Strategic Goals
2006 - 2012

Student Success - Institutional Excellence - One College
1. Improve Student Success Rates

**Key Performance Indicators**

**HIGH SCHOOL TO WNC CONTINUATION RATE**
- Increase service area high school to WNC continuation rate from 18 to 30%

**PERSISTENCE RATE**
- Increase persistence rate within a term (successful course completion) from 70 to 80%

**RETENTION RATE**
- Increase fall to fall retention rate from 38 to 50%

**GOAL COMPLETION**
- Increase goal completion rate, as declared on admission form, by 10%

**GRADUATION RATE**
- Increase Integrated Postsecondary Education Data System (IPEDS) graduation rate from 16 to 30%

**TRANSFER RATE**
- Increase the number of graduates who transfer to a four-year institution from 18 to 36%

**BACCALAUREATE SUCCESS RATE**
- Increase the rate of graduation with a bachelor's degree within three years of transferring by 20%

**STUDENT SATISFACTION**
- Improve student satisfaction

**DIVERSITY**
- Increase the number of students, staff, and faculty from under-represented groups to equal or exceed service area percentage
- Increase college activities supporting diversity

**Responsible Unit**
- Vice President of Academic & Student Affairs
- Deans of Instruction & Student Services
# 2. Ensure Institutional Excellence

## Key Performance Indicators

### PROGRAM REVIEW ASSESSMENT

- Annually conduct program reviews for at least 20% of all programs
- Have active curriculum advisory committees for all occupational programs
- Have articulation agreements for all transfer programs

### Responsible Unit

| President | Vice Presidents | Institutional Research | Academic Program Assessment Committee |

## Key Performance Indicators

### FINANCIAL STABILITY

- Maintain all-funds institutional reserve at 2% of all funds annual budget
- Increase institutional revenues including sales, fees, custom education, & summer school by 10%
- Increase private funding by 5% per year
- Increase the number of employees giving by 5% per year
- Raise a cumulative $20 million (currently at $11.5 million) by year 2012
- Pursue alternative funding mechanisms for new construction projects

### Responsible Unit

| Vice President of Finance and Administration | Institutional Advancement |

## Key Performance Indicators

### INFORMATION & MONITORING REPORTING SYSTEM

- Publish
  - Institutional accreditation reports
  - Program review summaries
  - Strategic plan and updates
  - President's Annual Report
  - Space utilization report
  - Annual budget requests
  - Institutional budget summary
  - Institutional Portfolio

### Responsible Unit

| Information & Marketing Services | Institutional Research |
### 3. One College - Many Communities

#### Key Performance Indicators

**UNIFIED PLANNING**
- Increase percent of degrees scheduled to be completed in four terms
- Increase percent of certificates scheduled to be completed in two terms
- Increase space utilization as determined by NSHE Space Utilization Study

**SENSE OF COMMUNITY**
- Increase communication among full-time/part-time faculty, students, and staff at and between all locations, and between campuses and their communities as measured by periodic surveys

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<tr>
<th>Key Performance Indicator</th>
<th>Responsible Unit</th>
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<td><strong>UNIFIED PLANNING</strong></td>
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