



Strategic Plan





OUR MISSION

**Advancing our
community
through attainable
higher education
and lifelong
learning.**



MEDIA RELEASE

JULY 1, 2020

Texarkana, TX- Today, the Texarkana College Foundation announced reaching a milestone of \$10 million in assets that secures the viability of the prestigious Presidential Scholarship program for years to come. The announcement is great news for college-bound area high school students who have worked hard to earn a spot in the top tier of their graduating class. The scholarship covers the full cost of tuition, fees and books for qualified students for up to two years. Texarkana College President James Henry Russell said the community's trust and support of TC led to the fulfillment of the strategic goal for the Foundation.

"Our community has rallied in support of local students by giving generously to the TC Foundation," said Russell. "With donor support, these scholarship recipients will be able to earn a college degree or certificate that will help them get a great start on their career goals without student loan debt."

Russell said the boost in Foundation funds allows TC to move the needle toward reaching the state's higher education goal of 60x30TX.

"TC's mission is to advance our community through attainable higher education and lifelong learning," said Russell. "We believe that by adhering to our institution's core values of opportunity, excellence, community, and success, we will continue to increase the number of people with higher education credentials in our region and reach the Texas Higher Education Board's 60x30TX regional target goals."

Since 2018, TC has taken a leadership role in the THECB's 60x30TX initiative by providing planning and administrative support for colleges within the Upper East Region to fulfill regional target goals. TC has met the 2020 stretch goal of 1,244 student completers this year and is on pace to meet the goal of 1,547 student completers by 2025.

TC has made changes to its schedules and programs to make them more accessible. More economically disadvantaged students in Bowie County high schools have affordable access to

dual credit courses, including the newly expanded Leadership Frameworks class. At-risk high school students now have direct access to college-level advisors who provide guidance through learning communities to prepare students for transition into college, academic success, and career exploration. Since 2018, TC has offered more than half of the core curriculum courses through compressed, 8-week terms, giving students greater flexibility in scheduling. TC has also broadened its tutoring services to include more specialized subject areas.

"Our tutoring will cover more subject areas and more flexible time slots to better align with students' needs and schedules," said Dr. Donna McDaniel, TC's Vice President of Instruction. "More and more students take dual credit courses and are ready to take advanced courses when they come to TC full-time. We want to make sure they have the support they need to succeed."

Over the last two years, the Health Sciences division has expanded its course offerings to include night and weekend options.

"Providing a skilled and ready workforce to support regional economic development efforts is a top priority for TC," said Russell. "The 2018 launch of the AR-TX REDI initiative has brought new commerce to the region, which requires a pipeline of trained workers. TC is showing prospective businesses looking to locate in our area that we have the training opportunities and educated workforce to meet their needs."

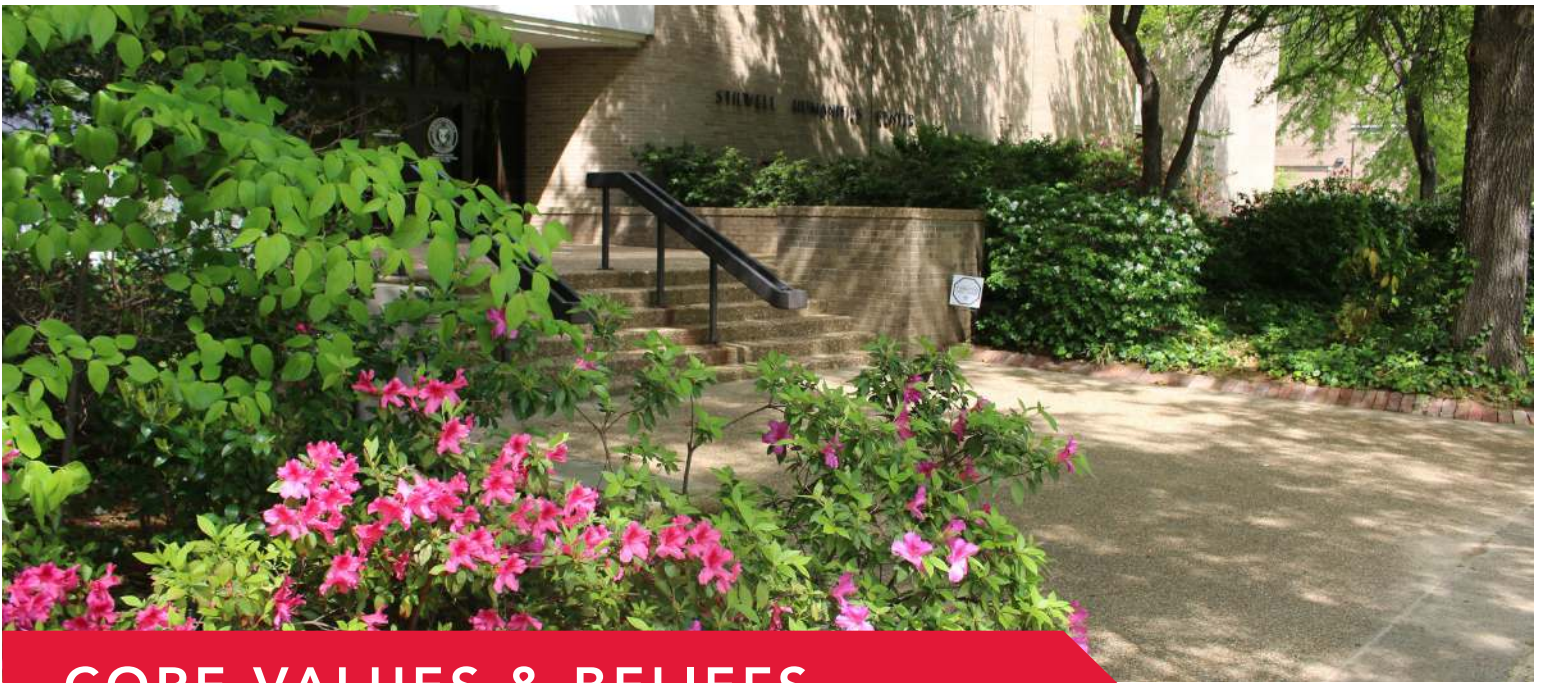
To make sure TC's training and instruction meets the demands of today's competitive jobs, instructional spaces at TC have been updated and renovated. This campus-wide effort is part of a long-range capital improvement plan to enhance facilities, increase safety and security, and assure compliance with ADA standards.

"Excellence in instruction, financial management, and facilities provides a safe and secure learning environment here at TC," said Russell. "The quality of instruction provided by our faculty members is unmatched in this region and students thrive from their commitment to success and completion goals. TC is without a doubt, a great place for any student to start, or start over."



2018-2020 TOP PRIORITIES

- TC will enhance, upgrade and renovate facilities to meet state and federal ADA compliance standards and to modernize instructional space.
- TC will be actively involved in a regional economic development effort by June 30, 2020.
- The TC Foundation will reach \$10 million in assets.



CORE VALUES & BELIEFS

Opportunity

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

Excellence

Excellence in instruction, financial management, and facilities will provide a safe, secure, and effective learning environment.

Community

Community trust and support of TC are catalysts for regional economic development and provide a high return on investment.

Success

TC is committed to student success and completion.



OPPORTUNITY

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

Our goals:

- TC will increase enrollment of economically disadvantaged dual credit students to 450 within Bowie County by 2020.
- The Learning Frameworks class will be piloted to economically disadvantaged dual credit students and will then be scaled to all dual credit students.
- TC will meet 60x30TX goals set by the Texas Higher Education Coordinating Board and will continue to lead the Upper East Texas Region in region-wide efforts to meet 60x30TX goals.



EXCELLENCE

Excellence in instruction, financial management, and facilities will provide a safe, secure, and effective learning environment.

Our goals:

- TC will allocate resources to ensure campus safety and security, including acquiring properties extending from Tucker Street toward New Boston Road.
- TC will enhance, upgrade and renovate facilities to meet state and federal ADA compliance standards and to modernize instructional space.



COMMUNITY

Community trust and support of TC are catalysts for regional economic development and provide a high return on investment.

Our goals:

- The TC Foundation will reach \$10 million in assets.
- TC will be actively involved in a regional economic development effort by June 30, 2020.



SUCCESS

TC is committed to student success and completion.

Our goals:

- Health Sciences programs will be expanded and will include night and weekend offerings.
- TC will offer at least 50% of the core curriculum in 8-week terms by 2020.
- TC will launch and promote expanded tutoring services in specialized fields.