



BLACK RIVER TECHNICAL
COLLEGE



2021-2026

Strategic Plan



BRTC

As recommended by the Black River Technical Strategic Planning Committee, College Administrative Council, and Executive Cabinet to President Martin Eggenesperger. September 2020.

As approved by Black River Technical College Board of Trustees and Board Chair, Carolyn Collins. November, 2020.

The strategic planning process at BRTC formulates a long-range plan to meet future needs determined by extrapolating current needs. It begins with the present status and charts out a path to a desired future status. Each goal of the strategic plan reflects a core value of the college and is typically broad sweeping rather than specific. The plan relies upon mid-range and short-range (operation and action) plans for specificity through intermediate goals.

BRTC builds a five-year strategic plan to provide a foundation for the creation and maintenance of an ideal learning environment. As the strategic plan evolves, it provides a framework for addressing the challenges of growth, academic change, and aging facilities.

Mission Statement

Black River Technical College transforms lives through quality academic and career education to enhance the community we serve.

Vision Statement

BRTC will lead our community in learning and economic development.

Core Values

Quality

At Black River, we strive to provide our students with excellent academic programs, encouraging support services, and administrative support to meet students' goals.

Learning

We provide degree programs, professional training, enrichment experiences, and collaborative opportunities to foster career and personal improvement.

Students

Students' needs are the foundation of our academic, co-curricular, and financial planning.

Community Relationships

The strengths and challenges of our community shape us. We collaborate with our community to share strengths and resources, learn together, and address the needs of our region.

Goals and Objectives

- Goal 1: To foster an atmosphere wherein learning, working, and serving are recognized as exemplary by internal and external stakeholders.**
- 1.1 Achieve sustainability and effective stewardship of resources to strengthen the college's financial position and infrastructure.
 - 1.2 Encourage a culture of community through mutual communication, transparency, and growth.
 - 1.3 Continue to build a culture of evidence for quality assurance.
 - 1.4 Advance a culture of continuous improvement.
- Goal 2: To prepare students for further education while serving as a signature institution for general and technical education in the region and state, including unique credit and non-credit programs designed to meet university or employment needs with a focus on high-demand and future-oriented programs.**
- 2.1 Expand online and on-campus course, certificate, and/or degree offerings across various disciplines.
 - 2.2 Refine the relevance and quality general and technical education to prepare students to pursue lifelong learning.
 - 2.3 Achieve 100% job placement for graduates.
 - 2.4 Maintain and increase viability of current programs for industry and educational needs.
- Goal 3: To achieve deliberate, sustained enrollment growth and increased retention over the next five years.**
- 3.1 Create and implement professional development for all advisors.
 - 3.2 Maximize capacity of all locations in the Career and Technical Center.
 - 3.3 Provide a robust lineup of student activities without increasing the cost to students.
 - 3.4 Increase alignment with school districts to encourage early interest.
 - 3.5 Increase awareness of student support services.
- Goal 4: To geographically expand marketing presence, strategic partnerships, and fundraising in support of the College's communities, programs, and projects.**
- 4.1 Market BRTC within our region of the nation.
 - 4.2 Work with service area communities to increase space for events, activities, and educational programs.
 - 4.3 Build relationships and identify additional resources to support BRTC students, programs, and projects.