
	Reduce institutional turnover by 10%; engage in activities supporting the reduction of employee turnover	In total, the College lost 13 employees, or 8.8% from January-December.	On-going
Student Affairs	Increase student awareness of and access to support services available to them.	Admissions office created a FAQ series that will assist students with the most commonly asked questions/tasks.	Completed

Create and utilize student-centered approaches to improve satisfaction

Responsible Unit	Objective	Actual Results and Use of Results	Status
Academic Affairs	Create a culture of which encourages the utilization of open educational resources to lower costs for students	The CCC Math Department is working toward moving to a largely OER format Mr Adam Wilson is already teaching with 100% free-of-charge textbooks. CCC will conduct surveys regarding bookstore needs and feedback from faculty, staff and students.	Completed
Student Affairs	Determine through the use of surveys and questionnaires student satisfaction	Students were surveyed through freshman seminar courses and through a completers survey. Results of the surveys are shared with offices to make improvements, such as increasing student life activities and hiring campus security officer to increase student safety.	Completed
	Create and utilize student-centered approaches to improve satisfaction	CCC has improved its efforts to offer more streamlined financial assistance through improving its scholarship award process and software (AwardSpring). The College also opted to participate in the KS Promise Act scholarship program in which students apply through the financial aid office to receive more funds to cover tuition and fees. The College continues to improve systems in which students can apply to receive federal emergency assistance funding to cover additional costs caused by financial hardship related to the COVID-19 pandemic.	Completed

Responsible Unit	Objective	Actual Results and Use of Results	Status
President's Office	Campus Improvements	Began implementation of the access control RFID throughout campus. Complete major improvements at the College farm including dirt work, and replacement of fence, watering units, and water/electrical lines. Replaced flooring in multiple areas on campus as well as repainting numerous areas. The College installed a new parking lot between the Steve Lampe Athletic Center and the Colby Tennis Court. The College also replaced over 1,200 pieces of furniture, and renewed all campus signage.	On-Going

Theme/Strategic Direction II: Growth and Development

➤ Goal #3: Strengthen commitment to employees and sustainable workforce

Cultivate a comprehensive approach to employee development, recruitment and retention

Responsible Unit	Action Step	Actual Results and Use of Results	Status
President's Office	Research ideas to improve employee retention	The College was able to explore health care options and salary that made the College more attractive to current and prospective employees. The College has explored the possibility of providing another large annual raise/improving morale. CCC provided every employee a \$2,500 raise during this last negotiations cycle. The use of these results illustrate that CCC has made a lot of improvements regarding our salary structure; however, it also illustrates that there is a lot of opportunity for improvement.	Completed

➤ Goal #4: Engage opportunities to strengthen financial base

Employ strategies to expand revenue through increased enrollment and securing external funding revenue sources

Responsible Unit	Objective	Actual Results and Use of Results	Status
President's Office	Increase the overall contributions and fund-raised dollars by 4% of the overall value of the Endowment Foundation.	The College has not met our stated goal, yet. However, the College did make positive strides to achieving this goal. The College was able to secure \$35,000 in the Annual Giving Campaign. Additionally, the College secured the last of the amount needed for completing the Colby Tennis Center. The College and the Endowment foundation need to work to engage alumni and individuals who are interested in the operation of the College.	Did not Meet
	Evaluate scholarship program for fiscal stability	The College worked to create a few new scholarships. Additionally, we expanded our offerings in Athletics to include a new full-ride scholarship. Lastly, the institution is looking to increase our health care offerings. Colby Community College has evaluated and looked for efficiencies throughout our operations. The overarching objective of this goal is to increase the College's financial stability. The College will look to offer more scholarships and increase our student enrollment.	Completed
	Increase overall headcount.	Colby Community College has the largest percentage increase in 5-year Student Headcount among the 19 community colleges (56% increase). Colby Community College is currently the eighth-smallest community college in the state of Kansas (seven years ago we were the second smallest)	Completed
	Increase the total amount of grants CCC has received	The College has currently received multiple new grants. With the Rural Post Secondary grant exceeded over \$1,000,000.	Completed
Academics	Increase marketing targeting first-time visiting students during summer terms.	Smarter Summer program was piloted in 2021 In its inaugural year, it generated a revenue of \$124,822, by first-time visiting students (total summer revenue was: \$472,024)	Completed
	Increase program offering at Norton Correctional Facility	Awarded the educational services contract at Norton Correctional Facility through Department of Corrections, and established a new Welding program at Norton Correctional Facility. Qualified for AO-K state funding in collaboration with Adult Education for students pursuing a GED concurrently with seeking certificates in Welding or Telecommunications.	Completed

➤ Goal #5: Promote and enhance a diverse and inclusive CCC community

Create, develop and implement a blueprint for diversity and inclusion

Responsible Unit	Objective	Actual Results and Use of Results	Status
Student Affairs	Diversity Committee will commit to hosting monthly events	Diversity committee hosted monthly events including film screening, pledge and cafeteria activities in celebration of Diversity Month, Black History Month and National Coming Out Day	Completed

➤ Goal #6: Advance the college through innovative and effective technological resources and services

Create, develop and implement college-wide Technology Plan

Completed in prior academic years.

Theme/Strategic Direction III: Public Relations

➤ Goal #7: Create and sustain mutually beneficial partnerships

Pursue and enhance opportunities to collaborate with local and regional organizations

Responsible Unit	Objective	Actual Results and Use of Results	Status
President's Office	Continue communication with and engage alumni	Colby Community College embarked on working with alumni from CCC and Colby Public Schools to create the Colby Tennis Center. Colby Tennis Center was created October 2021 and the plans to create the Agricultural Center were formally established. The Colby Tennis Center has been heavily utilized since its opening. Working with alumni and community stakeholders revealed the College needed to create a new Agricultural Center.	Completed
Student Affairs	Pursue and Enhance opportunities to collaborate with local and regional organizations	CCC was the recipient of the 2021 Northwest Regional Award in the hospital/nonprofit category presented by the Kansas Department of Commerce. The distinction recognizes contributions to the community, the state economy, and the people of Kansas. Seth Carter named Chair-Elect for the Rural Community College Alliance. Vice President Nolan was named the Secretary of the KCCHE. Mattix Family named Kansas Farm Bureau Family of the Year	Completed
Academic Affairs	Offer professional development programming to NW KS workforce	The College expanded offering in the stand-alone certificate, Trauma Informed Program in collaboration with the EVERS Project.	Completed

➤ Goal #8: Develop, implement and assess integrated marketing approaches to reach target markets

Create, Develop and implement college-wide marketing plan

Completed in prior academic years.