



GA DSDEN STATE STRATEGIC PLAN

2020-2023

First Choice	<p>We will strive to be the FIRST CHOICE in the communities we serve for higher education, workforce and community development.</p>	<ul style="list-style-type: none"> x Enhance marketing and communication related to the affordability and accessibility of the college. x Support and expand high-quality, high-demand programs. x Increase college brand recognition and connect more frequently with stakeholders/partners. x Identify and resolve barriers for potential and current students in the enrollment process. x Create a culture of exemplary customer service toward students and staff. 	<ul style="list-style-type: none"> x Emphasize employee development and accountability in the annual evaluation process. x M28>> 01186rv1 46543 4uayu> B.e3.1 Tm 1 12 re W* n BT
Learning Centered	<p>We will inspire a learning community that focuses on innovative education and encourages life-long learning.</p>		
Yearly Impact	<p>We will advance a performance based culture built on data-informed continuous improvement.</p>	<ul style="list-style-type: none"> x Increase the conversion rate of admitted students by streamlining the admission and registration process and assisting students through the process. x Maximize adult education enrollment into GSCC educational programs. x Target enrollment in academic and career technical dual enrollment programs as well as online offerings. x Use educational research and peer institutions to identify benchmarks of excellence in student outcomes performance from the classroom to all aspects of college performance. x Serve at-risk students through advisement, support and engagement. 	<ul style="list-style-type: none"> x Update facilities master plan to prioritize new construction, improvements and deferred maintenance to optimize the learning environment. x Partner with employees to promote program completion through various initiatives. x Use educational research and peer institutions to identify benchmarks of excellence in workforce development performance from the classroom to all aspects of college performance. x Use educational research and peer institutions to identify benchmarks of excellence in student outcomes performance from the classroom to all aspects of college performance.