



# GA DSDEN STATE STRATEGIC PLAN

2020-2023

First Choice

We will strive to be the FIRST CHOICE in the communities we serve for higher education, workforce and community development.

- 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.
- x Emphasize employee development and accountability in the annual evaluation process.
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Learning Centered

We will inspire a learning community that focuses on innovative education and encourages life-long learning.



Yearly Impact

We will advance a performance based culture built on data-informed continuous improvement.

- x Increase the conversion rate of admitted students by streamlining the admission and registration process and assist 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.
- 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.