

**National Park College  
Strategic Plan  
2020-2023**

## Strategic Planning Process

The NPC 2020-2023 Strategic Plan was developed over an 18 month period and included input from many constituencies in Garland County, including students, faculty and staff, employers, and community members. This Plan provides a framework for NPC leadership by focusing efforts on the goals and initiatives that will serve students while preparing for the future.

The strategic planning committee was chosen in January 2019 and included:

Kelli Embry - Cabinet Leader	Vice President for Workforce and Strategic Initiatives
Jennifer Lyons - Co-Chair	Division Chair, Business and Technical Programs
Lisa Hopper - Co-Chair	Dean, Student Financial Services
Jill Houlihan - Committee Secretary	Assistant to the President
Debbie Ugbade - HLC Liaison	Faculty, Adult Education
Beverly Joe - Board Member	Vice President of HR. Radius Aerospace
Michelle Ratcliff - Community Member	Economic Development Manager, Hot Springs Metro Partnership
Harris Felton - Student Representative	National Park College
Shane Cramer – Student Representative	National Park College
Chuck Argo, PhD	Division Chair
Bishnu Dhakal, PhD	Faculty, Science
Amy Watson	Institutional Research
Connie Poteet	Concurrent Coordinator
Dennis Pickering	Faculty, Welding
Akaylah Weatherspoon	Upward Bound Coordinator
Jennifer Seward	Faculty, Graphic Design
Eric Boardway	IT Manager

## Timeline

January-February 2019	Selection of committee members
March 2019	Strategic planning committee training
April 2019	Review of current mission/vision/values
April 2019	Propose changes to President's Cabinet
May-October 2019	Conduct focus groups with community, students, faculty/staff, and online
August-December 2019	Review focus group feedback Determine overall strategic priorities Present proposed strategic priorities to President's Cabinet
January/February 2020	Write first draft of strategic goals for each strategic priority
March 2020	Finalize strategic goals for each strategic priority
April/May 2020	President's Cabinet reviews plan and recommends any changes
June 2020	2020-2023 Strategic Plan is presented to NPC Board of Trustees
July 2020	2020-2023 Strategic Plan begins
August 2020	Strategic Plan presentation at fall workshop for all faculty and staff

## **Mission**

Learning is our focus; student success is our goal.

## **Vision**

To be the preferred choice for education, serving as a catalyst for personal enrichment, economic growth, and community engagement.

## **Values**

As thought leaders we value:

- **Access** - for students from all walks of life in achieving their educational goals by offering a wide range of learning opportunities.
- **Excellence** - through innovative new solutions and programs to ensure our premier institution produces competitive scholars and partners.
- **Accountability** - to ourselves, our students, and community partners. We are committed to personal accountability through ethical behavior, academic growth, and intellectual development.
- **Collaboration** - by encouraging partnerships that address student, employee, and stakeholder needs, contribute to the economic prosperity of our region, and promote active engagement in the global community.
- **Respect** - by maintaining an environment that creates opportunities to explore ideas, philosophies, and perspectives through open communication, social engagement, and diverse cultural experiences.

## **Strategic Plan Priorities/Goals 2020-2023**

**Priority 1: Student-Focused Services** - Improve the student experience through enhanced services and processes.

Strategic Goals:

- Develop and efficiently administer holistic resources and support for all students to reach their educational and professional goals.
- Foster cultural competence and facilitate a campus climate that supports an inclusive community, respectful of diverse opinions, views, and ideals.
- Design and create a modern, research-based student educational support system.
- Develop safe and enriching virtual and physical campus communities.

**Priority 2: Academic Excellence** - Strive to increase academic quality and improve academic support.

Strategic Goals:

- Provide a comprehensive advising experience that promotes student satisfaction, retention, and success.
- Explore new and strengthen existing educational partnerships.
- Assess program offerings to ensure they are meeting the needs of students, community, and campus.
- Evaluate the quality and currency of programs to guarantee the transition to bachelor's degree programs or to the workplace.
- Ensure that academic programs develop communication, analytical, and discipline-specific skills as well as a commitment to professional, ethical, and respectful conduct in accordance with the college's general education philosophy.

**Priority 3: Performance Based Culture** - Promote greater transparency, efficiency, and accountability in college processes and systems.

Strategic Goals:

- Create a more data driven culture using campus data to provide meaningful information that support the decision-making processes on campus.
- Improve student learning outcomes through a comprehensive assessment process.
- Develop and implement an improved enrollment management system.

**Priority 4: Employee Development** - Enhance employee recruitment, retention, and development.

Strategic Goals:

- Recruit and retain quality employees who reflect the diversity of the student population and local community.
- Build diversity and inclusion competencies for employees.
- Strengthen employee development and accountability.

**Priority 5: Resources** - Ensure financial, physical, and technological resources support future plans and initiatives.

Strategic Goals:

- Explore infrastructure needs to maximize student learning and accessibility.
- Strengthen strategic partnerships to develop strong and diversified revenue streams resulting in financial sustainability.
- Deploy technology that increases automation to better serve the institutional mission and the needs of students and employees.

**Priority 6: Community Partnerships** - Strengthen educational and workforce partnerships.

Strategic Goals:

- Develop strategic partnerships that provide career opportunities for students.
- Foster internal and external partnerships to increase visibility and maintain role as a partner in economic and community development.
- Engage community and corporate partners to develop educational programs and services that correlate to regional workforce and industry specific needs.
- Ensure student success through delivery of quality programming that generates essential work skills while promoting a culture of life-long learning.