



## STRATEGIC PLAN 2021-2022 GOALS

### **President's Office**

1. Promote characteristic excellence on the campus and in the community.
2. Enhance discipleship of students.
3. Continue the progress toward the development of a B.S. in Nursing.
4. Prepare and revise the contingency plan for continued management of the COVID-19 pandemic.

### **Plant Operations**

1. Exemplify characteristic excellence 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 surrounding service areas.
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.
2. Serve internal customers with characteristic excellence by keeping website ticket closure and response times low.

### **Academic Services**

1. Obtain SACSCOC approval for a change in the college's degree-level designation from Level II (baccalaureate degrees) to Level III (master's degrees).
2. Upgrade the faculty-led academic advising system to better accommodate timely and accurate student advisement, equity in individual faculty advising loads, and relational advisement aimed at persistence through timely degree completion.
3. Continue building capacity for the ASC to serve as an information clearinghouse for early identification of at-risk students and ask the office charged with coordinating cross-departmental initiatives and academic interventions aimed at providing resources necessary for student success.

### **Athletics**

1. Increase athletic team GPAs.
2. Utilize the sports information director (SID) to provide a better fan experience for players and their families.
3. Explore the option of adding additional women's sports teams.

**Student Development**

1. Create a safer environment for our campus life.
2. Continue to develop characteristic excellence in all aspects of student development.
3. Create a culture of mature Christian students.

**Enrollment Services**

1. Meet campus enrollment goals.
2. Increase the number of non-athletes on the campus of BPC.
3. No findings or material weaknesses noted in the college's annual A-133 audit or other audits conducted by outside organizations.

**Fiscal Services**

1. Improve communication in the area 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. Implement new software solutions.