



2016-2018 STRATEGIC PLAN



OUR MISSION

Advancing our
community
through attainable
higher education
and lifelong
learning.



MEDIA RELEASE

JULY 1, 2018

Texarkana, Texas—This year Texarkana College’s enrollment topped 8,500, a record number that College officials partially attribute to the full launch of the institution’s Quality Enhancement Plan, CONNECT: Start Smart- Finish Strong. The plan implements faculty advising, a first-year experience, and an early alert system designed to aid students with persistence and completion. New guided pathway tools and flexible scheduling options help students attain higher education credentials for a brighter future. TC’s enrollment growth is also due to the college’s successful rollout of the state’s 60x30TX higher education strategic plan to increase the number of Texans with degrees or certificates by 2030. To date, more than a thousand community stakeholders have pledged to help build a college-going culture in our region by encouraging young people to enroll in college and complete a credential.

Continuous improvement of institutional culture is central to student success at TC. Faculty and staff members participate in regular professional development and Board of Trustee members attend state and national conferences to stay abreast of legislation and trends affecting community colleges. Success of institution-wide policies and procedures is determined by efficient and systematic data collection and analysis. As a leader college with the national Achieving the Dream initiative, TC serves as a model for instructional methods including Active & Collaborative Learning techniques and integration of developmental courses for increased student success. A new initiative launched in 2016 to award certificates to students who have completed core courses boosted persistence and completion rates to an all-time high.

Excellence in financial management and tightened controls on management of financial aid and student loans have assured continued access to federal financial aid for students to fund their education. TC’s financial aid department reported

this spring that student loan default rates remain less than 30 percent.

The TC campus is an aesthetically pleasing and safe environment for students and community members to participate in life-long learning opportunities. The Perot Leadership Classroom is host to numerous customized training courses for community businesses and organizations. TC’s tailor-made continuing education and professional development offerings provide resources to boost economic growth in our region and have a proven high return on investment in our local market. New features on the College’s robust data dashboard allow staff to continuously monitor factors that affect student persistence and completion, resulting in data-driven decisions to improve student success.

The community continues to show more support for the College than ever before. Last month the TC Alumni & Friends Network welcomed its 1000th member, and the TC Foundation has secured more than \$3 million in donations since 2016, pushing it well on its way to achieving its goal of reaching \$10 million in assets by 2020.

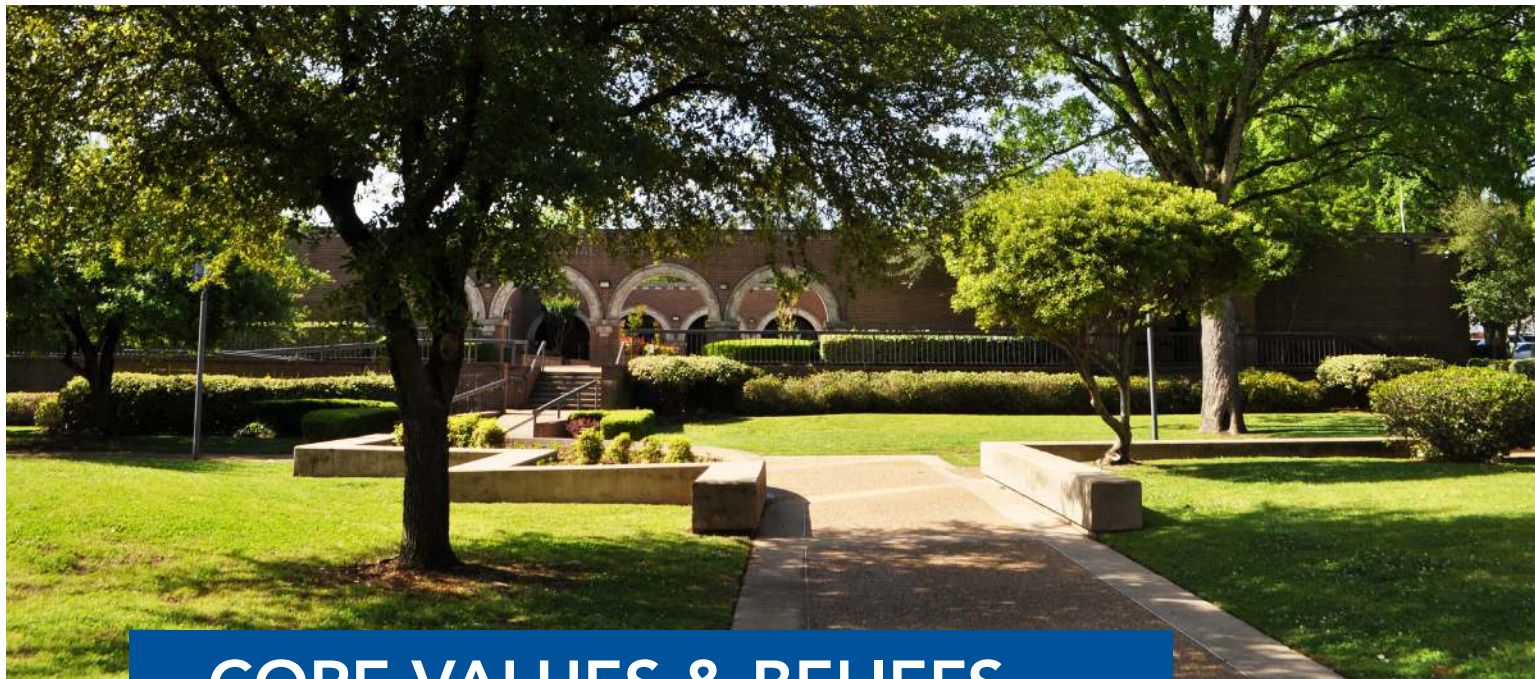
Moving forward is a trend TC intends to continue. According to President James Henry Russell, TC has come a long way in meeting strategic goals, but more work is yet to come.

“Students, faculty, staff and Trustees all helped design the strategy for TC’s success, and I could not be more proud of the progress we’ve made,” Russell said. “TC is doing an excellent job of helping the state reach the goal of 60% of persons in Texas holding a higher education credential by year 2030 (60X30TX). This is a lofty goal but one that can be reached by establishing a college-going culture within our communities. This is TC’s ultimate goal—to help secure a better future for our state by doing our part right here at home. It’s a win-win for us all.”



2016-2018 TOP PRIORITIES

- Boosting enrollment to 8,500 for 2017-2018 academic year
- Fully implementing the SACSCOC QEP to include a first-year experience, faculty advising, and guided pathways for all full-time students
- Achieving a student loan default rate of less than 30%
- Reaching \$10 million in TC Foundation assets by 2020 and growing the TC Alumni & Friends Network to 1,000 members by 2018



CORE VALUES & BELIEFS

Opportunity

Our highest priority is increasing the number of people with higher education credentials in our region.

Excellence

Excellence in classroom instruction, financial management, and facilities/grounds maintenance will provide a safe and secure learning environment.

Community

Community trust and support are critical to the College's success.

Success

TC is the economic engine of the area, and our programs provide a high return on investment for our students and the community.

Integrity

First class human resources and commitment to continuous improvement of institutional culture are vital to student success.



OPPORTUNITY

Our highest priority is increasing the number of people with higher education credentials in our region.

Our goals:

- TC will boost enrollment to 8,500 for 2017-2018 academic year.
- TC will utilize guided pathways tools to boost student persistence and completion.
- TC will engage stakeholders to help build a college-going culture by promoting 60x30TX, the Texas higher education strategic plan.



EXCELLENCE

Excellence in classroom instruction, financial management, and facilities/grounds maintenance will provide a safe and secure learning environment.

Our goals:

- TC will have a student loan default rate of less than 30%.
- TC will enhance and continue facility cosmetic upgrades.
- TC will invest in upgraded equipment to ensure students have access to the highest level of technology in the classroom.



COMMUNITY

Community trust and support are critical to the College's success.

Our goals:

- The TC Foundation will reach \$10 million by 2020, and the TC Alumni & Friends Network will have 1,000 members by 2018.
- A public relations campaign promoting the state's higher education strategic plan, 60x30TX, will educate the public on the value and marketable skills associated with obtaining higher education credentials.
- 90% of people surveyed will answer "yes" to the ultimate question: "Is TC a great place to start or start over?"



SUCCESS

Texarkana College is the economic engine of the area, and our programs provide a high return on investment for our students and our community.

Our goals:

- TC will aggressively engage local businesses and industries to develop customized leadership and skills training through our Community & Business Education Center and explore the viability of new Workforce Education certificate and degree programs.
- TC will build on the Perot Leadership Classroom in the Palmer Memorial Library to create a rich leadership curriculum that is offered community-wide for leadership training and enrichment programs.
- TC will begin awarding certificates to students who complete the academic core.



INTEGRITY

First class human resources and commitment to continuous improvement of institutional culture are vital to student success.

Our goals:

- By June 30, 2018, all online courses will meet Quality Matters standards (*an international initiative to ensure quality curriculum and pedagogy in distance education*).
- TC will fully implement the SACSCOC Quality Enhancement Plan, **Connect: Start Smart. Finish Strong.** by Fall 2017.
- TC will expand its data dashboard to monitor factors that affect student persistence and completion, measure the achievement of intended outcomes, and plan improvements based on results.