

2024-2029

REACH

RISE

REDEFINE

DISCOVER YOUR PURPOSE. TRANSFORM YOUR FUTURE.

**ROBESON**  
COMMUNITY COLLEGE



## **Robeson Community College's Strategic Plan Development**

Robeson Community College (RCC) executive team believes a strong strategic plan reflects the college's values and goals and guides future progress. By dedicating a year of intentional engagement with the campus and local communities, RCC developed a plan to meet the needs of students, employees, and local industry through a multi-phase process.

### **Summer 2023**

- RCC engaged an experienced consultant affiliated with NC State University to guide the process and identified focus group leaders from across the college to lead development of the strategic aims.
- Representatives from myFutureNC facilitated workshops with external stakeholders, including representatives from local industry, to identify significant priorities.
- During August convocation, all employees participated in workshops to refine overall directions and priorities.

### **Fall 2023**

- RCC's president and executive team reviewed all feedback received and, in conjunction with the focus group leaders, integrated identified trends into six strategic aims.
- Executive team members and focus group leaders co-facilitated focus group discussions, gathered campus feedback on each of the proposed aims, and brainstormed objectives and strategies.

### **Spring 2024**

- After thorough review of all focus group feedback, RCC's president, executive team, focus group leaders, and other designated employees participated in an on-campus retreat with the NC State consultant; they reviewed existing data, refined objectives, and created tactics for goal completion.
- An ad hoc committee revised RCC's mission, vision, and value statements to more closely align with the college's student- and community-focused priorities.
- The full strategic plan, including the new mission, vision, value statements, and tagline, was formally presented to and approved by College Council and RCC's Board of Trustees in May 2024.



### Mission Statement:

Robeson Community College ignites a vibrant learning environment where academic, technical, and real-world experiences intersect and creates a culture of success driven by relentless inquiry, tangible results, and a profound commitment to excellence.

### Vision Statement:

Robeson Community College is celebrated as a premier academic and career technical institution, transforming lives through unparalleled teaching, dynamic learning experiences, and an unwavering dedication to service.

### We Succeed Through:

- **Academic Excellence**, with expert faculty utilizing innovative teaching strategies and state-of-the-art technology to prepare students to compete in a future-focused workforce
- **Empowered Support**, prioritizing services meeting individualized student needs, encouraging self-advocacy, and connecting learners more deeply within the college, community, and workforce
- **Innovation**, cultivating programs to align with emerging industry needs and workforce demands while scheduling with the flexibility to accommodate students' lives
- **Integrity** through honest, compassionate, and responsive interactions with all stakeholders
- **Growth**, expanding partnerships, programming, service locations, technology, and opportunities based on data-informed decisions to serve the diverse needs of all citizens and learners
- **Professional Development**, actively promoting skill enhancement among faculty and staff to provide expert leadership and growth opportunities in an evolving educational environment

**Discover Your Purpose. Transform Your Future.**



# Strategic Aim One:

## Student Success

Increase student success rates, persistence, retention, and credential completion.

### Objective 1.1

Increase curriculum student success rates (A, B, C, or P) to current NCCCS system average of 76%

### Objective 1.2

Exceed the average NCCCS Performance Measure for First-Year Progression/  
Persistence

### Objective 1.3

Increase program completion in health science AAS degree programs





# Strategic Aim Two:

## University Transfer Partnerships

Increase seamless pathways from public, private, and charter schools through RCC to a university

### Objective 2.1

Increase CCP enrollment as evidenced by 25 new students per academic year

### Objective 2.2

Exceed the average NCCCS Performance Measure for College Transfer Performance

### Objective 2.3

Increase the number of students who complete university transfer degrees





# Strategic Aim Three:

## Career/Technical & Short-Term Healthcare Programs

Strengthen workforce development and short-term healthcare training and employment opportunities

### Objective 3.1

Increase enrollment in all job-ready CTE courses by 17% and short-term healthcare programs by 33% to provide a skilled workforce

### Objective 3.2

Increase number of students participating as registered apprentices and in work-based learning by 175%

### Objective 3.3

Exceed the average NCCC System Licensure and Certification Passing Rate (Performance Measure 6)





# Strategic Aim Four:

## Campus Infrastructure & Accessibility

Ensure campus infrastructure and accessibility meet the needs of all students and are compliant with ADA standards

### Objective 4.1

Increase campus infrastructure by 2029

### Objective 4.2

Occupy CTE and short-term healthcare facilities by July 1, 2027

### Objective 4.3

Increase accessibility score in the online learning environment with all courses ADA compliant by 2027





# Strategic Aim Five:

## Student Access and Services

### Increase Equity of Access to Student Support Services

#### Objective 5.1

Increase the number of students from underserved populations utilizing student support services (to include advising/registration, TimelyCare, Upswing, counseling, and career services)

#### Objective 5.2

Increase student satisfaction with student support services as measured by internal survey (with baseline to be determined after survey is first administered)

#### Objective 5.3

Increase the number of club-sponsored and athletics-related student engagement event opportunities offered





# Strategic Aim Six:

## Faculty & Staff Development

Create ongoing professional development opportunities to provide onboarding, teaching and learning support, and training for employees

### Objective 6.1

Establish new full-time employee mentoring program during probationary period focused on campus community, resources, and technology

### Objective 6.2

Establish a Center for Teaching, Learning, and Professional Excellence to serve as the hub for faculty and staff professional development

### Objective 6.3

Assess and revise employee policy and reference manual to enhance understanding of college policies, practices, and work responsibilities

