

Cabarrus College of Health Sciences Strategic Plan 2013-2018

GUIDING PRINCIPLES

MISSION

Cabarrus College of Health Sciences creates progressive educational experiences that inspire and prepare our students to be exemplary healthcare professionals.

VISION

To be a premier leader of innovative healthcare education.

VALUES

CARING
COMMITMENT
TEAMWORK
INTEGRITY

EDUCATIONAL PHILOSOPHY

Cabarrus College boasts a rich history of passing the torch from one generation of healthcare professionals to the next. Our committed faculty and staff seek to present students with best practices of the profession, stimulating dialogues, evidence-based research, and challenging experiences leading to active student learning and self-discovery. Through this, students experience enlightenment, enrichment, and transformation preparing them to think critically, understand and creatively solve problems, and engage in a lifetime pursuit of scholarly knowledge and active citizenry.

GOALS

Academic Excellence

Enhance the student learning environment through the delivery of innovative programs and services.

Student Success

Provide high quality academic and support services that foster student persistence and achievement.

Employee Engagement

Attract, engage and retain faculty and staff by sustaining an environment of collegiality and professionalism.

Institutional Effectiveness

Sustain a culture of accountability through continuous assessment, evaluation and improvement.

Performance Excellence

Secure financial viability by capitalizing on opportunities to achieve superior operating performance.

Community Benefit

Cultivate connections, relationships and partnerships commensurate with our resources and the community's needs.

STRATEGIC PRIORITIES

Strategic Enrollment Management

Priority 1: Achieve and maintain the optimum recruitment, attainment, and retention of students where optimum is determined within the academic context of the institution.

Outcome 1.1: Enhance recruiting efforts.

- ◆ Implement a three year Strategic Enrollment Plan.
- ◆ Expand recruiting activities.
- ◆ Expand outreach programs for targeted student populations and academic programs.
- ◆ Analyze the principal catchment region to tailor recruiting programs to maximize yield.

Outcome 1.2: Enhance retention efforts.

- ◆ Enhance quality of instruction, learning resources, and support services available to students.
- ◆ Encourage student engagement in clubs, activities, and special events.
- ◆ Restructure student support services to more comprehensively support teaching and learning environments for students and improve student learning outcomes.

Outcome 1.3: Enhance visibility of College.

- ◆ Enhance communication to publicize academic success and faculty achievement.
- ◆ Implement a three year Marketing Plan in conjunction with the Strategic Enrollment Plan.
- ◆ Implement an integrated communication approach to ensure quality and consistency in telling the College's story to prospective students, their parents, families, and others who influence them.

Academic Program Development and Refinement

Priority 2: Position the academic programs of the College to meet the needs of a changing healthcare environment taking into consideration student, employer, and CHS organizational goals.

Outcome 2.1: Revise or expand undergraduate programs in response to industry and student needs.

- ◆ Identify existing programs to be updated.
- ◆ Collaborate with CHS and community partners to identify potential new programs.
- ◆ Assess need for and feasibility of implementing new or revised programs.
- ◆ Design curriculum around best practices and current trends.

Outcome 2.2: Develop graduate programs in response to industry and student needs.

- ◆ Collaborate with CHS and community partners to identify potential new programs.
- ◆ Establish Steering Committee to assess needs and feasibility of graduate level program.
- ◆ Design curriculum around best practices and current trends.
- ◆ Obtain SACS approval to offer Level III (Master's degree) programs.
- ◆ Obtain program specific accreditation approval.
- ◆ Strengthen institutional structures that support teaching with technology.

Outcome 2.3: Support new and expanding programs by partnering with Student Affairs, CHS departments, and community institutions to create innovative solutions to resource needs.

- ◆ Collaborate with Carolinas College, Cabarrus Family Medicine, and Student Affairs to establish a virtual or online Writing Center.

Financial Resources Enhancement

Priority 3: Ensure adequate financial resources are available to sustain the College and enable it to achieve its mission.

Outcome 3.1: Strengthen external fundraising efforts.

- ◆ Establish an organizational infrastructure to direct the College's fundraising activities.
- ◆ Develop and implement an annual fundraising plan.

Outcome 3.2: Widen the College's funding base for programs and activities through grants.

- ◆ Develop an infrastructure to support the application and management of grants.
- ◆ Identify programs and activities that have the potential to be grant funded.
- ◆ Seek and pursue opportunities for grant funding.

Outcome 3.3: Continue the development of alumni initiatives that encourage alumni engagement with the College.

- ◆ Restructure Alumni Board.
- ◆ Encourage alumni engagement in membership, activities, and special events.
- ◆ Pursue opportunities for alumni giving.

Outcome 3.4: Maximize tuition revenue in concert with the Strategic Enrollment Management Plan.

- ◆ Analyze internal and external tuition structures by May 2016.
- ◆ Identify and recommend a long-range tuition structure by December 2016.
- ◆ Begin implementation of long-range tuition restructuring in 2017.

2013-2018

STRATEGIC PLAN



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