

STRATEGIC PLAN: Eastern Shore Community College (ESCC) 2022 - 2027

As a member of the Virginia Community College System (VCCS) Your Eastern Shore Community College (ESCC) is committed to giving *“everyone the opportunity to learn and develop the right skills so lives and communities are strengthened”*. In alignment with the VCCS strategic plan, ESCC has taken the responsibility to translate our plan into one that can best accommodate serving the students and the community we call the Eastern Shore. Our plan is designed to not only align with VCCS but to practically put in place and promote measurable outcomes that support our region. While some of the goals may seem somewhat aspirational, the College community is united in supporting our students, developing and promoting their skills, and providing the absolute best education and training for the 21st century.

VCCS GOAL 1 *Ensure that Virginia's Community Colleges are equipped to deliver on the promise of the equity goal by ensuring that all internal and external constituencies understand why the goal is necessary to provide a talent pipeline for Virginia employers.*

ESCC GOAL 1 *Develop more and diverse business partnerships to ensure student access as well as to promote ESCC as the primary training provider on the Eastern Shore.*

Measurable Outcomes:

- Recruit local businesses for internship opportunities ensuring the businesses are industry-diverse as well as employee diverse.
- Provide professional development for faculty and staff regarding equity and cultural competence
- Invest in student organizations and clubs
- Create peer affinity groups on campus

VCCS GOAL 2 *Provide all students with access to high impact practices that support educational excellence and equity in student success through the development of a world-class cadre of diverse employees focused on equity-minded principles and practices.*

ESCC GOAL 2 *Integrate High Impact Practices (HIPs) across all programs at ESCC.*

Measurable Outcomes:

- Implement three High Impact Practices across all ESCC educational programs
- Increase the number of High Impact Practices each ESCC student engages
- Enhance the quality of the learning experience for ESCC students

VCCS GOAL 3 *Provide all students with a culture of care that responds to the needs of our diverse student population and supports and inspires their educational and career success.*

ESCC GOAL 3 *Focus on creating a culture of care that increases retention and completion and provides the necessary support for students to be successful.*

Measurable Outcomes:

- Increase retention of current students; session to session and term to term
- Increase completion rates
- Increase the number of first-time students
- Promote and support extracurricular activities

VCCS GOAL 4 *Provide all students with the knowledge, skills, credentials, and degrees that ensure them to thrive in dynamic and emerging 21st century careers shaped by the future of work*

ESCC GOAL 4 *Provide students with the knowledge and skills to obtain credentials while ensuring diversity, equity and inclusion and aligning with the local ESCC culture of YES!*

Measurable Outcomes:

- Identify ESCC's value propositions
- Routinely examine key trends across a variety of areas
- Ensure the college delivers the appropriate academic, workforce, and adult education programs
- Leverage career pathways
- Increase use of skills-based learning to prepare all ESCC students for success in the workforce opposed to a singular focus on credentials-based learning

VCCS GOAL 5 *Provide all students with access to affordable college educations that support their need for financial flexibility while also supporting the viability and sustainability of our colleges.*

ESCC GOAL 5 *Provide and promote access to affordable education to all ESCC students*

Measurable Outcomes:

- Increase the percentage of students who complete the FAFSA
- Increase the percentage of students who apply for ESCC Foundation scholarships
- Invest in marketing plans that promote affordable access
- Create and promote pathways to careers
- Track changes in enrollment migration between academic and workforce enrollments/programs