



BLACK  
RIVER  
TECHNICAL COLLEGE

STRATEGIC PLAN

2017 - 2021

*Transforming Lives...*

# BRTC Strategic Plan, 2017-2021

## **Goal 1:** Manage enrollment responsibly and ensure student success

- Objective 1.1:** Increase total fall headcount to 2150 by Fall 2020
- Objective 1.2:** Increase fall adult headcount to 812 by Fall 2020
- Objective 1.3:** Increase the number of students who are career ready
- Objective 1.4:** Increase full-time retention to 60%
- Objective 1.5:** Increase the completion rate by an average of 0.25% per year

## **Goal 2:** Clarify the identity of the college through heightened brand awareness, focused educational programs, and effective communication

- Objective 2.1:** Increase awareness of the college and its brand throughout the region
- Objective 2.2:** Evaluate the marketability and cost effectiveness of educational programs
- Objective 2.3:** Increase the effectiveness of internal communications

## **Goal 3:** Exercise regional leadership through strategic partnerships and educational opportunities

- Objective 3.1:** Increase partnerships with business and industry
- Objective 3.2:** Increase student internship opportunities through business and industry partnerships
- Objective 3.3:** Strategically increase BRTC involvement in community organizations
- Objective 3.4:** Increase fundraising by identifying and connecting with community supporters and donors

## **Goal 4:** Create a sustainable culture of evidence to facilitate continuous improvement

- Objective 4.1:** Increase data collection for evaluation, accountability, and continuous improvement
- Objective 4.2:** Make data easier to access and use for college decision makers
- Objective 4.3:** Preserve institutional memory by developing and implementing consistent and standardized documentation processes