Iowa Western Strategic Planning Goals 2013-2015

Goal #1—Iowa Western Community College will increase the number of recent high school graduates who choose to attend to 1,350 students by 2016.
- Data Element:
  - Number of students enrolled who graduated in the previous May

Goal #2—Iowa Western Community College will assist its students in the completion of their academic studies by providing relevant, quality, learning experiences that prepare them for the workplace, for transfer, or to achieve other personal goals.
- Data Elements:
  - Fall to fall retention rate at or above the NCCBP$^2$ study benchmark
  - Goal attainment rate at or above the NCCBP$^2$ study benchmark
  - Full-time transfer rate at or above the NCCBP$^2$ study benchmark
  - Percentage of students retained plus percentage of students graduated plus percentage of students transferred
  - Graduation rate
  - Total number of high school equivalency graduates
  - Total number of high school equivalency graduates enrolling in credit programs
  - Total number of high school equivalency graduates enrolling in short term programs

Goal #3—Iowa Western Community College will strengthen partnerships with area high schools.
- Data Elements:
  - Number of high school students enrolled in college credit courses for fall term
  - Percentage of high school students taking college credit courses who matriculate to IWCC in the fall following graduation

Goal #4—Iowa Western Community College will take a more active role in the conversation to increase awareness, interest, and participation in STEM$^1$ (Science, Technology, Engineering, and Mathematics) disciplines.
- Data Elements:
  - Number of initiatives and activities focused on STEM$^1$ that involve K-12 students
  - Number of K-12 students participating in STEM$^1$ (unduplicated headcount)
Goal #5—Iowa Western Community College will strategically and aggressively cultivate and deepen relations with alumni, friends and alternative public and private funding sources to raise awareness and secure funds. By 2016, Iowa Western will increase fundraising to annually fund $2.5 million in scholarships and increase Foundation assets to $15 million (excluding Wiebe property).

- Data Elements:
  - Funds raised in total dollars
  - Scholarships funded in total dollars (outside and internal)
  - Foundation assets in total dollars (including Wiebe property)
  - Foundation assets in total dollars (does not include Wiebe property)
  - Total grant dollars requests submitted
  - Total grant dollars received
  - Number of alumni events held each year
  - Number of alumni who are donors

Goal #6—Every other year Iowa Western Community College will assess the quality of campus life to determine how services and activities affect student success.

- Data Elements:
  - Percentage of students ranking their educational experience at IWCC good or excellent (CCSSE4)
  - Percentage of students indicating they would recommend IWCC to a friend or family member (CCSSE4)
  - Percentage of students indicating their satisfaction with IWCC services as somewhat or very satisfied (CCSSE4)
  - Percentage of students indicating they would recommend IWCC to a friend or family member (SENSE3)

Goal #7—Iowa Western Community College faculty, staff, and students will remain engaged in partnerships reflecting our shared commitment to both civic engagement with community service and the needs of our diverse global community.

- Data Elements:
  - Number of students active in academic service learning activities in the previous academic year (unduplicated headcount)
  - Number of academic courses incorporating service learning in their curriculum in the previous academic year (unduplicated headcount)
  - Number of students participating in co-curricular community service activities in the previous academic year
  - Number of community organizations partnering with IWCC on academic and co-curricular service initiatives
  - Hours contributed to the community through academic and co-curricular service activities

Goal #8—Iowa Western Community College will promote a professional work culture that is aligned with AQIP Category 4, Valuing People.

- Data Elements:
  - Departure rate (does not include retirements) at or below the NCCBP2 study benchmark
  - Development/training expenditures per FTE employee at or above NCCBP2 study benchmark
  - Scores on Great Colleges to Work For survey overall average will be within the Good to Very Good/Excellent range
Goal #9—Iowa Western Community College will constantly scan the environment for emerging technologies and evaluate those that we can adopt to provide services to and from the college.
- Data Element:
  - Percentage of budget allocated to technology including software, hardware, the training of people and IT employee salaries

Goal #10—Iowa Western Community College will strengthen its impact on regional economic development while maintaining financial sustainability.
- Data Elements:
  - Business and Industry headcount (NCCBP²)
  - Business and Industry companies served (NCCBP³)
  - Business and Industry net revenue (NCCBP³)

Goal #11—Iowa Western Community College will create new educational programs, degrees, certificates, diplomas, credit/noncredit courses in response to State initiatives, business and industry needs, advisory boards, student and faculty suggestions, and funding opportunities while maintaining quality and relevancy in the current educational programs.
- Data Elements:
  - Total number of new certificates, diplomas, and degrees in credit programs
  - Total number of new certificates, diplomas, and degrees in noncredit programs
  - Percentage of programs reviewed during the annual Program Review and Evaluation cycle designated as "Declining/Uncertain"
  - Total number of educational opportunities reviewed

¹Science, Technology, Engineering, and Mathematics
²National Community College Benchmark Project
³Survey of Entering Student Engagement
⁴Community College Survey of Student Engagement