

STRATEGIC PLAN  
2020-2021 GOALS



### **President's Office**

1. Promote servant leadership on the campus and in the community with students, staff, and faculty.
2. Enhance discipleship of students through implementing a discipleship program and leadership program among the athletic department coaches and staff.
3. Continue the progress toward the development of a B.S. in Nursing.
4. Prepare for a safe return to campus with regards to the COVID-19 pandemic.

### **Plant Operations**

1. Exemplify servant leadership in our daily work around campus as we continue to make improvements and renovations to the facilities and grounds.

### **Advancement**

1. Continue to enhance public relations within Toombs and Montgomery County.
2. Provide scholarship opportunities to students for the purpose of their spiritual and academic transformation.
3. Continue our donor care strategy to increase the number of recurring donors, cultivate new donors, and maintain good standing with regular donors.

### **Marketing**

1. Continue to increase Brewton-Parker College's brand awareness in the Southeast region of Georgia through digital media.

### **Academic Services**

1. Develop a prison education program by establishing approved off-campus instructional sites at select institutions within the Georgia Department of Corrections to equip incarcerated adult learners with the educational tools necessary for their release as productive servant leaders both in the local workforce development area (LWDA) and in society in general.
2. Increase the integration of library and information services and information technology in the college's education programs to better facilitate student access to the forum of ideas and civil discourse necessary to engage the culture effectively for change.
3. Expand the Academic Success Center to include a comprehensive, effective writing enhancement program that assists under-resourced students in developing a greater capacity for critical reading, thinking, and writing.

### **Athletics**

1. Emphasize servant leadership among the athletes.
2. Improve athletic retention through improved academics.

### **Student Development**

1. Create a safe environment for our campus life.
2. Improve all documentation and records within Student Development in compliance with The Clery Act and the Southern Association of Colleges and Schools Commission on Colleges.
3. Develop a campus culture that prioritizes servant leadership.
4. Increase student engagement in ministry.
5. Promote diversity in campus ministerial associations and events.

### **Enrollment Services**

1. Increase community outreach and participation within Enrollment Services.
2. Meet student enrollment goals for all campus programs
3. No findings or material weaknesses noted in the colleges yearly A-133 audit or other audits conducted by outside organizations.

**Fiscal Services**

1. Improve communication in the area of Fiscal Services.
2. Encourage servant leadership within the department of Fiscal Services.

**Technology Services**

1. Enhance the customer service experience provided to faculty, staff, and students at Brewton-Parker College.
2. Continuous upgrading of on-campus hardware, software, and security.
3. Produce an accurate and robust inventory system for all technology.