

Priority Goals by Belief Statements for the Period 07/01/2016 – 06/30/2018

** Indicates Overarching Top Goals for Institution*

- I. Increasing the number of persons with higher education credentials in our region is our highest priority.**
 - a) TC will boost enrollment to reach a combined fall and spring academic and technical enrollment of 8,500 for 2017-2018 academic year.*
 - b) TC will annex the TC Service Area Portion of Cass County November 2016.*

- II. Excellence in financial management, facilities/grounds, and safe and secure learning environment are non-negotiable.**
 - a) TC will have a student loan default rate of less than 30% (60X30TX Goal 4).*
 - b) TC will enhance and continue facility cosmetic upgrades, improve campus lighting, and replace aging core equipment.

- III. Community trust and support are critical to the College's success.**
 - a) The TC Foundation will reach \$10 million by 2020 and the TC Alumni & Friends initiative will have 1,000 members by 2018. *
 - b) TC will continue to strengthen its brand with community stakeholders so that at least 90% of those surveyed answer "yes" to the ultimate question, "Is TC a great place to start or start over?" An aggressive PR and branding campaign will educate the public on the value and marketable skills associated with obtaining higher education credentials and will be achieved through outreach to 1) local employers to promote employee training, 2) middle and high school students, and 3) TAMUT and other universities to promote and encourage transfer to complete a bachelor's degree. (60X30TX Goal 1, 2, 3)

- IV. Texarkana College is the economic engine of the area, and academic, continuing education and workforce programs provide a high return on investment for our students and our community.**
 - a) TC will create a community and business education professional development model to meet regional industry needs. A personalized contact marketing plan will be developed for upcoming training events.
 - b) TC will utilize the Perot Leadership Classroom to offer customized leadership training to businesses that helps foster growth.

- V. Maintaining first class human resources and commitment to continuous improvement of institutional culture is paramount to student success.**
 - a) By January 2017, all on-line courses will be standardized by department through faculty collaborative efforts and will meet the Quality Matters Standards (*An international initiative to ensure quality curriculum and pedagogy in distance education.*) In addition, all instructors will complete the Jenzabar eLearning LMS on-line professional development.
 - b) TC will implement phase two of the Quality Enhancement Plan in fall 2016 by ensuring that all FTIC students have a trained faculty advisor and are enrolled in the Learning Frameworks course and that an early alert system based on predictive analytics is utilized to support advising and completion.