Goal 1: Increase Student Access

STRATEGIC PRIORITIES	ASSESSMENT / KEY PERFORMANCE INDICATORS	DATA SOURCE	DATA OUTLINE / RESPONSIBILTY	BASELINE	STANDARD	TARGET	2024 RESULTS
A. Track the general enrollment funnel.	Track applied, admitted, and enrolled students	WCC Applicants	Office of IE	Applied – 3,002 Admitted – 2,956 Enrolled – 1,664 (Academic Years: 2020-21, 2021-22, & 2022-23)	Applied – 3,062 Admitted – 3,015 Enrolled – 1,697	Applied – 3,092 Admitted – 3,045 Enrolled – 1,714	Applied – 3,892 Admitted – 3,851 Enrolled – 1,939
B. Expand Workforce Continuing Education Services (WCES) course offerings.	Track number of courses offered	WCC Enrollment Reports	Office of IE	1,034 (Reporting Years: 2020-21, 2021-22, & 2022-23)	1,054	1,065	1,082
C. Increase annual Curriculum Headcount.	Unduplicated headcount for curriculum	IPEDS -12-month Survey (ASPEN)	IPEDS	4,040 (Years: 2020-21, 2021-22, & 2022-23)	4,121	4,161	4,198
D. Increase annual Workforce Continuing Education Headcount.	Unduplicated headcount for workforce continuing education	NCCCS – Student Enrollment – Continuing Education PowerBI Dashboard	Office of IE	3,457 (Reporting Years: 2020-21, 2021-22, & 2022-23)	3,526	3,561	5,649
E. Increase TPCC (Transitional Programs for College and Career) Enrollment.	Track unduplicated headcount	NCCCS – Basic Skills/CCR – Students Served Over Time PowerBI Dashboard	Office of IE	607 (Years: 2020-21, 2021-22, & 2022-23)	619	625	702

STRATEGIC PRIORITIES	ASSESSMENT / KEY PERFORMANCE INDICATORS	DATA SOURCE	DATA OUTLINE / RESPONSIBILTY	BASELINE	STANDARD	TARGET	2024 RESULTS
F. Increase annual ESL (English as Second Language) Headcount.	Unduplicated headcount for ESL	NCCCS – Basic Skills/CCR – Students Served Over Time PowerBI Dashboard	Office of IE	516 (Years: 2020-21, 2021-22, & 2022-23)	526	531	839

Goal 2: Ensure Program Excellence

STRATEGIC PRIORITIES	ASSESSMENT / KEY PERFORMANCE INDICATORS	DATA SOURCE	DATA OUTLINE / RESPONSIBILTY	BASELINE	STANDARD	TARGET	2024 RESULTS
A. Support a teaching and learning center for faculty development.	Utilization of teaching and learning center	CTLE Reports	Office of IE; reports provided by CTLE Coordinator (Title III Report)	Participants – 50 Trainings – 25 (Years: 2020-21, 2021-22, & 2022-23)	Participants – 51 Trainings – 25	Participants – 52 Trainings – 26	Participants – 281 Trainings – 29
B. Maintain institutional and program accreditations.	Track and publish institutional and program accreditations	SACSCOC and Programmatic Accreditations	Office of IE	14 regional and programmatic accreditations	14	14	14
C. Track online learning communications via Regular and Substantive Interactive (RSI).	Track sampling of contacts and responses between faculty and students	Regular and Substantive Interactive (RSI) tracking	eLearning Department; Office of IE	Courses Reviewed: 268 % Meeting RSI Expectations: 53.96% Years (2021-2022, 2022-2023, & 2023-2024)	Courses Reviewed: 273 % Meeting RSI Expectations: 55.03%	Courses Reviewed: 276 % Meeting RSI Expectations: 55.57%	Courses Reviewed: 125 (it was determined that reviewing 200+ courses was not sustainable – currently 25% of courses are being reviewed) % Meeting RSI Expectations: 87.75%

Goal 3: Improve Student Success

STRATEGIC PRIORITIES	ASSESSMENT / KEY PERFORMANCE INDICATORS	DATA SOURCE	DATA OUTLINE / RESPONSIBILTY	BASELINE	STANDARD	TARGET	2024 RESULTS
A. Increase curriculum retention.	Early Momentum - First to second year retention and persistence; SACSCOC Student Achievement Measure	National Student Clearinghouse - Institutional Persistence and Retention Report (ASPEN Early Momentum)	Office of IE	60.79% (Fall 2017, Fall 2018, & Fall 2019)	62%	62.61%	63.35%
B. Increase curriculum persistence.	Annual curriculum fall-to-spring	National Student Clearinghouse – Institutional Persistence and Retention Report	Office of IE	66.90% (Fall 2017, Fall 2018, & Fall 2019)	68.23%	68.90%	67.65% (higher than the baseline, but did not meet standard or target)
C. Increase curriculum completion.	Number of credentials earned (certificate, diploma, and degree): Institutional annual duplicated	IPEDS Completions Survey	Office of IE	1,459 (Years: 2020-21, 2021-22, & 2022-23)	1,488	1,503	1,708
D. Track curriculum student completion rates.	Curriculum Student Completion Rates (SACSCOC Approved Key Indicator for Student Success)	National Student Clearinghouse report – StudentTracker Postsecondary Completions report	Office of IE	56.33% (Fall 2014, Fall 2015, & Fall 2016)	57.45%	58.01%	62.73%

STRATEGIC PRIORITIES	ASSESSMENT / KEY PERFORMANCE INDICATORS	DATA SOURCE	DATA OUTLINE / RESPONSIBILTY	BASELINE	STANDARD	TARGET	2024 RESULTS
E. Track Basic Skills students progressing academically toward attainment.	Basic Skills Student Progress (NCCCS Performance Measure)	NCCCS Basic Skills Measurable Skill Gain Rate (PM1) – Provider Outcomes Dashboard	NCCCS; Office of IE	0.968 (Years: 2020-21, 2021-22, & 2022-23)	0.987	0.997	1.032
F. Increase Workforce Continuing Education pass rates.	Workforce CE pass rates	WCC Internal Pass Rate Report	Office of IE	93.8% (Reporting Years: 2020-21, 2021-22, & 2022-23)	95.67%	96.61%	94.9% (higher than the baseline, but lower than the standard and target)
G. Track college transfer students who progress to a four-year college or university.	Number of students who transfer to a four-year college or university	National Student Clearinghouse – StudentTracker Tracking Transfer report (ASPEN Equity and Transfer)	Office of IE	23.84% (Fall 2013, Fall 2014, & Fall 2015)	24.31%	24.55%	23.94% (higher than the baseline, but lower than the standard and target)
H. Foster educational and workforce partnerships to create broad opportunities for students through apprenticeships.	Annual review of apprenticeships	Number of Apprenticeship partnerships	Office of IE; Executive Director of Apprenticeships and Career Development	6 (Academic years: 2021-22, 2022-23, & 2023-24)	7	8	33

Goal 4: Ensure Institutional Quality

STRATEGIC PRIORITIES	ASSESSMENT / KEY PERFORMANCE INDICATORS	DATA SOURCE	DATA OUTLINE / RESPONSIBILTY	BASELINE	STANDARD	TARGET	2024 RESULTS
A. Improve institutional quality through data-informed strategic planning.	1) FTE – budget FTE for curriculum	NCCCS Curriculum Instructional Activity FTE Dashboard	Office of IE	2,591.83 (Budget FTE Years: 2020-21, 2021-22, & 2022-23)	2,643.66	2,669.58	2,665.1 (higher than the baseline and standard, but did not meet target)
	2) FTE - budget FTE for Workforce Continuing Education	NCCCS Continuing Education & Basic Skills Instructional Activity FTE Dashboard	Office of IE	575.33 (Budget FTE Years: 2020-21, 2021-22, & 2022-23)	586.83	592.58	792.8

Unless otherwise noted, all standards reflect a 2% increase from the baseline and all targets reflect a 3% increase from the baseline.