



STRATEGIC PLAN 2019-2020 GOALS

President's Office

1. Improve interdepartmental campus wide communication among faculty, staff, and coaches.
2. Assist with enrollment growth through initiating and supporting new growth opportunities both on and off campus.
3. Enrich communication with trustees and encourage more involvement and commitment from trustees.

Plant Operations

1. Make continuing improvement and renovations to the facilities on campus.
2. Increase student retention through timely repairs.
3. Improve upon the master maintenance plan via multi-departmental communication regarding future plans of the college.

Advancement

1. Enhance public relations within Toombs and Montgomery County.
2. Provide scholarship opportunities for students.
3. Implement a donor care strategy to increase the number of recurring donors, cultivate new donors, and maintain good standing with regular donors.

Marketing

1. Increase Brewton-Parker College's brand awareness in the Southeast region of Georgia through digital media.
2. Officially add the role of communications and work with the Advancement Office to create and implement a scheduled correspondence plan with alumni and community members, which will build key relationships that are foundational to the success of BPC's Advancement Office and the college.
3. Develop communication strategies to enhance internal communications between faculty, staff, coaches, and students.

Academic Services

1. Expand academic programs that serve the local workforce development area (LWDA) to enable Brewton-Parker to attract students and qualified faculty.
2. Encourage students to model integrity in all academic pursuits.
3. Improve student retention by working collaboratively with faculty, staff, and coaches to monitor student attendance.

Athletics

1. Target overall retention of student athletes.
2. Increase student-athlete morale through athletic performance success in competition.

Student Development

1. Revise, publish and educate student body and campus community on revised student handbook.
2. Maintain documentation and records for all departments within Student Development in compliance with The Clery Act and the Southern Association of Colleges and Schools Commission on Colleges.
3. Develop and implement programs and strategies that will improve current dorm culture to include dorm cleanliness and identified misconduct.
4. Implement a mandatory student ID system to ensure the college has proper identification of all students in the event of an emergency or need to communicate.

Enrollment Services

1. Meet new student enrollment goals for Mt. Vernon campus, dual enrollment, and distance education for 20-21.
2. Have 90% of new and returning students' financial aid completed prior to the first day of the fall 2020 semester.
3. Have no findings or material weaknesses noted in the college's yearly A-133 audit or other audits conducted by outside organizations.

Campus Minister

1. Create a system to collect the number of students on campus who are followers of Christ.
2. Encourage and support all discipleship efforts on campus.
3. Support students in sharing the gospel openly within our community.

Fiscal Services

1. Manage college resources by being good stewards.

Technology Services

1. Establish pathways to secure student/personnel data on and off-site while providing maximum up-time.
2. Use personal development as a catalyst to integrate new ideas into the work environment.
3. Continuous upgrading of on-campus hardware and software
4. Enhance the customer service experience provided to faculty, staff, and students at Brewton-Parker College.