

Owens Community College
**STRATEGIC
PLAN** 2019-2021

MISSION

The Owens Community College mission is to foster student and community success by providing high quality and affordable education that leads to rewarding careers, personal growth and regional economic strength.

VISION

As the premier two-year college in Northwest Ohio, Owens Community College will be the first choice for students seeking career credentials and university transfer, and will be recognized as an indispensable partner for businesses, educational institutions and community organizations.

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owens.edu/strategic



OWENS
COMMUNITY COLLEGE



2019–2021 STRATEGIC IMPROVEMENT GOALS

Developed in the Fall of 2018 through an extensive community engagement process, this plan is the product of 26 stakeholder input sessions and a comprehensive survey of students, community, faculty and staff. The Strategic Improvement Goals are supported by a total of 20 Key Objectives, each of which will be measured by specific Key Performance Indicators (KPIs).

GOAL 1 Increase Enrollment, Completion and Student Success

- 1.1 Actively manage enrollment and drive increases in targeted student populations
- 1.2 Improve student retention and completion
- 1.3 Measure and improve post-college student success (e.g. employment and transfer)
- 1.4 Create pathways to success for all students

GOAL 2 Improve and Enhance the Student Experience

- 2.1 Improve student satisfaction with direct service areas
- 2.2 Improve student satisfaction and awareness of student life activities on campus
- 2.3 Address and improve equity outcomes for students
- 2.4 Measure and set targets for student connection to campus and community resources to provide wrap-around services

GOAL 3 Develop Workforce and Labor Market Outcomes

- 3.1 Address local employment needs with relevant programs
- 3.2 Enhance and promote co-op and internship experiences
- 3.3 Improve and promote career and job placement services

GOAL 4 Cultivate Community Image and Advancement

- 4.1 Grow and enhance deep collaboration with area higher education, K-12 and community organizations
- 4.2 Advance Owens as the partner of choice for regional business and industry
- 4.3 Directly address community college stigma and re-define institutional image

GOAL 5 Improve College Culture and Quality of Life

- 5.1 Measure and improve college culture, morale, and engagement
- 5.2 Intentionally promote diversity and inclusion among college faculty and staff
- 5.3 Increase employee knowledge, skills, and abilities through training and strategic professional development

GOAL 6 Build Financial Strength and Capacity

- 6.1 Improve and maintain core financial indicators
- 6.2 Create growth in foundation, fundraising and alumni
- 6.3 Maintain appropriate investment in facilities, technology

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Increase Enrollment, Completion and Student Success

GOAL 2

Improve and Enhance the Student Experience

GOAL 3

Develop Workforce and Labor Market Outcomes

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Cultivate Community Image and Advancement

GOAL 5

Improve College Culture and Quality of Life

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Build Financial Strength and Capacity

